

CREATIVE

SAFE

CONNECTED



SUSTAINABLE



THE SANTA FE DRIVE BUSINESS IMPROVEMENT DISTRICT PRESENTS:  
 SANTA FE DRIVE - *THE ARTFUL APPROACH TO DENVER*

**DENVER**  
 THE MILE HIGH CITY

GENERAL  
 OBLIGATION BOND  
**2017**



# CONTRIBUTORS

## PROJECT TEAM

### QUA+D

Mark J. Raeburn - Principal

Christy D. Raeburn - Associate

## SANTA FE BUSINESS IMPROVEMENT DISTRICT BOARD

Andrea Barela – President

Rusty Brown – Treasurer and Secretary

Jack Pappalardo – Member

Cheryl Spector – Member

Debbie Stoner – Member

Lindi Sinton – Member

Howard Snyder – Member

Macy Dorf – Board Adviser and Assistant Secretary

## 2017 GO BOND SUB COMMITTEE

Andrea Barela - President Santa Fe BID

Rusty Brown - Treasurer and Secretary Santa Fe BID

Amy Phare - President ADSF

Cheryl Spector - Santa Fe BID Member

Macy Dorf - Board Advisor Santa Fe BID

David Moke - Member ADSF

George Lim - Principal Tanagram Design

Eliot Hoyt - Principal BrightView Design Group

Mike Ziarnek - Graduate Student UCD

Mark Raeburn - Principal QUA+D

## ART DISTRICT ON SANTA FE BOARD

Amy Phare - President

Forrest Morrison - Vice President

Ryan Coburn - Treasurer

Crystal Jacquez - Secretary

Ricardo Baca

Tara Bardeen

Laura Decker

Alicia Drown

David Griggs

Michelle Jacobson

Kayvan Khalatbari

David Moke

Erika Righter

Mai Wyn Schantz

Judy Weaver

# SANTA FE DRIVE

# TABLE OF CONTENTS

<b>INTRODUCTION</b>		<b>REFERENCE MATERIAL</b>	
Sponsors and Supporters	1	Previous Vision Plan	37
Introduction from Santa Fe Business Improvement District	2	Traffic Counts	41
Introduction	3	Amenities - Existing Transit	42
<b>DESIGN PROPOSAL</b>		Lighting Analysis	43
Design Narrative/ <b>Executive Summary</b>	7	Demographics	45
Authenticity	10	Existing Business Analysis	46
Walkability	11	Neighborhood And Zoning	47
Parking Solutions	14	<b>LETTERS OF SUPPORT</b>	
Branding	15	Art District on Santa Fe	49
Sustainability	19	La Alma/Lincoln Park Neighborhood Association	49
Street Sections- A Comparison	21	Colorado Ballet	50
Santa Fe Drive- Existing Conditions	23	Metropolitan State University of Denver	51
Current Conceptual Design-Street Scape	25	Auraria Higher Education Center	52
Current Conceptual Design-Art Park on 9th	27	NEWSED	52
Diagrams	29	Denver West High School	53
Conceptual Opinion of Cost	31	Denver Public Library	53
Conclusion	32	Denver Public Schools	58
<b>PREVIOUS MASTERPLANS</b>		Volunteers of America	59
Blueprint Denver	33	Urban Land Conservancy	59
2010 La Alma / Lincoln Park Neighborhood Master Plan	34		
Denver Pedestrian Master Plan	35		
Destination Santa Fe - Hangar41	36		



# SUPPORTERS & SPONSORS

910 Arts  
 Access Gallery  
 ACE Challenge School  
 Alicia Bailey - Abecedarian Artists' Books  
 Alikei McCain - ArtHaus  
 Art District on Santa Fe  
 Aubrey Lavizzo – The Center for Animal Wellness  
 Auraria Higher Education Center  
 Aurora Sisneros - Fabric Bliss  
 Bob and Linda Alvarado – Alvarado Construction  
 Bob Tank - Taoist Tai Chi Society  
 Brandt Wilkins – Wet Paint Communications  
 CaptianU  
 Carol Mier - Carol Mier Fashions  
 Cheryl A. Spector - Spector and Associates, P.C.  
 Chicano Humanities and Arts Council (CHAC)  
 Chuck Morris – AEG Live  
 Colorado Ballet  
 Commander Paul Pazen - Denver Police District I  
 Core New Art Space  
 Councilman Paul Lopez  
 David Griggs - Griggs Design  
 David R. Brehm - Plan West Inc.  
 Debbie Stoner  
 Denver Housing Authority  
 Denver Inner City Parish  
 Denver Public Library  
 Denver Public Schools  
 Don Goerig - Goerig Design  
 Edie Emory and Marie Stahl - Ninni & Foffa's  
 El Centro Su Teatro  
 Garrett & Kim Bishop – Bark & Play  
 George Lim - Tangram Design, LLC  
 Ginny Abblett Fine Art  
 Greenlee Elementary  
 Hangar 41, LLC  
 Howard Snyder - The Sherman Agency

Interstate Kitchen and Bar  
 Jack Pappalardo and Georgia Amar – Habitat Gallery  
 Jim Mercado - Skylight Station  
 Joe Knoblich - ChueyFU's Latin Asian Grub  
 John Fielder  
 John Peters - Tatterdemalion, Inc.  
 John Slaughter - Tribe Tattoo  
 Kat Payge and Carri Arata - Kat Payge Art  
 Kym Bloom and Elizabeth Mahler Licence - Kanon Collective  
 La Academia  
 Lewis Lease - Conto do Galo Capoeira  
 Lincoln Park Neighborhood Association  
 Lori Dresner - LD Ceramix  
 Macy Dorf - Artists on Santa Fe  
 Mark Landman and Megyn Rodgers - Molecule Effect  
 Mark Raeburn - Quantum Urban Architectue + Design  
 Metropolitan State University of Denver  
 Michelle Jacobson - Katchen & Company Inc.  
 Michelle Mitchell - Colorado Housing Assistance Corporation

Museo de las Americas  
 NEWSED Community Development Corporation  
 Niza Knoll - Knoll Gallery  
 Ray and Mike Gerken - Gerkens Religious Supplies  
 Rusty Brown - Semple Brown Design  
 Ryan Connolly - Grassroots California  
 Santa Fe Drive Redevelopment Corporation  
 Spector Development, LLC  
 Tangram Design LLC  
 The ZONE Business Connection Center  
 Theresa Corrada - The Fastidious Fotog  
 TugBoat, LLC  
 Urban Land Conservancy  
 Veterans of Foreign Wars Post I  
 Visionbox Studio & The Denver Academy of Dramatic Arts at Vision Box Studio  
 Volunteers of America  
 Wesley Cooper - Basements & Beyond  
 West High School

1

Variation in Seating & Gathering Spaces



Proposed 9th Street Art Park

## SANTA FE DRIVE

# LETTER OF INTRODUCTION



March 10, 2017

Mayor Michael B. Hancock  
General Obligation Bond Stakeholder Committee  
City and County of Denver  
1437 N Bannock St Rm 350  
Denver, CO 80204

Dear Mayor Hancock and Stakeholder Committee:

On behalf of the Santa Fe Business Improvement District Board of Directors, the residents of the La Alma Lincoln Park Neighborhood, the Art District on Santa Fe, Santa Fe Drive property owners and businesses and area stakeholders we submit for your consideration the attached design proposal for the General Obligation Bond. Santa Fe Drive has been a showcase feature of economic development, history, art and culture for the City of Denver for several decades. We are a vibrant and growing community made up of a variety of retail, service, creative based businesses as well as major public institutions and schools; long-time, mixed demographic residents and various registered neighborhood organizations. Our collective desire for a walkable and resident friendly environment is paramount to our sustainability and imminent growth. Our neighborhood has long been overlooked by the City's investment in infrastructure, and Santa Fe Drive has historically served as a gateway to downtown.

The submittal of the following design proposal through the Santa Fe Business Improvement District is the capstone of several years of work and collaboration. The proposal envisions and gives life to a plan that will enable the Santa Fe Drive corridor to become a central gathering place for both residents and visitors. Our proposal has the safety of pedestrians as its focal point.

Recently local students and the Vision Zero Coalition gathered on the steps of the State Capitol to advocate for slower speeds in high pedestrian areas of the city. Their findings show that 61 traffic deaths have occurred in Denver since 2005 due to high vehicle speeds. In February of this year an auto pedestrian accident occurred in our community on 10<sup>th</sup> and Santa Fe Drive resulting in serious injury. Santa Fe Drive's three lanes of high speed north bound traffic have resulted in various hit and run accidents throughout the years causing extensive property damage. In the Santa Fe BID's inaugural year of 2015 there were 7 incidents of decorative sidewalk light poles being hit and destroyed causing thousands of dollars in damage. In 2016, in a single incident, both a decorative pole and an Xcel Energy pole were completely toppled by a hit and run driver. This is an extremely common occurrence and we strongly feel that reduced lanes of traffic would greatly remedy the situation and make the area safer for all. In addition, Santa Fe Drive sidewalks and amenities are not up to code

and violate ADA Standards for Accessible Design. During First Friday Art Walks, Santa Fe Drive receives up to 14,000 patrons who spill onto the street and we continue to witness speed limits violated by commuters. Santa Fe Drive's right of way is extremely narrow as well. In some areas, it is only 57' wide, which is less than 75% of the Denver standard street right of way width. Recent utility changes, such as the placement of gas meters on the front building facades, have created additional sidewalk obstructions that occasionally force wheelchair-bound individuals into the streets and create a hazard for any group of two or more people who walk on Santa Fe Drive. As a parent, you can easily relate to the dangers the narrow width presents for a parent with one child in a stroller and the other trying to walk beside but there is not enough space and speeding traffic is extremely close. The vision for reduced lanes of traffic and wider sidewalks are the crux of our request for consideration of the GO Bond.

We thank you for your efforts to make our beautiful city more vibrant, inclusive and safe. We hope our proposal aligns directly with the goals of the administration, various City departments and the GO Bond stakeholder committee. We have strong support for our vision not only from our business owners and residents, but throughout the city from the thousands who attend First Friday events held each month. Included with this letter is a list of supporters of the Santa Fe Drive BID's efforts to be considered for the GO Bond.

Sincerely,

Andrea Barela  
President, Santa Fe BID



Proposed 9th & Santa Fe Drive

## SANTA FE DRIVE BUSINESS IMPROVEMENT DISTRICT

The formation of the Santa Fe Drive Business Improvement District began with the desire of area stakeholders to collectively advocate for much needed infrastructure improvements for the Santa Fe Drive corridor. It is a widely held opinion that the lack of walkability is hindering the further economic development of the neighborhood and creating a permanent hardship to the businesses already in the district. This commercial corridor should be the life vein of the La Alma/Lincoln Park neighborhood and the center of Denver's liveliest arts and cultural scene - with a little help it can be all this and more.

Made up of a diverse group of neighborhood activists the initial board included four Art District Directors to ensure transparency and continuity of ideas and goals. The Santa Fe BID embarked on its inaugural year in 2015 replacing the existing, outdated Maintenance Districts. Since that time we have worked to create new systems for maintenance for the Santa Fe Drive right of way and have begun the process of communicating to the City the array of needs for physical improvement and economic development.

The Santa Fe Business Improvement District (BID) consists of a 7 block area from 6th to 13th Avenue inclusive of 130 business properties that pay a special assessment tax. The Santa Fe BID conducts four service areas; Economic Development, Physical Improvements, Maintenance and Safety.

Our resources are limited mostly to maintaining the existing crumbling and inadequate infrastructure making major improvements to the corridor nearly impossible to plan for. To achieve our goals, we are in need of wider sidewalks, traffic calming measures, consistent landscape and street trees, new, modern street and pedestrian lighting, a central gathering place, branded street furniture, signage and parking solutions.

### Mission Statement:

Promote, energize and cultivate the physical and business environment of Denver's Gateway, Santa Fe Drive.

### Vision Statement:

Creativity at work in Denver; an accessible, inclusive and active district for all to enjoy.

Below are the results from a recent survey of our constituents. You will find that our proposal addresses most of these target areas to some degree:

### Top 5 most wanted physical improvements:

- Parking
- Traffic calming
- Wider sidewalks
- Signage & lighting
- Public Art, place making, ambiance

### Top 4 most wanted maintenance:

- Clean up; trash removal from cans
- Graffiti removal
- Light pole maintenance, bulb replacement, repainting, etc.
- Tree well bump outs; landscape upkeep

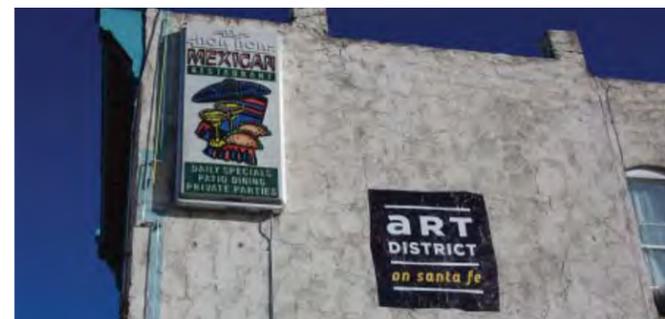
### Top 4 most wanted economic development:

- Business attraction, retention and support
- Public relations to project a positive image of the corridor
- Boost local and out of state tourism
- Advocacy on behalf of property owners

### Most frequently reported safety concerns:

- Traffic is too fast, need traffic calming
- Too dark, need more and better lighting
- Homelessness on main streets and in alleys
- Drug and gang activity

To further this effort, we are excited to present Santa Fe Drive – The Artful Approach to Denver, our proposal for access to the 2017 General Obligation Bond funds.



### THE RISE OF THE CREATIVE ECONOMY - a viable argument for investment.

"The creative class is a part of what makes a city great. With the rise of the creative economy, there is a new understanding that the creative sector is not simply an attractive amenity of city living; it is indispensable to a city's economic development and quality of life. This report calls for greater support and nurturing of Denver's creative sector by community and government, based on growing awareness of the role it plays in the City's complex economy, government, education and social structure." (page 2)

"While the concept of the creative economy is nascent and still evolving, it reflects the idea that creative assets can generate economic growth, job creation and export earnings, while at the same time promoting social inclusion, cultural diversity and human development. Creative industries have emerged as one of the world's most dynamic economic sectors, offering vast opportunities for cultural, social and economic development." (page 7)

"The creative sector is an important generator of jobs-- the fifth largest employment cluster in Colorado-- equal to the biotechnology and biomedical sector (Alliance for Creative Advantage, Regional Technology Strategies, and Mt Auburn Associates, Inc., 2008, p. 13). In addition to its economic impact, the creative sector is a catalyst for innovation and new, exciting business. It drives community and neighborhood revitalization and helps attract and retain a talented, educated workforce in all business sectors. Creative activity helps set one city apart from another, and creates an authentic "brand" that attracts a talented workforce, businesses and visitors. While this distinctive brand identity cannot be imposed from the top down-- it springs from the grassroots, from the history and culture of city, from its people-- community leaders and governments can play an important role in cultivating and nurturing the distinctive creative spark that already exists." (page 2)

"Economic development and building a recognized brand for the creative sectors requires investment. Funding for economic development is a partnership among state and city government, federal sources, individuals, commercial businesses and foundations. Enlisting all these components for financial investment is impossible without a plan to develop a cohesive brand that provides a recognizable return on investment for all contributing parties." (page 8)

"Quality of Place and Neighborhood Revitalization are a high priority for any city's economy, and the creative sector and creative workforce are a prominent force in achieving both." (page 9)

### WE CREATE DENVER; Positioning Denver as the Creative Capital of the Rocky Mountain West.

2010 Downtown Denver Leadership Program:

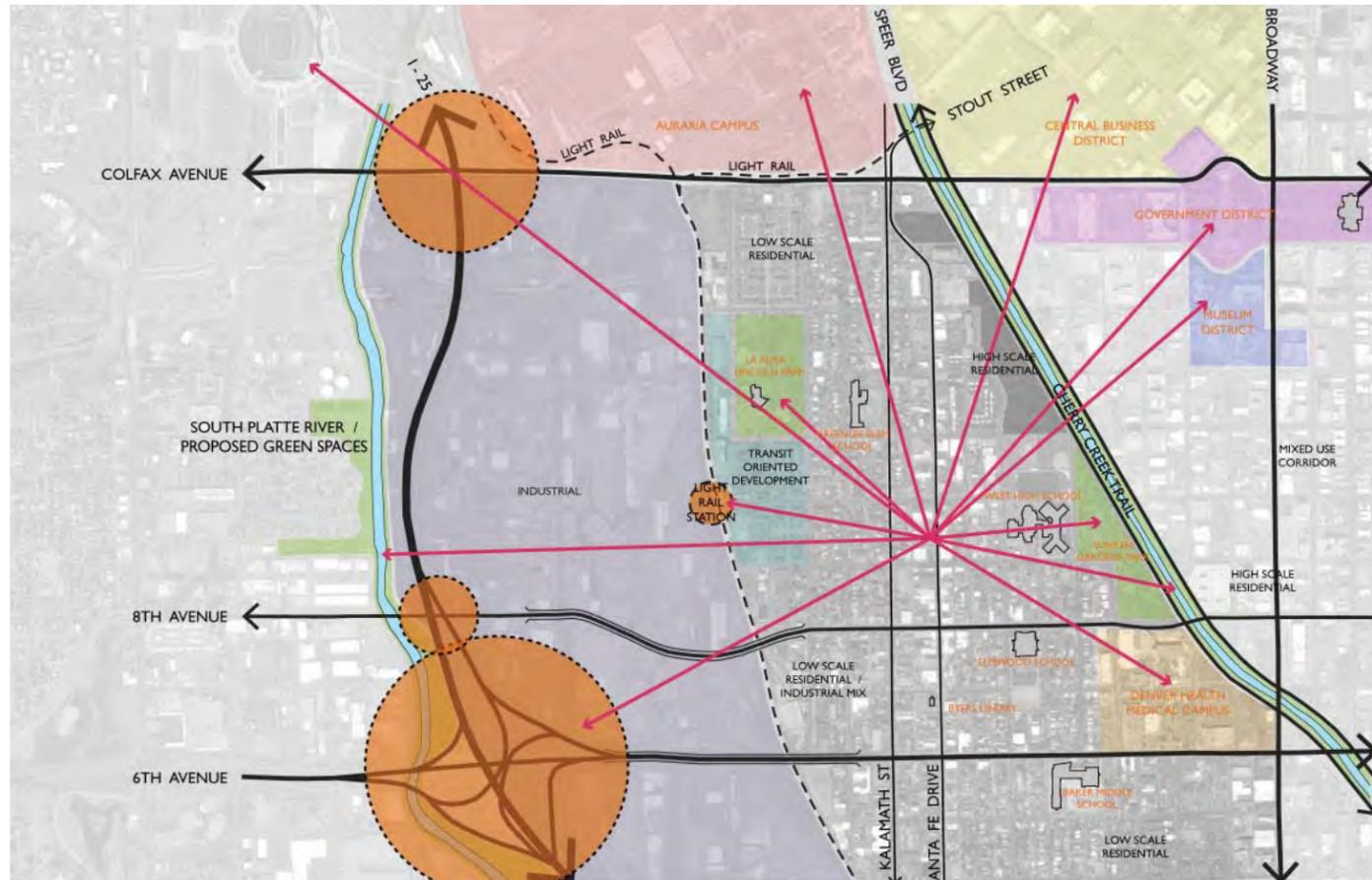
<http://www.downtowndenver.com/wp-content/uploads/2013/06/2010+Final+Report+for+Web.pdf>

## THE ART DISTRICT - and the creative neighborhood:

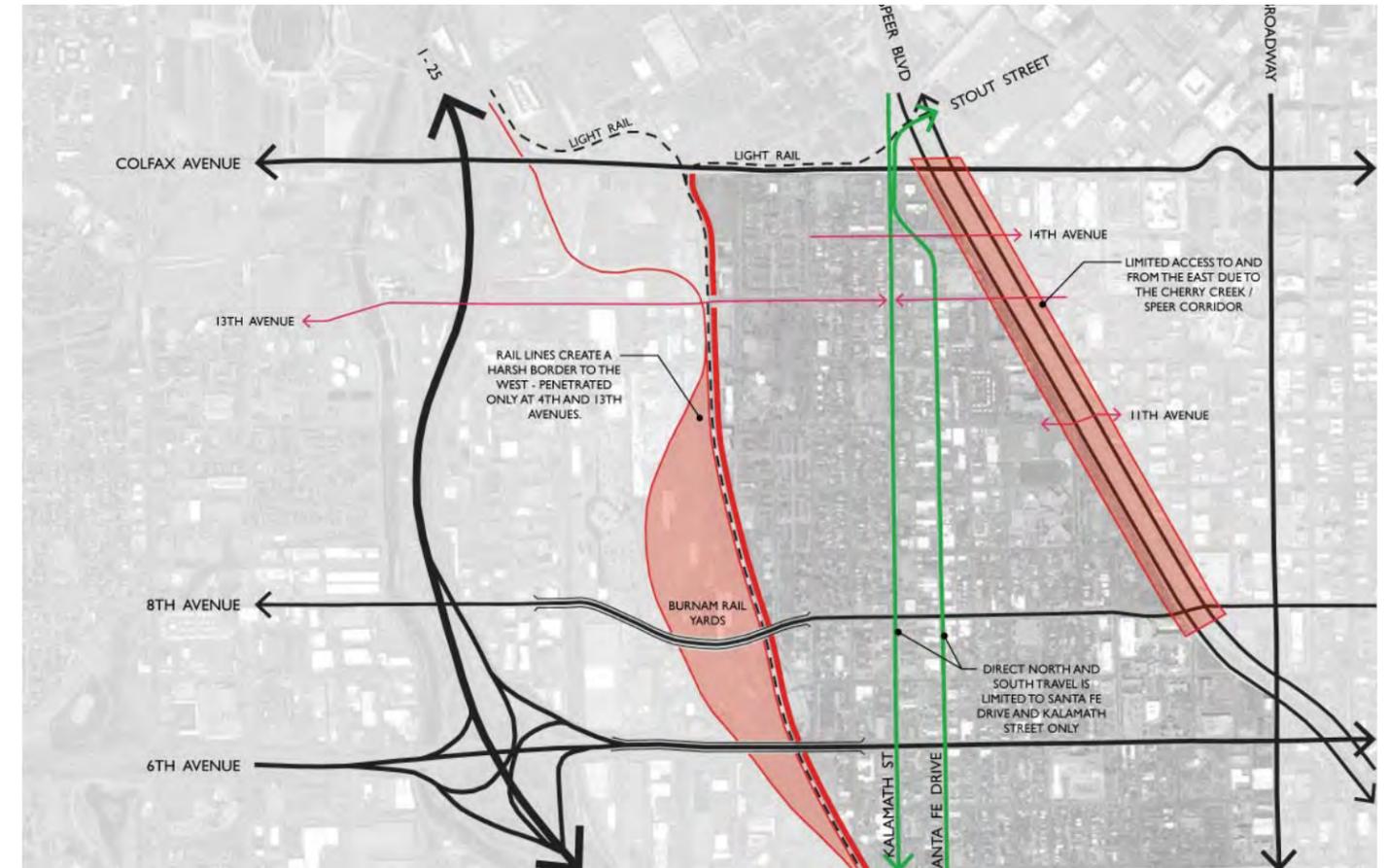
As Denver's first and oldest Art District, the Art District on Santa Fe is the heart of the neighborhood and plays host to the city's most popular First Friday Art Walk, drawing huge crowds of up to 14,000 visitors during the busy summer months from all around Denver and beyond. The Art District includes more than 60 members including 35 galleries, restaurants, creative services and shops, all of whom have formed a community that is based on developing, educating and sustaining the creative culture along and adjacent to Santa Fe Drive.

While artists had been moving to the Santa Fe corridor for years due to its central location, low rents and edgy atmosphere, it wasn't until the beginning of this century that the artists began to organize. With a need for marketing, leadership and management, the Art District on Santa Fe was officially born in 2003 with the sole purpose of strengthening and developing the creative community.

In May of 2010 the Art District on Santa Fe was named Colorado's first Certified Creative District and this designation is currently up for renewal.



Connectivity Map



Challenges Map

Already home to many of Denver's most talented and passionate artists, the street has begun to have a desirable address for other creative industries such as fashion houses, architecture and design firms, tattoo parlors, and music and film studios. These businesses enjoy showcasing their work or others' creative talents through various mediums during art walks. As the neighborhood grows closer to reaching a critical mass of creatives it will spur development, creating greater densities and the increased mix of uses required to support a viable and rich pedestrian-based neighborhood.

### LA ALMA/LINCOLN PARK - Neighborhood history

The La Alma/Lincoln Park neighborhood is a diamond in the rough. It already exceeds many of the key factors required by most inner city neighborhoods for rapid economic redevelopment such as a great location, existing building stock (some historic), neighborhood amenities, available lots, a rich culture, an art district and a creative and organized citizen base. So why has this district been bypassed for many years while other inner city neighborhoods have enjoyed a degree of revitalization? We believe the answer can be found in the lack of opportunity for pleasant, landscaped, pedestrian

scale sidewalks, the overbearing presence of Santa Fe Drive and the lack of walkability.

Within the last two decades the urban neighborhoods of Denver, Colorado have seen a renaissance like none before. Neighborhoods once home to boarded-up warehouses and abandoned cars have become the hot spot to live, work, and play. Rich in cultural diversity, historic architecture, and character, these neighborhoods offer established communities in close proximity to Downtown with all of its amenities. On the southwest side of Denver's Central Business District and just south of Auraria you'll find one of

these urban gems - the historic neighborhood of La Alma/Lincoln Park is a diamond in the rough and one of "Ten Great Neighborhoods" in the country, according to the American Planning Association

Located southwest of Speer Boulevard and bordered by the Burnham rail yards to the west, Colfax Avenue to the north, Speer Boulevard to the east and Alameda Avenue to the south, La Alma/Lincoln Park has its roots in Denver's earliest settled districts. By the depression of 1893 over 90% of the neighborhood had been settled and built out with brick Victorian houses and light industrial/commercial buildings.

La Alma/Lincoln Park gradually developed from a largely European community into a mainly Hispanic neighborhood and soon adopted an identity as the center of Hispanic culture in Denver.

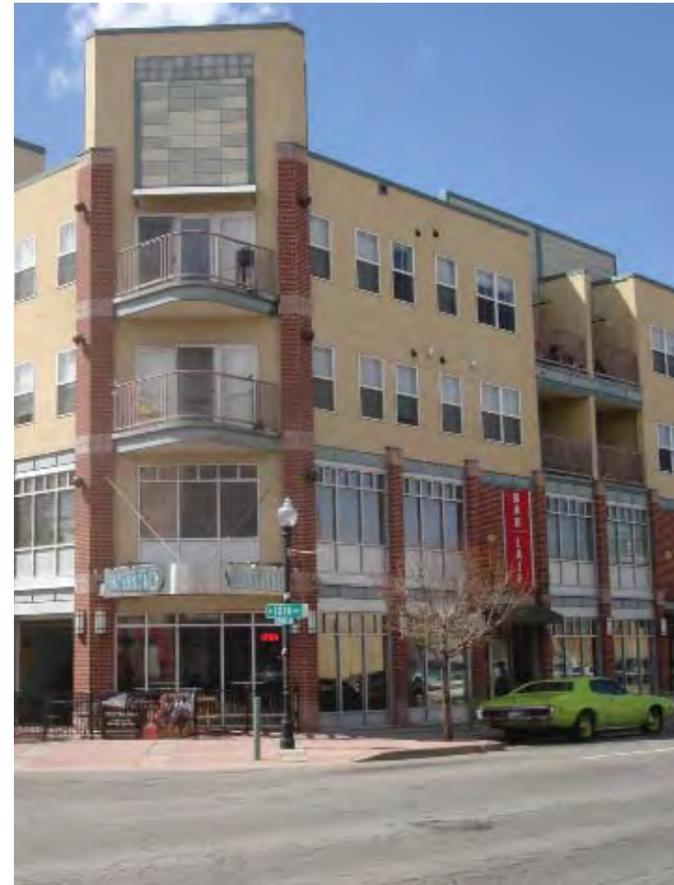
At the same time industry began to grow along the edge of the railroad and the neighborhood became a hub for shipping and the transportation of goods from the railroad to the rest of the city. As people began to flock to the suburbs in the mid 20th century, the La Alma/Lincoln Park neighborhood along with many other urban residential neighborhoods began to decline and fall into disrepair and blight.

Up to and into the 1990s gang related crime and the decline of the area created an edgy transitional feel, this coupled with the lower cost of living, brought together all the ingredients necessary for creatives to thrive and an organic art district began to grow.

- 5 The La Alma/Lincoln Park area is now an ideal urban neighborhood with great potential for renewal investment and community development. However, as the last of Denver's urban neighborhoods to be redeveloped, it has some work ahead of it to maintain control of the redevelopment.

## SANTA FE DRIVE - The Neighborhood Bully:

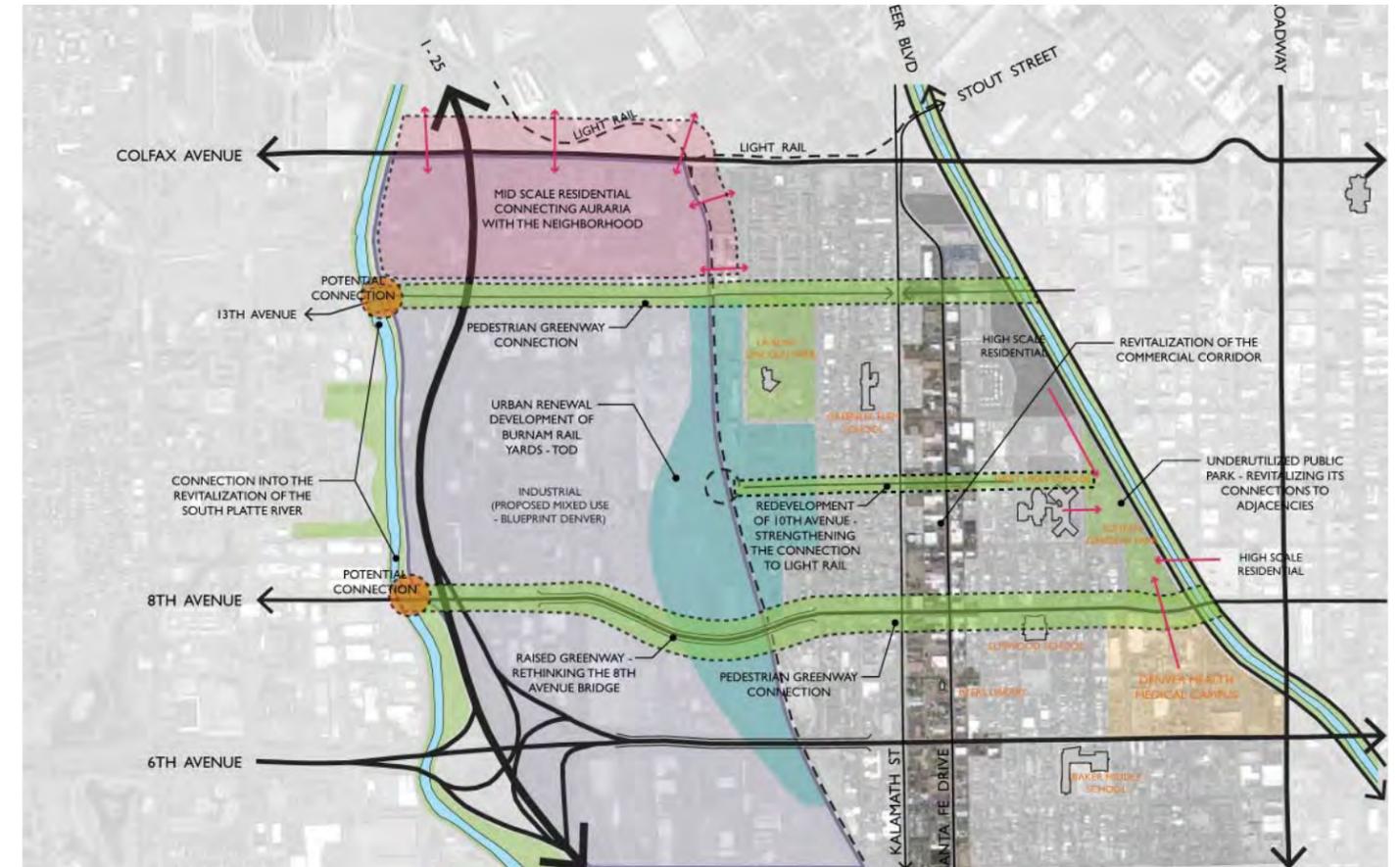
The largest issue to be addressed is Santa Fe Drive. During the middle of the last century, cities across the nation sought to improve and speed up the commute into downtown for the growing number of people who were leaving the city center for the new suburbs. In Denver, Santa Fe Drive made a dramatic shift from being a pedestrian-oriented main street of residential scale into a three-lane, one-way road that focused on moving cars from South Denver into the Central Business District. No longer based upon community shopping and locally owned businesses, Santa Fe became a commuter route. Many of the buildings, once home to busy shops and restaurants, either fell into disrepair, sat empty, or have been demolished for parking lots.



Santa Fe BID headquartered in an infill Mixed Use, Multi-family building

Adding lanes and widening the street through an already narrow corridor has resulted in drastically narrow sidewalks, displaying the premise that the commuter traffic took precedence over pedestrian street users and the neighborhood along Santa Fe Drive. The effect is the creation of a chasm harshly dividing the neighborhood.

There are serious issues that stand in the way of a viable pedestrian and commercial return to the "main street" of Santa Fe Drive. The sidewalks are dreadfully narrow, the traffic speed is very high and the neighborhood has a reputation for having a rough edge. These issues are irrefutable barriers to



Revitalization Map

businesses, shop owners, browsing customers, new residents and patrons of the arts - thus to the overall success of the district as a whole and an impediment to the economic growth of the area.

With three lanes of vehicular traffic, and a parking lane on each side, most of the sidewalks are barely 6 feet wide. Much of this width is occupied by gas meters, street lights and street furniture resulting in a hostile and dangerous pedestrian experience. The physical environment places the needs of pedestrians as secondary to the commuting automobiles which are simply passing through, not stopping

in to support local businesses.

This unfriendly pedestrian environment adds to the misperception that the neighborhood is not friendly. Unfortunately, due to years of economic downturn for the industrial uses in the area, newer buildings are hard to find and many structures are in various states of disrepair. The buildings that do remain on Santa Fe are often brutal in their approach to the street, with concrete and stucco walls, blacked out windows and many security bars. The result is a street where one is a pedestrian by necessity and not by choice. However, a few businesses are beginning to invest in



the area again and build creatively thoughtful structures. Recent projects of note are The Colorado Ballet and Space Gallery.

The solution to these problems is a multi-step long term process which begins with the wholesale improvement of the Santa Fe Drive corridor, followed by the implementation of enforceable Design Guidelines.

## GO BOND PROPOSAL

This proposal is a compilation of research and analysis of the potential for the future redevelopment of the La Alma/Lincoln Park neighborhood, specifically within the BID boundary, along with proposed solutions, preliminary cost information and conclusions. As Denver re-brands itself as the Creative Capital of the Rockies and continues to develop into a more pedestrian, bicycle and light rail oriented city, property in La Alma/Lincoln Park will continue to rise

in value. The neighborhood has a very walkable location close to: downtown, mass transit, Denver Health campus, the Auraria Campus, the museum district and is in close proximity to several parks and trails. These assets combine to make this a very desirable neighborhood.

Our goal is to support the neighborhood's culture, place, and unique identity in Denver's social and urban fabric while also providing a framework for a consensus-driven vision of smart and sustainable growth.

As a result of shifting economics and a high level of community activism, there have been several **Previous Master Plans** produced for La Alma/Lincoln Park with mixed results. This section will highlight significant parts of those plans, their successes and failures and draw conclusions based on the significance of the ideas and their relevance in today's socio-economic climate.

Within the **Design Proposal** section you will find an Executive Summary of the following more detailed list of illustrated program goals and conclusions on which we based our design. These pages will verbally and graphically present our ideas for the realignment and redevelopment of Santa Fe Drive and the inclusion of an Art Park in the center of the District. We will not only present our case that the future of the Art District is in need of redesign, but we provide precedent images allowing us to visually demonstrate built examples of some of the proposed concepts and ideas in action.

The **Conceptual Opinion of Cost** and **Conclusion** section will synthesize assumptions and provide a road map for possible implementation while demonstrating the need for the creation of a collaborative task force to explore all possible avenues needed for the successful regeneration and support of this valuable neighborhood and Art District.

In **Reference Materials**, we take a look at the current design and layout of Santa Fe Drive, illustrating the limits imposed on the neighborhood by the narrow sidewalks and high traffic speeds. We make a case for reducing and slowing traffic, removing a lane of through-traffic in the street and reclaiming that space to the sidewalks, all in order to activate the culture of the street and encourage a successful and universally accessible and safer pedestrian main street.

The Neighborhood Zoning pages within the Reference Materials section presents a visual analysis of the current condition of the district and shows how the 2010 form based zoning code allows for increased density and scale. This section will demonstrate how underutilized the district is, and how future projects will most likely be larger in scale and density in order to take the most advantage of the numerous local and regional amenities.

The Funds from the 2017 GO BOND if appropriated will directly encourage a safer, better connected, more sustainable neighborhood and a reinvigorated more viable business atmosphere for continued growth in the area. We see a neighborhood that has the potential to be an example of a great American urban neighborhood, one of this nation's premier Art Districts and perhaps its first sustainable creative district.

*"A city must have a soul, and the arts are a part of that soul."*

Rob Cohen, CEO, IMA Financial Group, Inc.



Pedestrian first intersection in the heart of the Art District

# DESIGN PROPOSAL

## DESIGN NARRATIVE/EXECUTIVE SUMMARY

### VISION

Our vision is to sustainably transform Santa Fe Drive between 6th and 14th Avenues into a safe, walkable pedestrian haven with modern amenities, creative authenticity and artistic branding. The Art District on Santa Fe will become a year round creative destination with amenities for people of all ages, all abilities, equitable and accessible to all.

### GOALS

#### Safety/Walkability:

A neighborhood's walkability is paramount in creating a safe, friendly, healthy, and thriving community. Walkable neighborhoods promote community involvement and economic growth by attracting additional residents, businesses, and visitors to the area. To accomplish this, we propose creating wider sidewalks with bulb-outs at intersections and mid-block, wider, well thought out sidewalks with landscape buffers between the pedestrians and automobiles, pedestrian crossings at each intersection and better lighting and signage.

#### 7 Traffic Calming:

First and foremost, there must be a clear separation between pedestrians and automobiles. Second, the traffic must be mitigated by utilizing standard traffic calming techniques to reducing the speed and impact of traffic in the neighborhood.



Third, creating safer, more pedestrian centric intersections must be a priority. Implementing appropriate traffic calming measures along Santa Fe Drive are essential to creating a safe walkable neighborhood.

#### Sustainability:

As communities grow and evolve, it is imperative that they look to forward thinking approaches to solve the detrimental effects of pollution while creating thriving environments able to sustain the needs of current and future generations. The Santa Fe BID will advocate for all manner of sustainable techniques in the implementation of this project.

#### Connectivity:

An important element of community walkability is connectivity and transparency. A neighborhood is more walkable when pedestrians feel more secure and pedestrians feel more secure when the street is inviting and comfortable to inhabit. When an area becomes blighted and no longer feels safe, it can break the chain of connectivity for all surrounding areas.

#### Creativity:

The current design plan provides multiple, flexible locations for the installation of permanent and rotating public art installations. It is anticipated that funds for these pieces will be



raised or donated as appropriate. Included in our budget is a 1% for art fund, while this will not go far we hope to find matching funds to start the permanent public art collection for the District. The ADSF and the SFDBID will work together to secure sponsorships, grants and gifts to further this collection.

#### Authenticity:

The Art District on Santa Fe is an organically grown, and authentic art district, teetering on the edge of prosperity. While most creative districts focus on art and new development, we represent a rich, storied past and proud heritage. It is this true blend of culture and creativity that is our greatest asset. As the Art District continues to grow, its rich history, heritage, and authenticity of place must be realized and expanded for future generations.

#### Economic benefits:

Economic development and the retention and attraction of creative professionals and arts related businesses are a guiding principle for The Santa Fe BID and for the Art District on Santa Fe. Promoting less turnover and the highest possible occupancy rates in the district would ensure the best possible economic return for local small businesses, artists and the City and County of Denver.



#### Compliance:

The design team fully anticipates collaborating with city planning, public works, parks and recreation, and representative other city departments, as necessary, to advance these concept ideas to full blown construction documentation. In an effort to streamline this process our proposal builds upon previous City planning initiatives, local neighborhood plans and green guidelines. Referenced documents include the following:

- 2000 - Denver Comprehensive Plan
- 2002 - Blueprint Denver
- 2004 - The Denver Pedestrian Master Plan
- 2010 - La Alma/Lincoln Park Neighborhood Master Plan
- 2012 - Hangar 41: Destination Santa Fe - Art District as Catalyst
- 2014 - Denver Living Streets
- Ultra-Urban Green Infrastructure Guidelines

#### CONCEPTUAL COST

Based upon our preliminary estimate of probable cost, the Santa Fe Streetscape ranges in cost from approximately \$6.7 million to \$8.7 million depending on the quality of construction materials used. This brings the average cost to approximately one million dollars per city block. This price includes the proposed multi-function "Art Park" at 9th and Santa Fe (see pg. 37 for greater detail).

#### CONCLUSION

The Art District on Santa Fe and surrounding neighborhoods have come a long way in the last 10 years. Crime levels have been reduced, and the prolific drug and alcohol abuse is being replaced by a calmer neighborhood still in transition. While the area has begun a renaissance, there is still some way to go before it reaches full potential. Held back by outdated infrastructure and a lack of investment, the area has been slower to regenerate than other inner city Denver neighborhoods and is ready for an injection of funding and support.

## SANTA FE DRIVE





9



### AUTHENTICITY

It is a well-known fact that creative districts stimulate urban revitalization and economic development. Creative districts help promote tourism and encourage businesses and residents to relocate to cities rebranding themselves as creative cultural centers. To promote the growth of the creative sector, the City of Denver rebranded itself as the Creative Capital of the west in 2010.

With minimal financial incentives for these districts, local governments receive quite an advantage. The most successful art districts benefit not only the local residents, artists and businesses but also the city government.

The Art District on Santa Fe is such a district, organically grown, authentic and teetering on the edge of prosperity. While most creative districts focus on art and new development, we represent a rich, storied past and proud heritage. It is this true blend of culture and creativity that is our greatest asset.

As the Art District continues to grow, its rich history, heritage, and authenticity of place must be realized and expanded for future generations.

Keeping the rent cost low and still improving the infrastructure and the environment is a constant battle for all art districts around the country. Having an affordable place for art-



ists to practice and sell their creations while also looking to improve the neighborhood is always a challenge.

The problem occurs when uncontrolled gentrification ensues due to the successful revitalization of an area, this in turn, causes rapidly higher rents resulting in artists being forced to move on to the next affordable upcoming neighborhood. Once this occurs an art district loses its soul and its authenticity.

The Santa Fe BID and the Art District on Santa Fe are committed to working together with the city to resolve this conundrum. We propose a working relationship with the city and their relevant departments such as, the department of Small Business Services and the Office of Economic Development to appropriate an equitable solution for all sides.

One idea is to stagnate tax increases for creative businesses in the district for a set period, maybe three years, after completion of the improvements for them to benefit from increased access and sales. This acts as a buffer to the impending rise in the costs of doing business in the district.

Another way to control rapid gentrification is to develop a strong set of district guidelines ratified by the City and upheld by the City with input from local community organizations or BID boards who can use them to control the gentrification and help preserve the authenticity of the neighborhood. Such guidelines are already underway and would not be in place to stop development, only to control how and what is developed.

Economic development and the retention and attraction of creative professionals and arts related businesses are a guiding principle for The Santa Fe BID and for the Art District on Santa Fe. Working with the Office of Economic Development and the Small Business Administration to promote less turnover and the highest possible occupancy rates in the district would ensure the best possible economic return for the City and County of Denver.

### DESIGN GUIDELINES

The Santa Fe Drive Business Improvement District is currently developing Design Guidelines to help preserve and guide future neighborhood development while maintaining the artistic integrity and authenticity of the Art District on Santa Fe. Each improvement project within the District's boundaries should help forward the vision and should comply with these fundamental design principles:

- Achieve excellence in design through authenticity and consistency
- Promote creativity throughout the Art District and neighborhood
- Design for durability and sustainability
- Draw upon local and historical design references to honor the neighborhood's heritage
- Design within context of site and surroundings
- Design respectful of its time and place
- Enhance the pedestrian experience by keeping the automobile subordinate

It is anticipated that a formal review process by a design review board will be implemented during the improvement



process to ensure the quality and consistency of all future development in the neighborhood. Establishing this review committee with coordinated development oversight from the City enables both new and longtime residents to have their voice heard regarding the future development of their neighborhood.

The Art District on Santa Fe strives to be respectful of the neighborhood's strong ties to its history and culture as it changes and grows. Brand is the emotional association that connects people to places and generates an authentic, meaningful experience. It celebrates the District's creative charm and advocates for the District as an inviting gathering place and commercially viable main street. Capturing the essence of the Art District's brand and vision is essential to the successful implementation of the design guidelines.

With collaboration from the City, funds from the GO Bond would be appropriated to the creation of forward thinking and consistent Design Guidelines to aid in the progressive redevelopment of the district.

# DESIGN PROPOSAL

## GOAL: WALKABILITY

### WALKABILITY

The Santa Fe BID has a vision of a walkable neighborhood that is safe and welcoming for residents, businesses, visitors and patrons while accessible by all. A neighborhood's walkability is paramount in creating a safe, friendly, healthy, and thriving community. Walkable neighborhoods promote community involvement and economic growth by attracting additional residents, businesses, and visitors to the area. A successful walkable neighborhood can be achieved by implementing thoughtful design that includes but is not limited to the following factors:

- A feeling of complete safety and accessibility for all
- Traffic calming measures and buffering
- Improved pedestrian experience with increased amenities and attractions
- Neighborhood connectivity and transparency
- Gathering spaces and sidewalk design
- Emphasis on alternative modes of transportation
- Presence of trees and vegetation
- A variety of experiences that engage all of the senses



### SAFETY:

One of the most important factors in walkability is a feeling of safety when walking an area. This ideal is all but completely missing along Santa Fe Drive. Sidewalks are too narrow and in disrepair, lighting is inadequate and inconsistent, crosswalks are scarce, and one of the principle contributors is the amount of rapid moving traffic coursing down Santa Fe Drive.

Gas meters and street lamps protrude into the path creating areas along Santa Fe that are narrower than the minimum required by the Americans with Disabilities Act and there are cracks, holes, and crumbling uneven pavements that are dangerous and unwelcoming. While these are issues year round they are exacerbated during First Friday Art Walks where as many as 14,000 patrons may visit in a single night to browse the galleries and take in the sights.

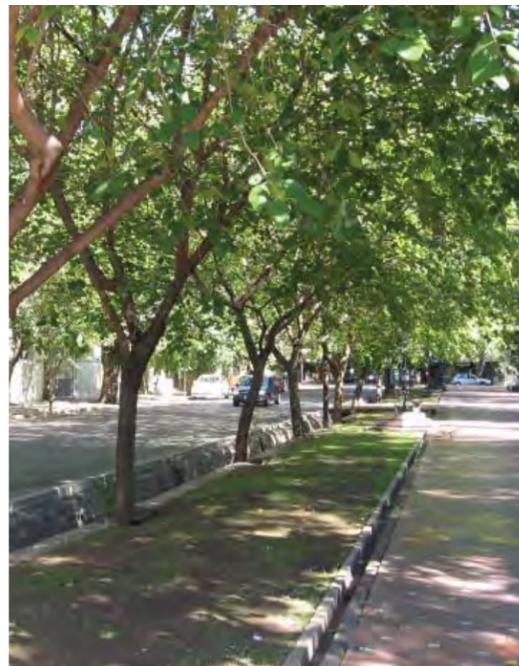
The Santa Fe BID proposes creating wider sidewalks with bulb-outs at intersections and buffers between the pedestrians and automobiles. Wider, well thought out sidewalks with gas meters relocated to below grade vaults, would finally give all of Denver's citizens, including people with disabilities, the freedom to explore the Santa Fe galleries and shops in a safe and inviting environment. The Santa Fe BID has a vision of a walkable neighborhood that is safe and welcoming for residents, businesses, visitors and patrons while accessible by all.

### TRAFFIC CALMING:

First and foremost, there must be a clear separation between pedestrians and automobiles. Second, the traffic must be mitigated by utilizing standard traffic calming techniques to reducing the speed and impact of traffic in the neighborhood. Third, creating safer, more pedestrian centric intersections must be a priority. Implementing appropriate traffic calming measures along Santa Fe Drive are essential to creating a safe walkable neighborhood. Successful traffic calming measures include three components: engineering, enforcement, and education.

Engineering measures include both passive and active physical altering of the environment, enforcement can be by law enforcement, cameras, or vehicle activated signage, and education includes publicity campaigns and driver directed education. Proposed measures for the Art District include removing a lane of traffic, adding visual interest along Santa Fe, adding a tree and vegetation lined buffer between pedestrians and automobiles, creating bulb-outs at intersections while also adding traffic signals at the 9<sup>th</sup> and 10<sup>th</sup> Avenue intersections to control the flow of traffic through the area and creative crosswalks at all intersections.

In alignment with the Mayor's commitment to Vision Zero, the initiative to end all traffic deaths and serious injuries on Denver streets, the Santa Fe BID also proposes the reduction of the speed limit to 25 mph as well as increasing posted speed limit signage along Santa Fe Drive. These measures implemented by the Santa Fe BID will create a neighborhood that is vibrant, welcoming, and in alignment with Denver's vision for a more pedestrian friendly environment.



# DESIGN PROPOSAL

## GOAL: WALKABILITY



Small urban park



Wayfinding



Creative bus stop



Integrated planter benches



Parklet with integrated planter benches



Creative bus stop

### STREET SCAPE:

Street scape is the aesthetic combination of natural and built elements of a street design that lead to a safe, inviting and inclusive environment, and a sense of place.

The existing streetscape along Santa Fe Drive is at best dated and at worst nonexistent. The current hardscaped environment does nothing to enhance the experience or encourage pride in the neighborhood. Wider sidewalks, better lighting, street trees and vegetation will add visual interest and variety, create a soft natural buffer between the pedestrian zone and traffic zone, and help with noise and exhaust fume abatement. Thoughtful street furniture and a variety of seating and gathering spaces will encourage residents and visitors to spend more time in the Art District which will, in turn, support artists, restaurants and businesses while creating greater opportunities for local economic growth.

The Neighborhood is missing a central gathering place that creates a visual sense of community and the prospect for greater programming opportunities. Closing the east side of 9th Avenue from Santa Fe drive to the alley will allow for the creation of such a place. Art Park will be a major amenity to the neighborhood providing an area for the congregation of groups, a play area and fountain for children, a small stage for performances of all types and a projection wall for movies in the park. We anticipate utilizing artists' concepts for several aspects of the park to include the potential shade canopy, gateway element and public art installations. In addition, the park will be a showcase and central communication hub for the neighborhood; announcing calls for entries, local art exhibits, performances, and art competitions.

The proposed streetscape elements for Santa Fe Drive will define the safety, attractiveness and usability of the neighborhood while helping to define the branding and feel of the Art District.

# DESIGN PROPOSAL

## GOAL: WALKABILITY

### NEIGHBORHOOD CONNECTIVITY:

An important element of community walkability is connectivity and transparency. A neighborhood is more walkable when pedestrians feel more secure and pedestrians feel more secure when the street is inviting and comfortable to inhabit.

When an area becomes blighted and no longer feels safe, it, by itself can break the chain of connectivity for all surrounding areas.

Located in close proximity to the theater and museum districts, downtown Denver, the Auraria campus, local hospitals, residential neighborhoods, regional highways and other local amenities, the Art District on Santa Fe is perfectly situated to become the most connected neighborhood in Denver. In turn, by returning the District neighborhood to the pedestrian it will better link all of the surrounding amenities to each other.

Transparency refers to a businesses' direct connections to the street and surrounding residential areas. Currently the narrow sidewalks allow no room for business owners to create this connection and some businesses appear to be closed off from the street and somewhat unwelcoming.

The proposed street improvements will encourage more ground level retail, restaurants, and galleries to bring their businesses to the district. These types of businesses are typically more pedestrian friendly and naturally open up to the street often adding sidewalk seating, welcoming signage, and personal touches that create a connection between the public space and their individual shops and galleries.



Transparency



Community



Personal Touches

Once finalized, Design Guidelines will help enforce this transparency as new businesses move in and improvements are made to the existing building stock.

### ALTERNATIVE MODES OF TRANSPORTATION:

Alternative transportation refers to commuting in any way other than driving alone. Examples include biking, walking, carpooling, public transportation and utilizing on call or vehicle share programs. There are several advantages to utilizing alternative means of transportation from reducing traffic congestion, parking needs and pollution, to increased exercise and other health and social benefits.

The area encapsulated by the Santa Fe BID is very well served by the city public transportation network. Several bus routes wind their way through the neighborhood and the light rail station at 10th and Osage is only a few short blocks away.

There are nearby bike lanes on Mariposa Street and B-Cycle stations at 9th and Santa Fe Drive in the heart of the Art District, at the Osage light rail station to the west, and Denver Health to the east. The area is within easy walking distance of many local amenities and for the times that none of these are convenient, the abundance of "on call" transportation services such as Uber, and LYFT or car sharing services can always come to the rescue.

Encouraging and advertising these alternative modes of transportation within the District reduces automobile traffic and promotes a healthy Colorado lifestyle.

### CONCLUSION:

The idea of an automobile centric society is dying as Denver is evolving. Denver's growing population demands safer and more engaging walkable neighborhoods with greater and easier connectivity. The 2017 GO Bond will allow the Santa Fe BID to answer these demands by improving the existing neighborhood and creating a vibrant and safe community experience for years to come. These much needed improvements will stimulate economic investment and community pride in one of the oldest and most beloved neighborhoods in Denver.



## SANTA FE DRIVE

### PARKING

The main goal of the GO Bond 2017 initiative is to create a safer more walkable neighborhood, therefore, the Santa Fe BID made the decision to place emphasis on people rather than automobiles. By reducing lanes of traffic and removing a percentage of parking along Santa Fe Drive there will be tradeoffs and potentially some growing pains.

One of these tradeoffs will no doubt be based around parking solutions, particularly during events such as the First Friday Art Walks when a disproportionately large number of people visit the Art District. Short of building a parking structure, there is no easy parking solution for the District that can easily remedy this problem. The Santa Fe BID is considering several solutions to this problem and will need to better promote and champion all of these to find an appropriate resolution.

Any parking solution must be convenient, sustainable, safe and accessible. By promoting livable, walkable communities and by ensuring a supportive mix of uses we can foster connectivity and a more enjoyable walking and biking experience for all. In 2010 we were advised by Public Works against adding a bike lane to Santa Fe Drive, however, plenty of bike parking racks will be provided to encourage this healthy alternative to the automobile.

There are many sustainable transportation solutions that could ease the number of auto trips to the Art District, including further promotion of the bus lines, rebranding the Osage light rail stop as "Creation Station," improving the biking and walking experience, and even promoting the recent trend towards ride sharing and the convenience of services such as Lyft and Uber.

The Santa Fe BID would also like to provide and encourage alternative energy vehicle use and potentially provide charging stations at preferred central locations.



Metered parking can increase visits



Promote alternative means of transportation



Provide public charging for electric vehicles

The development of a District mobile application and greater implementation of social media promotion could be advantageous to helping people find alternative means to First Friday. However, funding for this is not part of our proposal.

For those that choose to drive it could help locate available remote parking spaces serviced by the shuttle bus. With greater education and easier access to information the goal should be to make it easier to visit the Art District and easier to leave one's car at home. However, in the interim, parking meters located along Santa Fe Drive would not only provide income for the city but allow for increased turnover in on-street parking. This increases visits to businesses, galleries, and restaurants while deterring employee parking along the commercial strip.

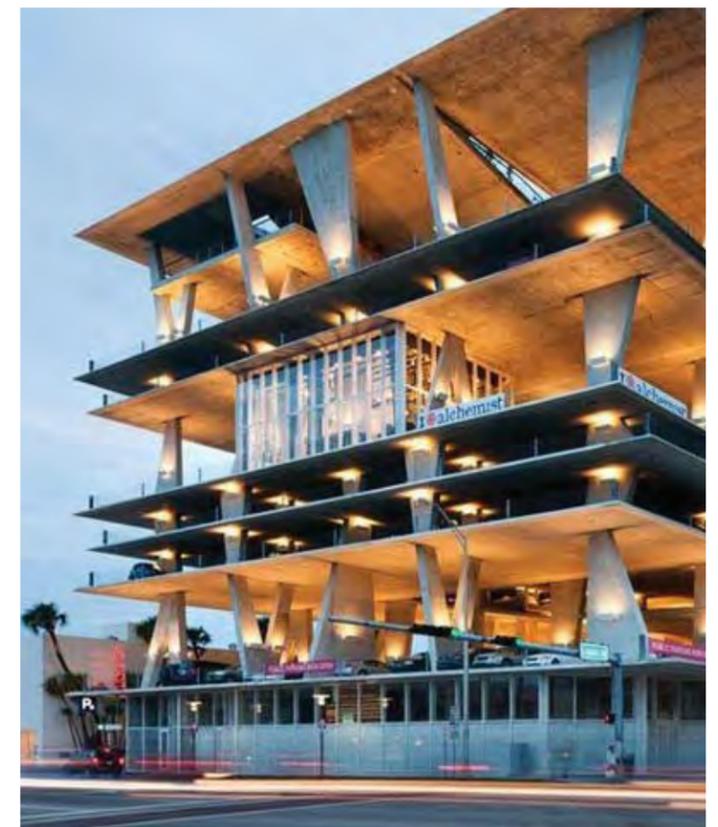
In a recent study of its members the Art District on Santa Fe found there were abundant underutilized off street parking locations that could be utilized by employees. Furthermore, there are several business surface parking lots that are underutilized or closed off. These lots could be made available for after-hours parking in a shared agreement between the owners and the BID.

Parking, as part of an overall transportation system, creates a challenging design problem. As the number of automobiles increases with the influx of new residents to Denver, there is a conflicting assumption that urban populations will become more reliant on local public transit and therefore, less reliant on automobiles and, accordingly, require fewer parking spaces.

This paradoxical idea may be years from coming true, however it creates an argument for avoiding building parking structures. The most direct parking solution for the Art District on Santa Fe is to decrease the need for automobiles by promoting alternative modes of transportation. Although a parking structure is not included through this bond application the BID may need to pursue other funding avenues or partnerships to provide future structured parking solutions.



Promote walking and biking



Creative multi-function parking solution

# DESIGN PROPOSAL

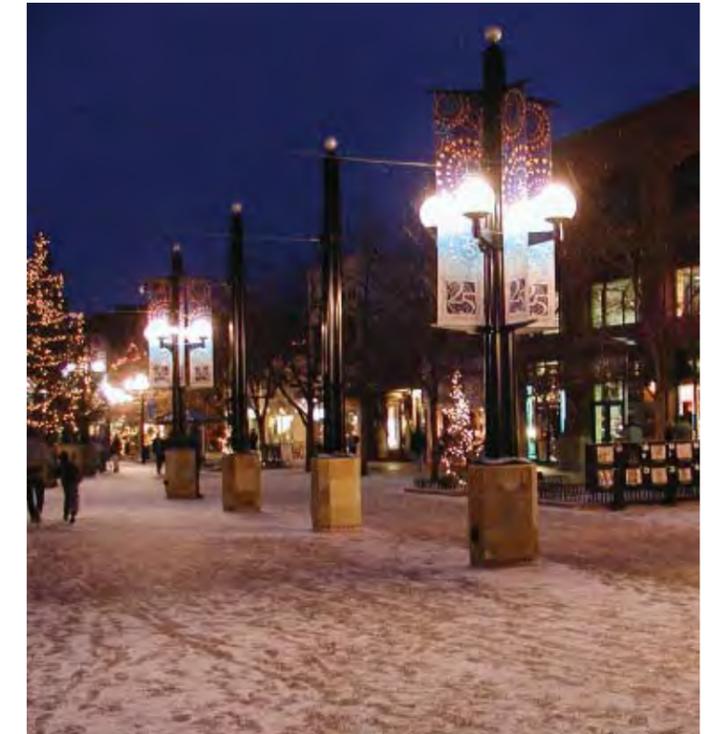
GOAL: BRANDING - IDENTITY

## IDENTITY

The Art District on Santa Fe has developed a brand that is familiar to some of our visitors, but needs further implementation to be universally recognized. Banner signage is inconsistent, lighting is poor, inconsistent street furniture is not of a designed standard, and other signs are hard to find.

The brand for the Art District should be consistent throughout the area, in flyers and handouts, signage, and even in paving. More consistent signage, as well as gateway signage, and district-wide identification would greatly increase awareness of the Art District.

Included in this proposal would be funds to brand the permanent elements of the streetscape.



15



SANTA FE DRIVE

# DESIGN PROPOSAL

## GOAL: BRANDING - EVENTS



The largest events in the district are First Friday Art Walks. Taking place throughout the year, it is known around Denver as a place to be for an evening of entertainment, people watching and taking in the arts. Other events are being planned as amenities to the community at large, serving people and businesses alike. Farmer's markets, specialty markets and holiday markets are a destination, and they bring fresh produce, goods and wares into the community. They also provide a place for small producers and artisans to sell their products.

Portland's Sunday Parkways program, where a loop of streets is closed to vehicular traffic for bikes and pedestrians only on a monthly basis, would work well to connect Denver. Vendors set up tents along the route and biking awareness is greatly increased.



A BID goal is to host several large events a year potentially creating \$30,000 per event to help sustain and grow the Districts

The BID and the Art District on Santa Fe are collaborating to bring more fun and entertaining events to the district, enhancing the neighborhood and strengthening the community.



# DESIGN PROPOSAL

GOAL: BRANDING - RENOVATED STOREFRONTS



17

Currently there are many storefronts along Santa Fe Drive that do not address the street. They either have no windows at all, or have blacked out or boarded up windows, creating an unwelcome feel to pedestrians on the street.

Adding interest to storefronts along Santa Fe Drive by increasing transparency, incorporating lighting, and updating signage will bring a pedestrian scale back to the street. This will create a better sense of place and arrival to a visitor's destination, encouraging the walkability of this district and improving the visitor's experience greatly. Blacked-out windows and mass walls along the sidewalk disrupt the pedestrian-friendly feel of the district and should be avoided.

With collaboration from the City, funds from the GO Bond would be appropriated to the generation of forward thinking and consistent Design Guidelines to aid in the progressive redevelopment of the district.



SANTA FE DRIVE

# DESIGN PROPOSAL

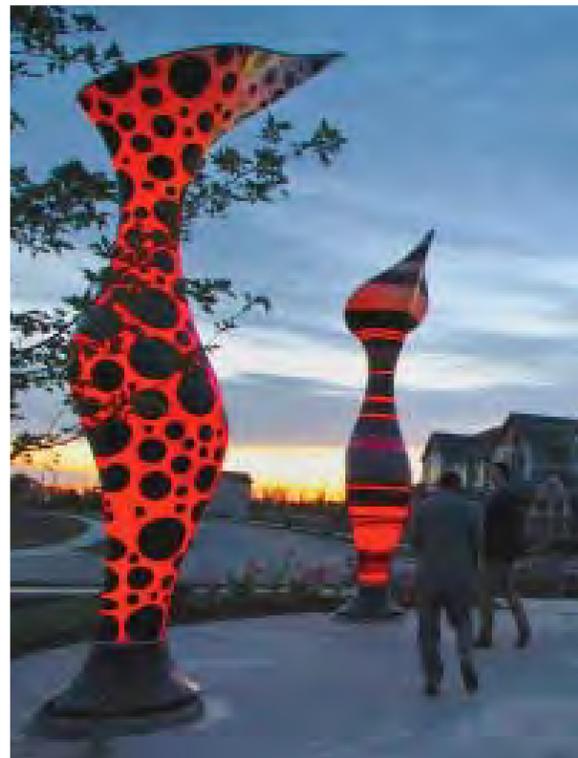
GOAL: BRANDING - SIGNAGE;

## PUBLIC ART

The current design plan provides multiple, flexible locations for the installation of permanent and rotating public art installations. We anticipate that funds for these pieces will be raised or donated as appropriate. Included in our budget is a 1% for art fund, while this will not go far we hope to find matching funds to start the permanent public art collection for the District.

The Art District on Santa Fe and the Santa Fe Drive BID will work together to secure sponsorships, grants and gifts to further this collection.

Eventually, Santa Fe Drive will become a renowned outdoor sculpture garden drawing even more visitors.

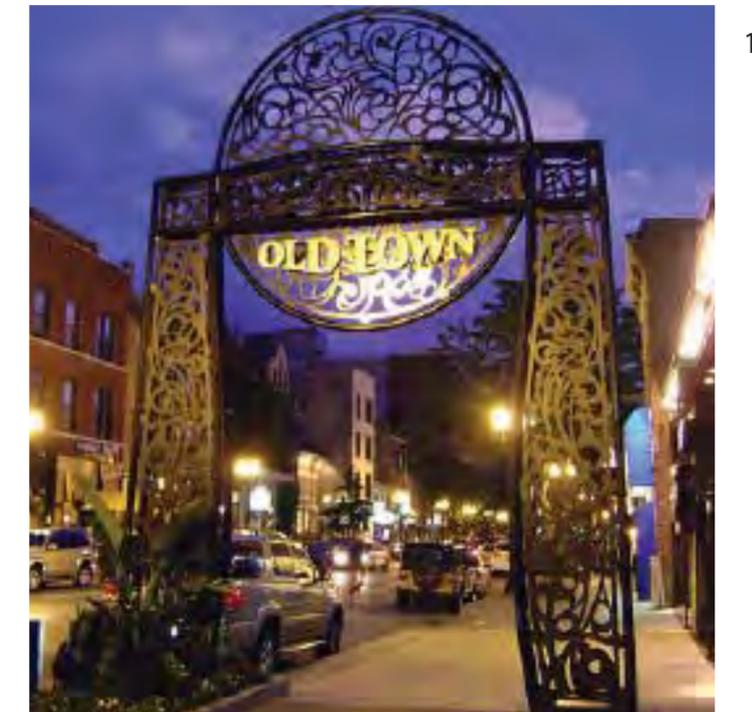


## SIGNAGE

Retail storefronts need recognition as drivers and pedestrians travel up and down Santa Fe Drive. Visibility is key to recognition, along with memorability.

The unique and creative signs seen in the Art District are memorable, but often they are illegible for the speed at which people drive by. Bold, simple signs with bright or contrasting colors catch the attention of passersby, and promote brand recognition. They also add to the overall cohesiveness of a well-designed district brand.

While building signage would be controlled by the Design Guidelines and would not be part of the GO Bond funding appropriation, we do feel strongly that Art District signage, gateway signage and street directories should be included in the Santa Fe Drive reconstruction funds.



# DESIGN PROPOSAL

## GOAL: SUSTAINABILITY

### INTRODUCTION

As communities grow and evolve, it is imperative that they look to forward thinking approaches to solve the detrimental effects of pollution while creating thriving environments able to sustain the needs of current and future generations. Creating a sustainable community that will take the Santa Fe Arts District into the future is a primary objective of the Santa Fe BID. There are many sustainable applications the Santa Fe BID would like to see implemented in the design and revitalization of the neighborhood. We would suggest a collaborative approach with the city to generate a sustainable urban demonstration project for this and all future generations.

### CIVIC ECOLOGY

The most direct and simplified definition of Civic Ecology is the pooling of different resources within a community to be used for the greater good of the community. The Arts District on Santa Fe has always been a tight-knit community working together for the greater good of the neighborhood – participating in the District’s own form of civic ecology. The following is a more complex and exacting definition:

“Civic Ecology as a community systems approach to achieving urban excellence and assuring civic quality. Whole and beautiful places evolve from careful attention to constructing and managing an underlying framework of community systems. Energy flows, local food production systems, local-global economic webs, social networks, community governance, resource sharing networks, land use and transportation are just some of the community systems that, when synergized in a specific place, constitute a complex human ecosystem or “civic ecology”. This web of relationships and flows affords communities opportunities to enhance their local wealth (environmental, economic and cultural), resilience and competitiveness and take control of designing and managing their future.” - Timothy Smith of SERA

Clearly, to satisfy these complexities will require an intense study and careful planning during design before successful implementation of this concept could be expected. However, as a goal it should drive all design and policy decisions related to this project.



Stormwater filtration planter



Everything is connected and should be considered



Native Xeriscaping

### SUSTAINABLE LANDSCAPES

Sustainable landscapes are designed to be both attractive and in balance with the local climate and environment. They should require minimal resource inputs, be functional, cost-efficient, visually pleasing, environmentally friendly and easily maintainable. The Santa Fe Drive corridor is currently a very harsh environment, and great care should be given to selecting the correct landscape species. If suitable for the proposed locations, indigenous plants and trees should be utilized. Otherwise, xeric plants suitable for bio-filtration would be appropriate.

### BIOLOGICAL FILTRATION

**WATER:** In an urban setting 55% of rain water is diverted straight into storm drains and then surrounding waterways. With the creation of bioretention buffer gardens along Santa Fe Drive more of this water would be captured, watering the gardens while simultaneously filtering pollutants and sediments out of the water before returning it to the local water table.

**AIR:** Not only can the bioretention gardens filter pollutants out of the storm water, but the trees and vegetation will improve air quality through a similar process. These filtration plants not only filter out particulates and harmful carbon dioxide (CO2) but also help maintain cooler temperatures in an urban setting, while simultaneously producing oxygen.

### NOISE MITIGATION

Urban noise affects more than just quality of life. Noise not only makes hearing, concentrating, and working more difficult, it disturbs sleep resulting in stress and fatigue. Noise interferes with cognitive functions, including attention, concentration, memory, reading ability, and sound discrimination. Studies have shown long-term effects on children’s development can be particularly significant. It also contributes to stress, which indirectly may contribute to heart disease, and high blood pressure. Chronic or repeated exposure to sounds at or above 85 decibels can cause hearing loss. Heavy traffic, motorcycles and service vehicles can be in the 85-100 decibel range and it is for this reason that the redesign of Santa Fe Drive must incorporate



Integrated stormwater filtration planter



Integrated stormwater filtration planter



Living street

# SANTA FE DRIVE



Solar roadway



Public street recycling



Creative overhead LED lighting

noise mitigation techniques. Reduced traffic and traffic speed, pavement material selection and greater density of trees and vegetation are the most direct means to a greater reduction in unwanted noise pollution.

### SOLAR POWER

As the cost of photovoltaics has fallen and the efficiency of the materials used has increased significantly, solar power has quickly become the largest growth division in the energy sector. Several countries have recently committed to being fossil fuel free within the foreseeable future as they find they can use solar and wind power to meet their energy needs sustainably. While the world moves towards a clean energy future; countries, states, cities and the Art District on Santa Fe should discourage the use of carbon based fossil fuels and look to clean energy solutions to meet their future needs.

The Santa Fe BID would like to utilize the latest clean energy technology to create the smallest carbon footprint possible for the reconstruction of Santa Fe Drive. Large scale solar farm (PV array), Solar powered pedestrian and street lighting, signage, artwork and potentially preferred parking for Electric vehicles with charging stations would all be considered. The ultimate new infrastructure being utilized and tested is the solar roadway. Santa Fe Drive would be a fabulous stretch of road for a test case for this upcoming technology.

### RECYCLING

The Santa Fe BID is interested in providing recycling opportunities along the length of the Santa Fe Drive redevelopment. This would be achieved by providing public garbage and recycling cans that are only for use by pedestrians and shoppers.

### RECYCLED & SUSTAINABLE MATERIAL USE

As a goal the BID would advocate for, and work with the City, to maximize the cost effective use of recycled and sustainable materials during the reconstruction of Santa Fe Drive. Examples would be high fly ash content concrete or reused concrete for streets and pavements. Recycled tires in tarmac road surfacing (if used), recycled materials for

mulching flower beds. Recycled content in street furnishings – steel, aluminum or manufactured wood products and low VOC paints and solvents if available.

### ALTERNATIVE MEANS OF TRANSPORTATION

There are many sustainable transportation solutions that could ease the number of auto trips to the Art District, including further promotion of the bus lines, rebranding the Osage light rail stop as “Creation Station,” improving the biking and walking experience, and even promoting the recent trend towards ride sharing and the convenience of services such as Lyft and Uber.

### SUSTAINING BUSINESS PRACTICE

Historically the study area has had some underutilized or vacant properties as well as rapid business turnover. The BID and ADSF both have relevant mentoring functions as their manifesto.

Educating small businesses and start ups to succeed in their endeavors, and by managing and marketing the district, planning events and advocating for new businesses and startups we can help sustain and encourage economic redevelopment.

### EDUCATION

By setting the example and by marketing through signage the Santa Fe BID would attempt to educate the general public to the sustainable techniques implemented through the district. We would also search out certification for the efforts put forth.

### CONCLUSION

Working to create a sustainable neighborhood for future generations and potentially becoming a demonstration project for City of Denver to showcase sustainable applications in an urban setting is a direction the District is very interested in pursuing.

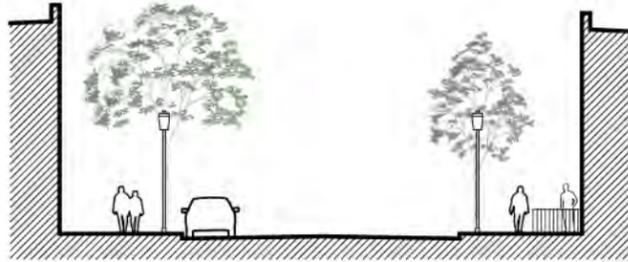
***Help us become the first sustainable Art District.***

# DESIGN PROPOSAL

## STREET SECTIONS - A COMPARISON

### HIGHLANDS

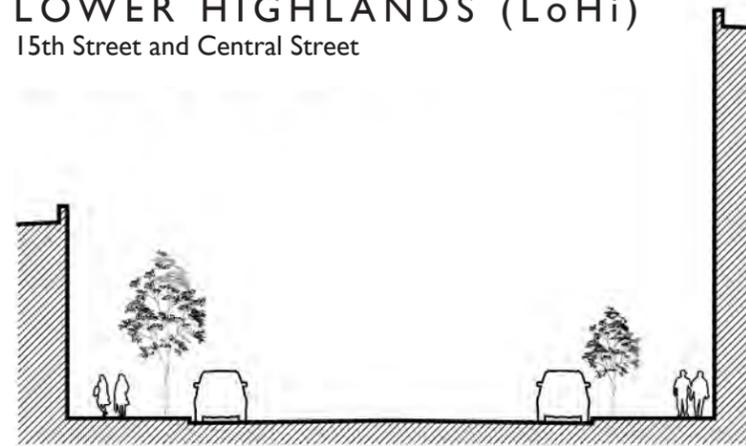
32nd Avenue and Lowell Boulevard



Crosswalks and visual branding

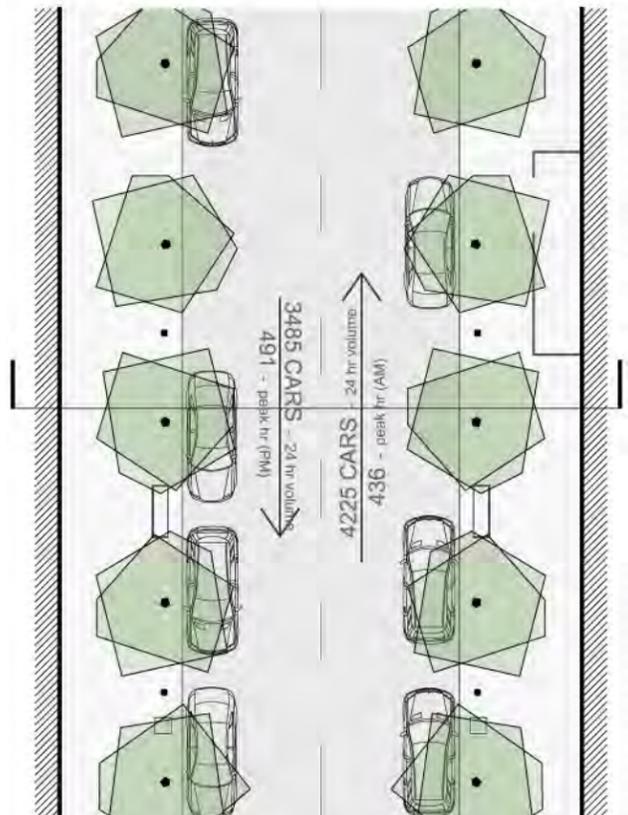
### LOWER HIGHLANDS (LoHi)

15th Street and Central Street



Detached sidewalk

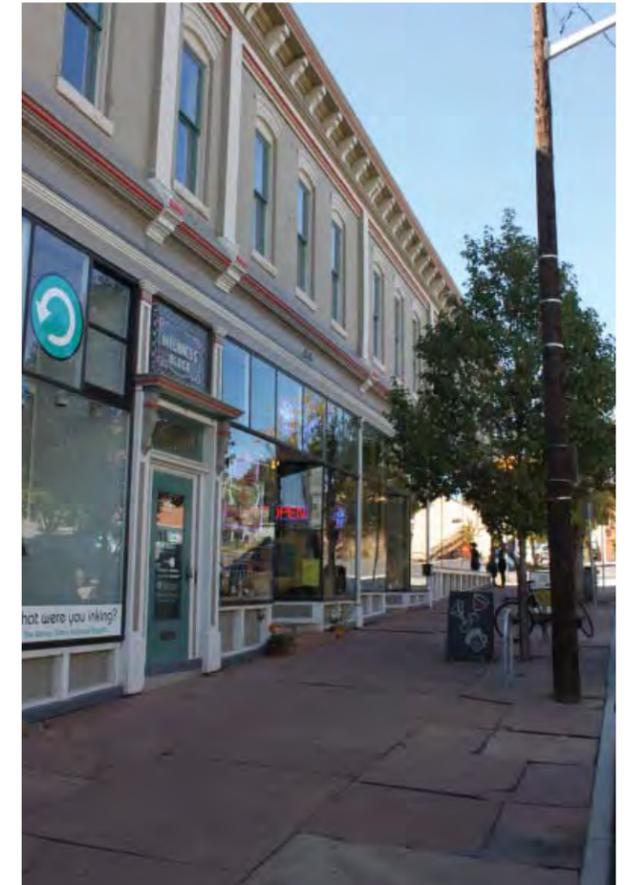
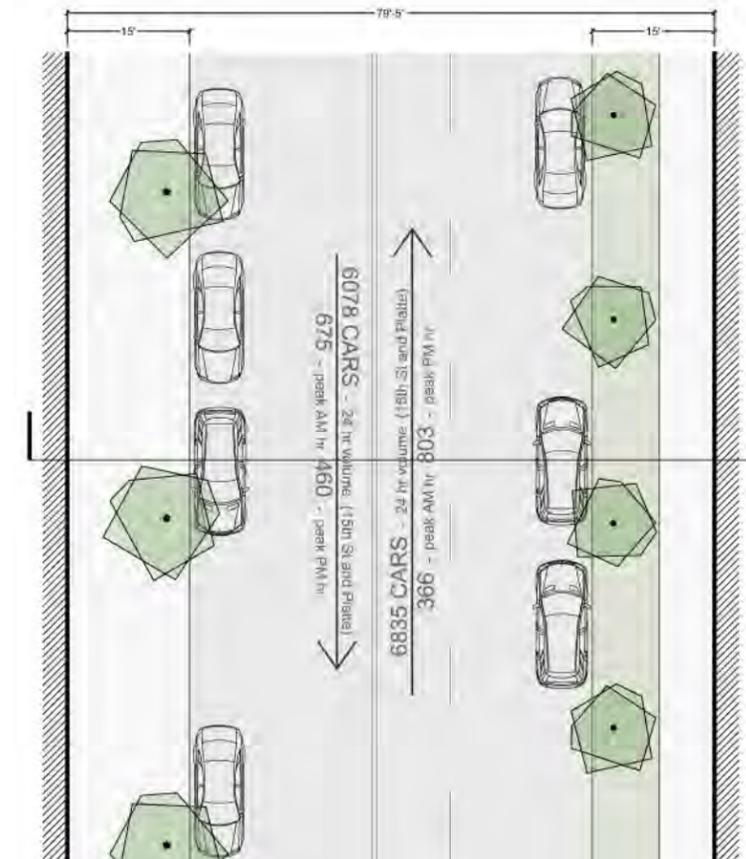
21



Sidewalk cafe seating



Personalized sidewalk



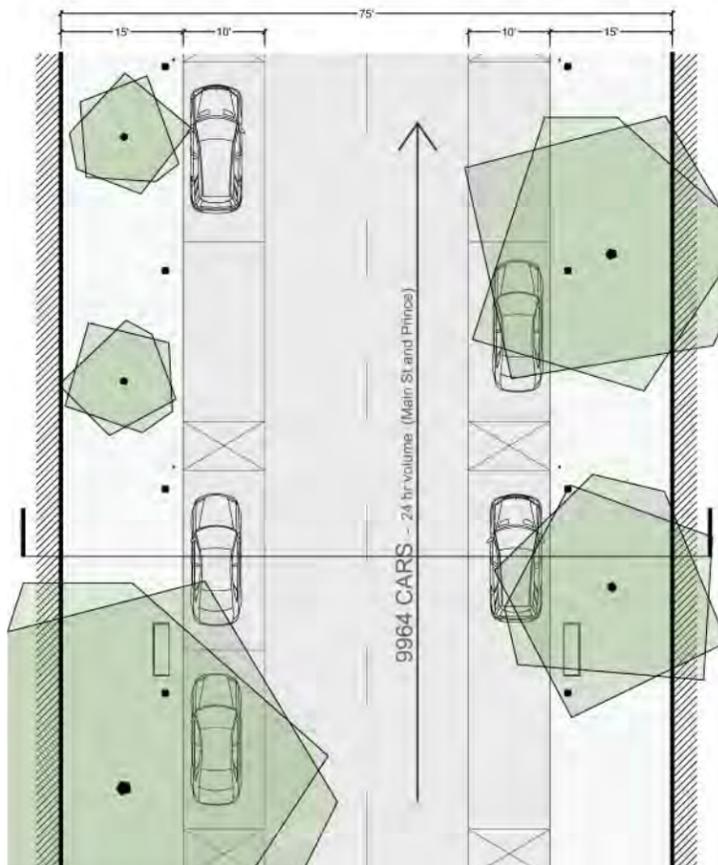
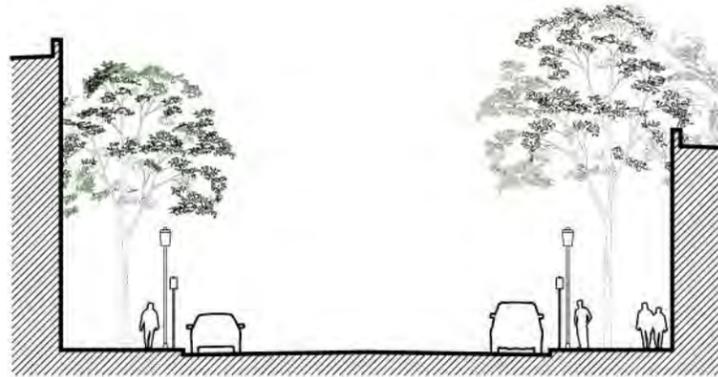
Visual transparency and interest

# SANTA FE DRIVE

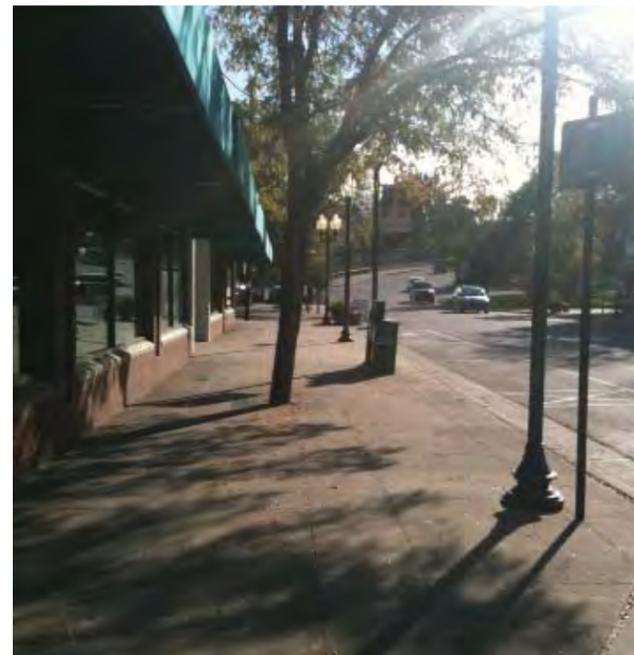
# DESIGN PROPOSAL

## STREET SECTIONS - A COMPARISON

### DOWNTOWN LITTLETON Main Street and Prince Street

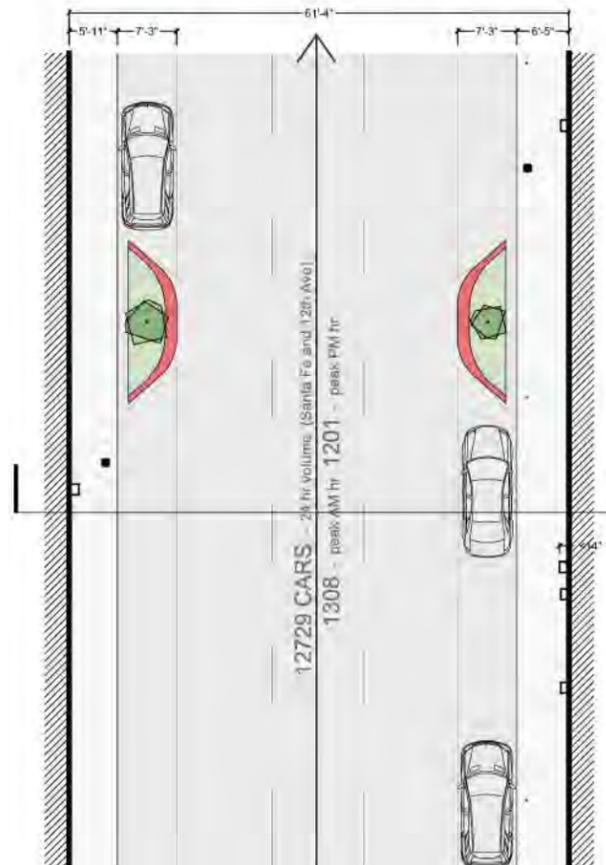
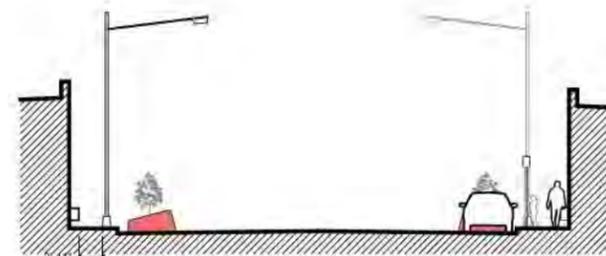


Personalized branding with flower pots



Wide attached sidewalk

### ART DISTRICT ON SANTA FE Santa Fe Drive and 9th Avenue



Miserable sidewalk along Santa Fe Drive

As a precedent study, three local and successful neighborhood “Main Streets” were analyzed. The street and sidewalk dimensions, traffic counts, street furniture, and building scales were taken into consideration.

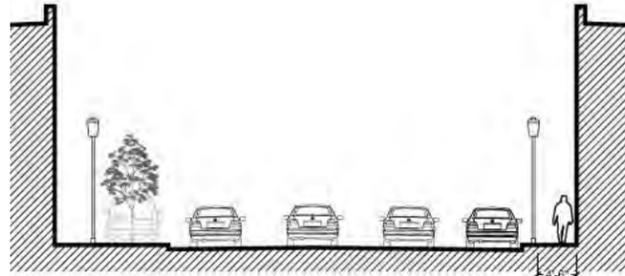
At a quick glance, one can see that the three precedents have considerably wider sidewalks for pedestrian traffic. Each successful street had an automobile zone to pedestrian zone ratio ranging between 1.13 : 1 and 1.65 : 1. Whereas, Santa Fe’s auto : pedestrian ratio is three fold at 4.13 : 1. this is unacceptable.

Another comparison that can be made is in the traffic counts. Downtown Littleton is a thriving mixed use district that carries a volume of traffic that is only 22% less than Santa Fe, and in one less lane (works out to be a higher cars per lane figure than Santa Fe). Just like the Art District on Santa Fe in relation to downtown and major transportation routes, downtown Littleton is utilized by traffic as a thoroughfare to access a highway and other major streets. Despite traffic breezing through, it maintains a high level of street, and pedestrian activity through all hours of the day thanks to successful boutiques, bars, restaurants, cafes, other small businesses and is located directly adjacent to the Arapahoe Community College.

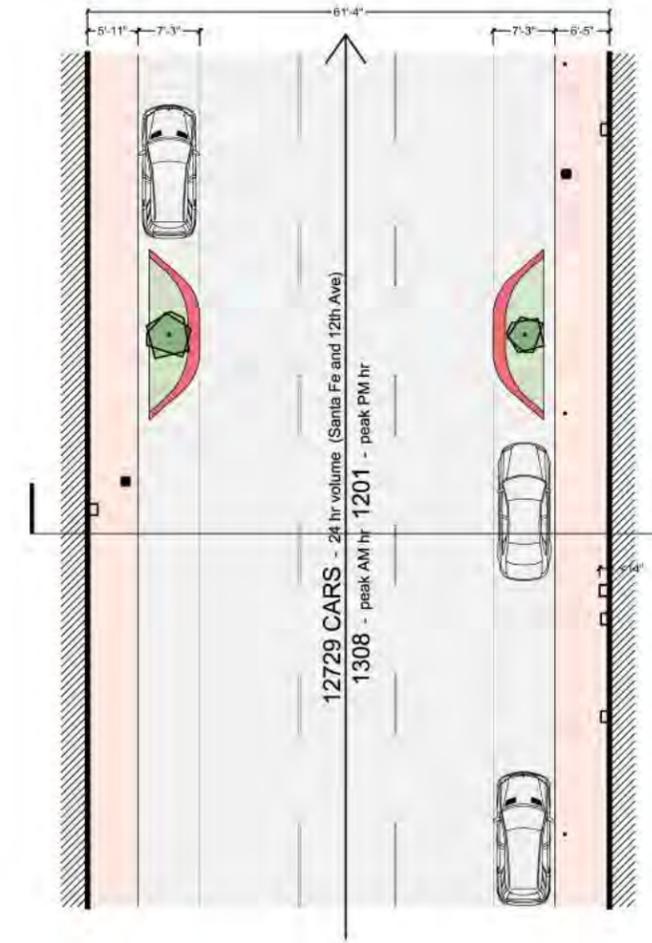
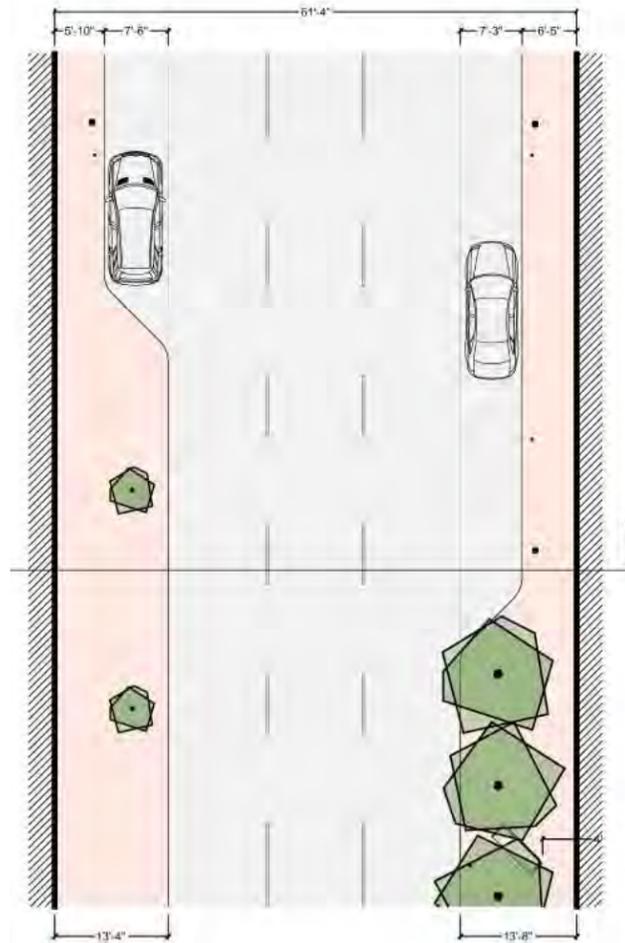
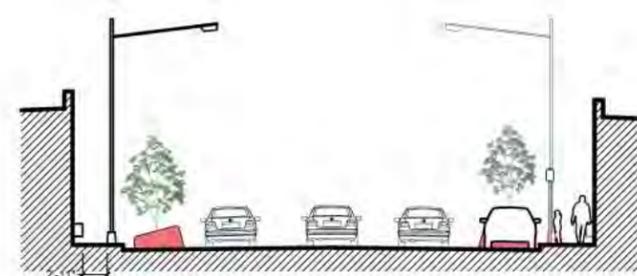
# DESIGN PROPOSAL

## SANTA FE DRIVE - EXISTING CONDITIONS

TYPICAL CONDITIONS - INTERSECTIONS  
dimensions taken just north of 9th and Santa Fe



TYPICAL CONDITIONS - MID BLOCK  
dimensions taken on the 800 North block of Santa Fe



Little circulation space with obstructions



Little traffic for large portions of the day



Narrow widths make it hard to walk in pairs

Santa Fe Drive is most characterized, and commonly mistaken as a three lane highway that takes automobile traffic straight into the heart of downtown. Quite fittingly, this distinction shows how much the automobile dominates the streetscape of Santa Fe. The corridor is a narrow canyon (between 57' and 61' across; building to building) that accommodates the automobile for the center forty nine feet. - leaving less than six foot sidewalks on either side more often than not. Listed below are a few additional issues.

- Very narrow sidewalks (less than 3' wide at times w/ obstructions)
- Little over 7' wide parking lanes put cars and passengers within a lane of traffic
- No bike lane - forces bikers to ride on the sidewalk at times
- Light posts and street signage narrow the sidewalks by 2' at times
- Gas meters protrude from the wall into the pedestrian right of way as much as 14"
- Very few trees on the entire block, with only a few providing any substantial amount of shade or noise attenuation
- Benches for sitting/bus stops within the "habitable" sidewalk bumpouts near intersections are angled 45 degrees and protrude into the pedestrian right of way - negating any pedestrian friendly space that is created by the bumpouts.
- 30 mph traffic zone and three lanes of traffic invite drivers to exceed the speed limit at dangerous speeds
  - pedestrian safety is compromised
  - drivers fail to notice the small businesses along Santa Fe
- Foliage in mid block bumpouts is failing to thrive.
- No pedestrian crosswalks.

# DESIGN PROPOSAL

## SANTA FE DRIVE - EXISTING CONDITIONS

### ANALYSIS:

Corner sidewalk conditions succeed in giving back space to the pedestrian in the respect that they reach widths wider than 13'. However, a large portion of the area is negated by two things: angled street furniture that protrude into the walking paths of pedestrians, and due to the high traffic speeds the first few feet of space are perceived as dangerous and virtually uninhabitable. Most corner conditions also lack adequate landscaping and shading.

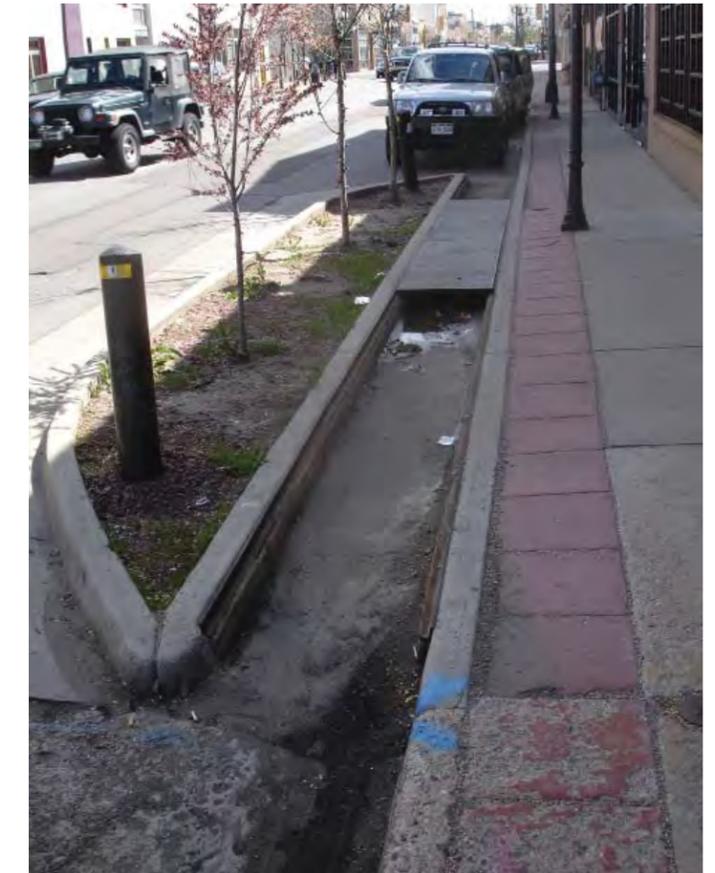
Mid block conditions show no consideration for pedestrian traffic and active, living streets. Santa Fe Drive is characterized by numerous obstructions, trip hazards, a lack of landscaping, and uncomfortably narrow sidewalks. These issues add up to creating unfriendly pedestrian spaces that are undesirable and claustrophobic.



Typical "landscaped" bump out on Santa Fe



Poor sidewalk conditions



Poor drainage solution



Bus Stop on Santa Fe



Vacant storefronts have become billboards for vandalism



Many hardscape elements have fallen in to disrepair



Protruding gas meters are a repeating element along Santa Fe



Poor sidewalk conditions lead to tripping hazards

# DESIGN PROPOSAL

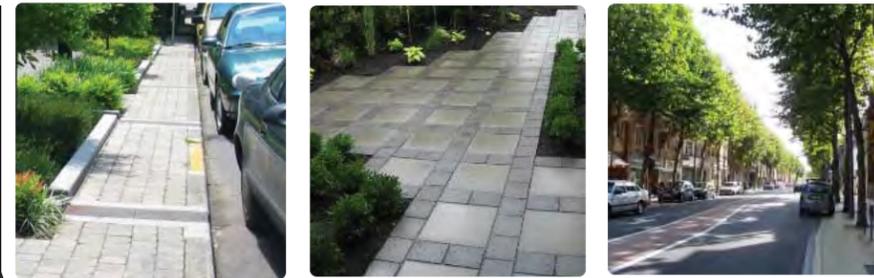
## STREET SCAPE

Critical to the continued and sustainable success of the Art District on Santa Fe and the commercial corridor are the beautification of the street and the return of the pedestrian.

By re-aligning Santa Fe drive and reconfiguring its

make-up we are able to return the art and commercial district to a much friendlier pedestrian environment. In turn this will create private investment in the local underutilized and/or derelict building stock thereby helping the district to become a more viable and successful main street commercial district.

Landscape Buffer and bio-filtration



25



Street Furniture



Street Lighting



Landscape

As the commercial district begins to re-establish itself, and the Art District continues to flourish, word will start to get out that this is the most sustainable, coolest, hippest and most creative inner city neighborhood in which to live and people will move here in droves. At this point private investment will step forth once again by supplying higher density, mixed use and mixed income infill projects to meet this demand. As the area improves there will be greater pride in the upkeep and maintenance of homes in the residential areas. Properties and the environments around them will be better taken care of and the neighborhood will improve. Over the next few years creative residential infill projects will replace the housing stock that may be beyond repair while more commercial investment will occur to meet the needs of the higher residential density.

## SANTA FE DRIVE

# DESIGN PROPOSAL

## STREETSCAPE

Generous bulb-outs at intersections and the addition of pedestrian lights and crosswalks provide for a much easier and safer location for pedestrians to cross streets. We are proposing bio-filtration planters for several reasons: first they filter the storm water, second the raised concrete planter edges provide pedestrians protection from vehicles that might jump the curb and thirdly, the xeric vegetation creates a barrier and will help to provide attenuation of the traffic noise.

The typical intersection below provides enough space at corners for a variety of uses from cafe seating to bike parking and integrated public art locations, trash and recycling receptacles, directories and amenity poles as well as comfortable space for crowds to congregate.



Branding elements should be cohesive and consistent to create a recognizable sense of place. Lighting, banners, planters, railings, directories, public art and street furniture should all be selected or designed in such a way.



Typical street dimensions as shown in the current plan show 12' wide drive lanes on primary arteries with 10' drive lanes on secondary feeder streets. The parking lanes on each side for both street types are both 8' wide. Standard 24" curb and gutter sections will be used throughout with the added consideration for the stormwater access to the bio-filtration planters.



With wider sidewalks we can now design multiple experiences with a variety of scales and seating arrangements. This variety allows for the spaces to be used in a variety of different ways which will create further activity on the street and a sense of comfort and safety.



# DESIGN PROPOSAL

## ART PARK ON 9TH

### 9TH AVENUE ART PARK

An intimate multi-generational, multi-use art park and sculpture gallery creates a central gathering space in the heart of the art district for year round 24 hour use.



27



Park Lighting



The Neighborhood is missing a central gathering place that creates a visual sense of community and the prospect for greater programming opportunities. Closing the east side of 9th Avenue from Santa Fe drive to the alley will allow for the creation of such a place. Art Park will be a major amenity to the neighborhood providing an area for the congregation of groups, a play area and fountain for children, a small stage for performances of all types and a projection wall for movies in the park. In addition, the park will be a showcase and central communication hub for the neighborhood.

## SANTA FE DRIVE

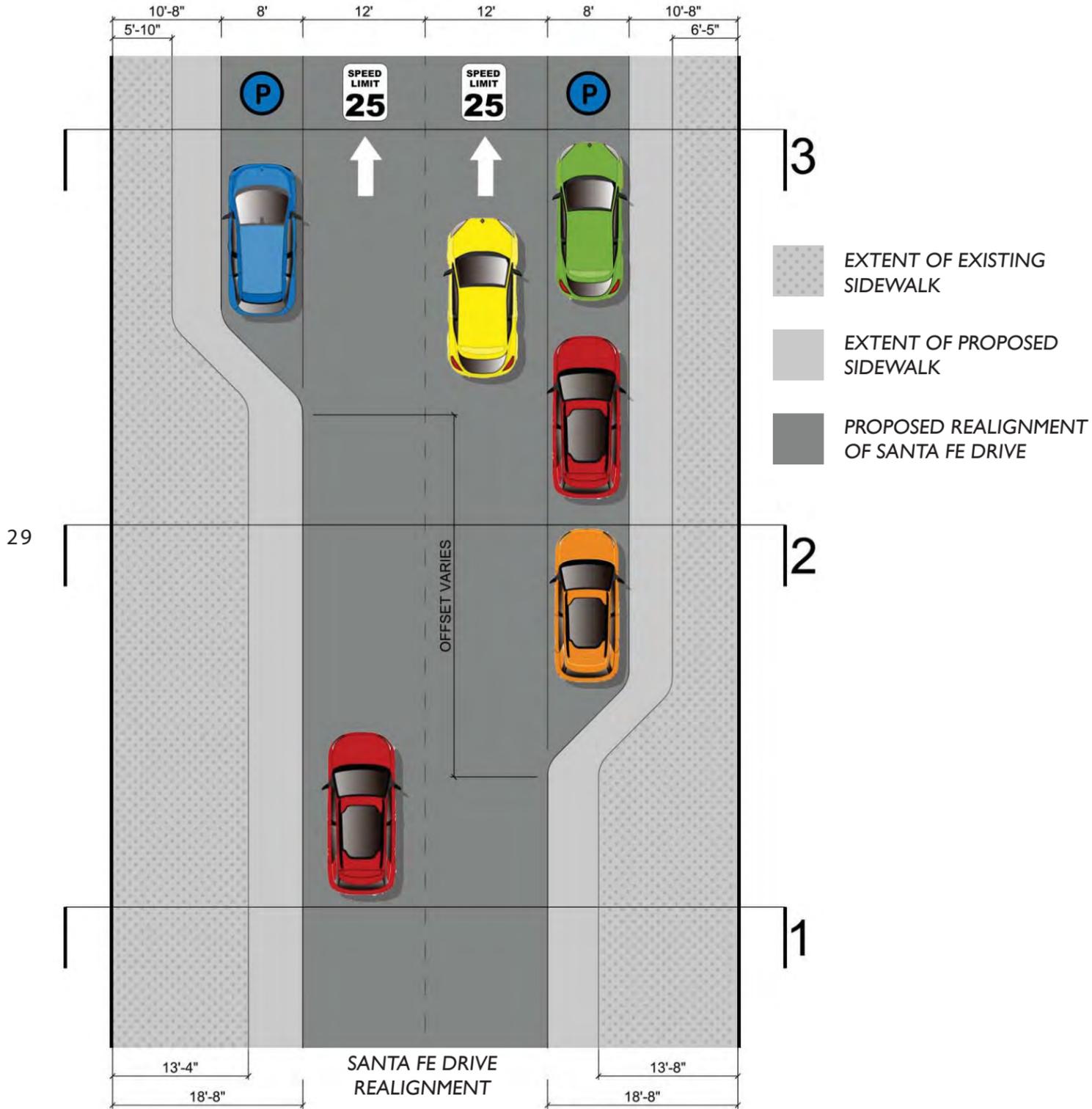
# DESIGN PROPOSAL

## ART PARK ACTIVATION & PROGRAMMING

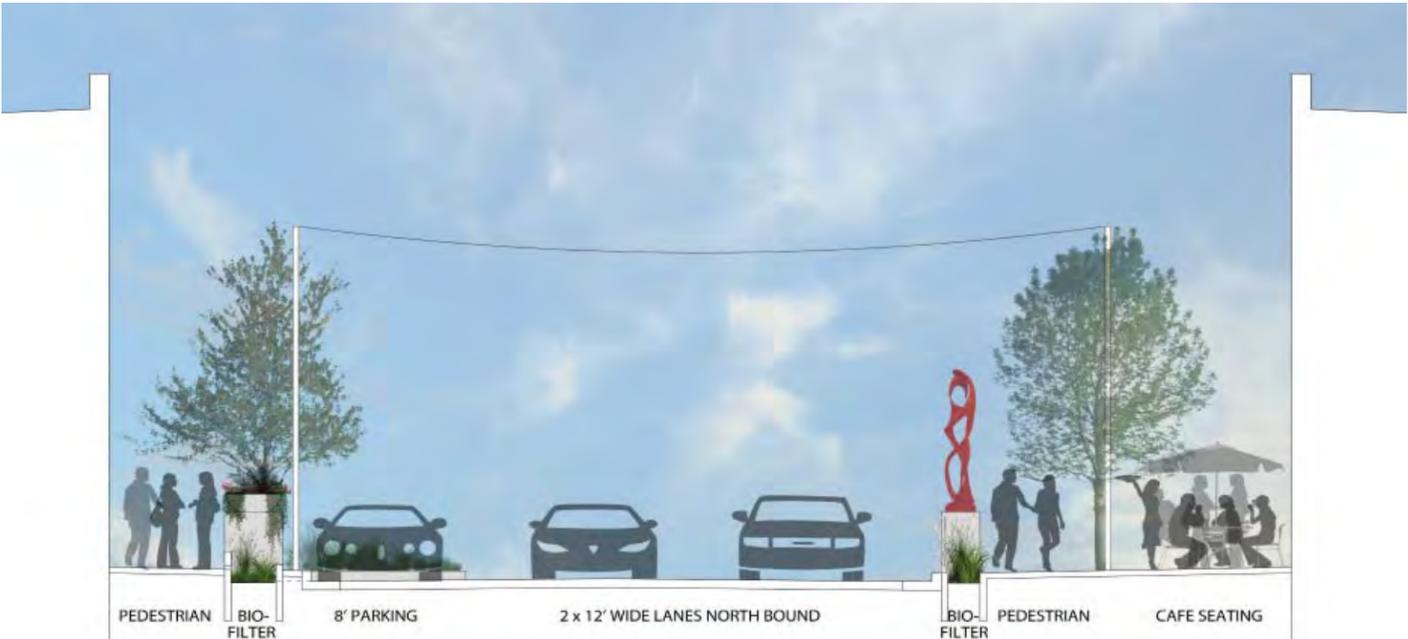


# DESIGN PROPOSAL

## CONCEPTUAL PLAN AND STREET SECTIONS



SECTION 3 (NOT SHOWN) - 2 LANES NORTH BOUND PLUS 1 LANE OF PARKING EACH SIDE



SECTION 2 - 2 LANES NORTH BOUND PLUS 1 LANE OF PARKING



SECTION 1 - 2 LANES NORTH BOUND

# SANTA FE DRIVE

# DESIGN PROPOSAL

## RENDERED VIEW AT THE PROPOSED "ART PARK"



THE ARTFUL APPROACH TO DENVER

# DESIGN PROPOSAL

## CONCEPTUAL OPINION OF COST

### EXPLANATION OF CONCEPTUAL COST:

The design team fully anticipates collaborating with city planning, public works, parks and recreation, and representative other city departments, as necessary, to advance these concept ideas to full blown documentation. As funding is appropriated, it is of utmost importance that the first order of business is to secure a full meets-and-bounds right of way survey for the entire boundary of the proposed works.

Based upon our preliminary estimate of probable cost the Santa Fe Streetscape ranges from approximately \$6.7 million to \$8.7 million depending on the quality of construction materials used. This brings the average to be approximately one million dollars per city block. This includes full build out design fees, construction overhead and profit, and all utilities upgrades including removing gas meters from the right of way to below grade vaults. Landscape and street furniture, directional signage and wayfinding, and a budget of 1% for public art are also included in the estimate.

Costs not included in the estimate include third party district management during construction, a contingency for affected businesses, or non-permanent branding, signage and marketing during construction of the improvements. It is anticipated that funds for these services will be raised separately by the Santa Fe BID and the Art District on Santa Fe in conjunction with the approved GO Bond fund appropriation. The current design plan provides multiple, flexible locations for the installation of permanent and rotating public art installations. It is anticipated that funds for these pieces will be raised or donated as appropriate.

Parking is a very real need in the neighborhood, however, funds from this estimate do not anticipate the purchase of property or the building of a parking structure. Tackling this challenge could be considered for a future fundraising effort.

Although only an initial conceptual cost estimate, it is believed that these numbers are all-inclusive and reasonably accurate based upon recent projects of similar scope and scale within the Denver metropolitan region.



# SANTA FE DRIVE

Comparative Streetscape Projects													
				\$16.00	\$23.10	\$10,000	\$4.75	\$35.00	\$16.00			20%	10%
Concrete Street Pavement				/SF	/LF	/block	/LF	/SF	/SF				
Project Areas:	width	length	area	pavement	curb & gutter	traffic control	Signage and Stripping	Sidewalk amenity	planting	sub-total	contingency	design	TOTAL
intersection	60	80	4800	\$76,800									
600 Block intersection	60	500	30000	\$160,000	\$23,100	\$10,000	\$14,750	\$595,000	\$16,000				
700 Block intersection	60	80	4800	\$76,800									
800 Block intersection	60	500	30000	\$160,000	\$23,100	\$10,000	\$14,750	\$595,000	\$16,000				
900 Block intersection	60	80	4800	\$76,800									
1000 Block intersection	60	500	30000	\$160,000	\$23,100	\$10,000	\$14,750	\$595,000	\$16,000				
intersection & plaza	160	80	12800	\$76,800				\$280,000					
1100 Block intersection	63	500	31500	\$160,000	\$23,100	\$10,000	\$14,750	\$647,500	\$16,000				
1200 Block intersection	63	80	5040	\$80,640									
				\$1,739,520	\$161,700	\$70,000	\$103,250	\$4,515,000	\$112,000	\$6,701,470	\$1,340,294	\$670,147	<b>\$8,711,911</b>
Asphalt Street Pavement				\$2.10	\$23.10	\$10,000	\$4.75	\$35.00	\$16.00			20%	10%
				/SF	/LF	/block	/LF	/SF	/SF				
Project Areas:	ROW width	length	area	pavement	curb & gutter	traffic control	Signage and Stripping	Sidewalk amenity	planting	sub-total	contingency	design	TOTAL
intersection	60	80	4800	\$10,080									
600 Block intersection	60	500	30000	\$21,000	\$23,100	\$10,000	\$14,750	\$595,000	\$16,000				
700 Block intersection	60	80	4800	\$10,080									
800 Block intersection	60	500	30000	\$21,000	\$23,100	\$10,000	\$14,750	\$595,000	\$16,000				
900 Block intersection	60	80	4800	\$10,080									
1000 Block intersection	60	500	30000	\$21,000	\$23,100	\$10,000	\$14,750	\$595,000	\$16,000				
intersection & plaza	160	80	12800	\$26,880				\$280,000					
1100 Block intersection	63	500	31500	\$21,000	\$23,100	\$10,000	\$14,750	\$647,500	\$16,000				
1200 Block intersection	63	80	5040	\$10,584									
				\$245,112	\$161,700	\$70,000	\$103,250	\$4,515,000	\$112,000	\$5,207,062	\$1,041,412	\$520,706	<b>\$6,769,181</b>

### CONCLUSION

The Art District on Santa Fe and surrounding neighborhoods have come a long way in the last 10 years. Crime levels have been reduced, and the prolific drug and alcohol abuse is being replaced by a calmer neighborhood still in transition. While the area has begun a renaissance, there is still some way to go before it reaches full potential. Held back by outdated infrastructure and a lack of investment, the area has been slower to regenerate than other inner city Denver neighborhoods and is ready for an injection of funding and support.

The Santa Fe Business Improvement District is proud to present our application for the 2017 GO BOND appropriation to the City of Denver. We look forward to working with city planning, public works and other city entities along with Denver's Art District on Santa Fe and the La Alma/Lincoln Park community as we seek to further develop, and realize our vision for a more connected and accessible Art District. Our goals are centered squarely around Health, Safety and Welfare as we strive to create a more sustainable and walkable neighborhood while promoting economic development and the arts.

In recent years LoDo, Cherry Creek, Tennyson and now RiNo have all struggled to keep artists in their neighborhoods once major renovations and redevelopment have occurred. Utilization of creative districts to encourage redevelopment is a successful urban renewal technique, but at what cost? Cities need a soul, and art is a large part of that soul.

We do not intend to allow this to happen in the Art District on Santa Fe. We realize that without artists we lose our identity and our authenticity as a legitimate arts district. We also realize we cannot solve this issue alone. We need government intervention, collaboration and support to help create a sustainable solution for artists and small businesses to not only survive, but thrive in Denver's growing and ever changing landscape.

Finally, La Alma/Lincoln Park is an ideal urban neighborhood with great potential for renewal investment and community redevelopment. By way of infrastructure improvements, street furniture, interactive art installations, visible wayfinding, the addition of landscape and public plazas, we can finally break down walls and start focusing on the people instead of the automobile - the who instead of the what.

*It is through community that we connect - and through collaboration that we will succeed.*



# PREVIOUS MASTER PLANS

## BLUEPRINT DENVER

### AREAS OF STABILITY AND AREAS OF CHANGE:

Blueprint Denver identifies the whole of Denver either as an Area of Stability or an Area of Change. Most of Denver is designated as an Area of Stability. These areas are usually historic residential neighborhoods and their associated commercial areas where limited change is expected in the next 20 years. The main objective of Areas of Stability is to identify and maintain the character of an area while allowing for new development and redevelopment. Tools to enhance the unique quality of one of Denver's oldest neighborhoods should focus on preserving neighborhood character and quality of life.

Areas of Change are intended to bring growth to areas where it will be most beneficial and can best improve access to jobs, housing and services with fewer and shorter auto trips. A major goal is to increase economic activity in the area to benefit existing residents and businesses, and to provide the stimulus to redevelop as necessary. New investment in these areas should encourage the retention of low-income residents and ensure diverse development that benefits all residents of the city.

33

### LA ALMA/LINCOLN PARK:

The areas identified as Areas of Change are south of 8th Ave. west of Fox Street. This area includes the Art District on Santa Fe which is identified as a Main Street Corridor in the 2010 La Alma/ Lincoln Park Neighborhood Plan. Although this area is already a destination due to its distinct character, it can improve and strengthen this identity. The Area of Change in La Alma/Lincoln Park also extends into the industrial area west and south of the Art District, closer to the railroad. This area has been identified by many as in decline as the industry that used to support the area moves to where it has room to expand and less traffic.

The Areas of Stability include most of the residential area to the north of 8th Ave and east of Fox Street. This is the neighborhood in Denver that has a history of having a strong identity and resisting change. The neighborhood is home to the well-known community activist Veronica Barela of NEWSED Corp. whose work has achieved the stability that Blueprint Denver seeks. Through the work of NEWSED and other community organizations, the neighborhood has a character and an identity that is distinct and stands out in the City of Denver.

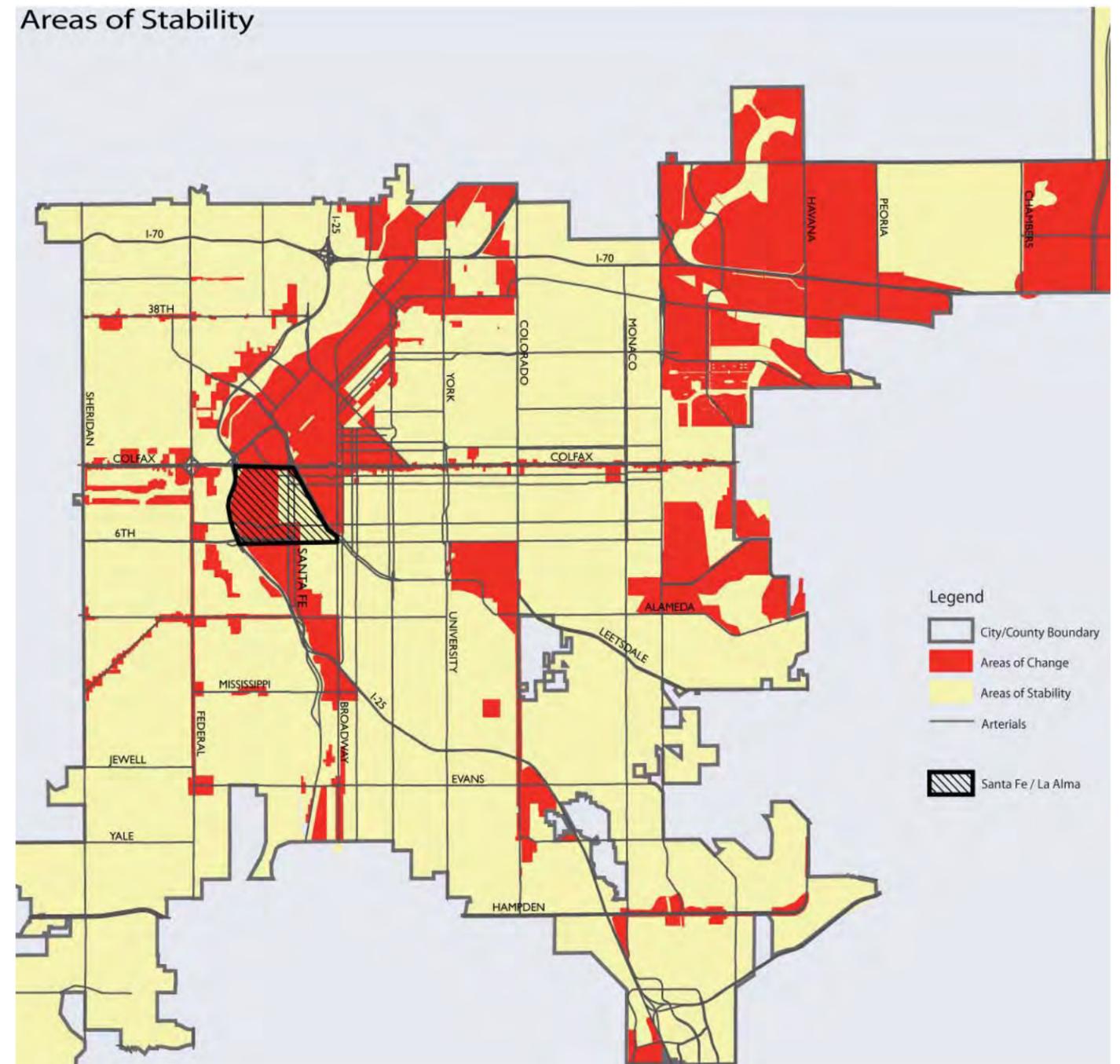


City of Denver



Blighted area of Denver Circa 1970

### Areas of Stability



Source: Blueprint Denver, the Office of Mayor Wellington Webb, 2002

# SANTA FE DRIVE

# PREVIOUS MASTER PLANS

## 2010 LA ALMA / LINCOLN PARK NEIGHBORHOOD MASTER PLAN

### INTRODUCTION:

Drawn up in 2010 by the city of Denver Planning Office, the La Alma/Lincoln Park Neighborhood plan identifies the range of issues and opportunities in the area to develop a clear vision for the future of the neighborhood. The plan outlines its goals and then breaks the plan down into 3 smaller plans, each dealing with a different issue in the neighborhood.

### ANALYSIS:

The two goals of the plan are to encourage redevelopment and to improve stability within the residential neighborhood. The three plans to accomplish these goals are the Framework Plan, the Character Plan, and the Implementation Plan.

The Framework Plan outlines steps to attain the goals such as attracting development to areas of change; improving the pedestrian experience; supporting local small businesses and a mix of uses; maintaining and preserving amenities such as the La Alma Recreation Center and other landmarks such as Byers Public Library.

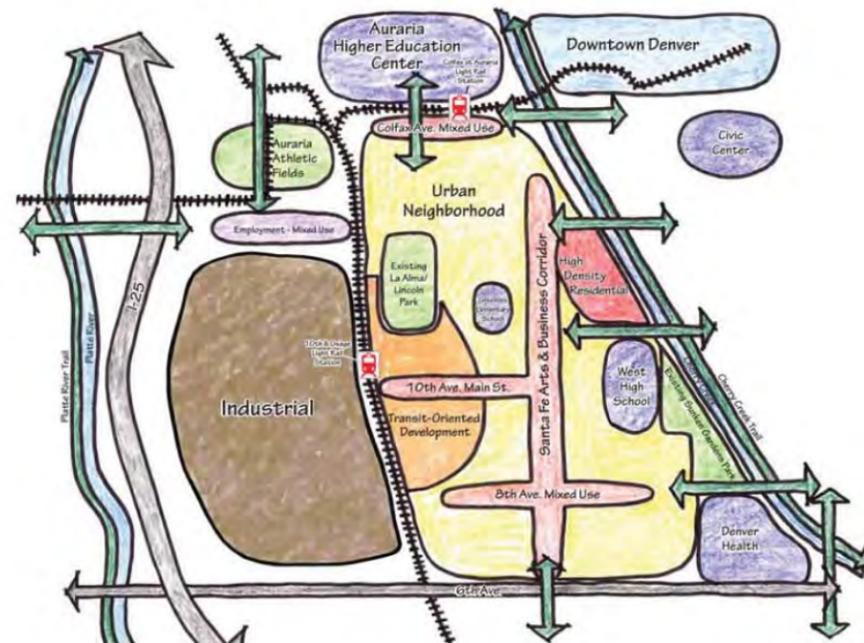
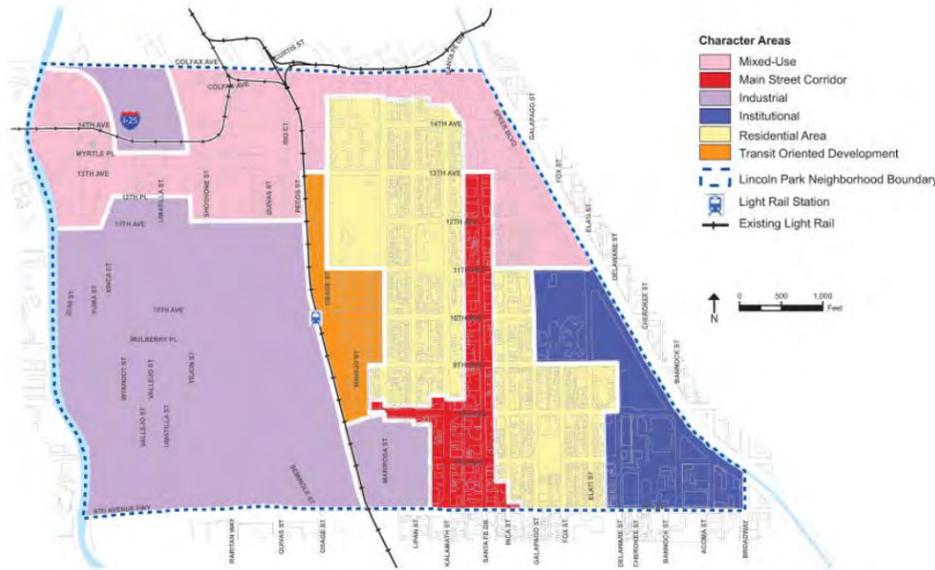
The Character Area Plan then looks at six areas of distinct character: Mixed Use, Main Street, Historic, Industrial, Residential, and Transit Oriented Development (TOD).

It points out that there needs to be a different approach in support of each area.

The last is the Implementation Plan that consists of specific actions to achieve the recommendations contained in the Framework and Character Area Plans. The first action was to design and pass the new zoning code, then to make a financial and regulatory toolbox for implementation. The plan then identifies catalyst projects as action items: the reconstruction of 10th Avenue from Osage to Mariposa, extending Osage south to 9th Avenue, and the Denver Housing Authority's senior apartments as part of the TOD at 1099 Osage.

### CONCLUSION:

The 2010 La Alma/ Lincoln Park Masterplan is the most thorough plan to date. The plan identifies goals such as connecting the neighborhood to its public transportation opportunities and to its potential to be one of Denver's most walkable neighborhoods. The attached proposal attempts to fit within the goals set out by this masterplan helping to create a more substantial, walkable and sustainable neighborhood main street.



Mixed use redevelopment already happening in LaAlma/Lincoln Park



10th and Osage light rail station - could be rebranded as Creation Station

Source: City and County of Denver; Community Planning and Development, 2010 La Alma/ Lincoln Park Neighborhood Plan.

# PREVIOUS MASTER PLANS

## DENVER PEDESTRIAN MASTER PLAN

### INTRODUCTION

The Denver Pedestrian Master Plan was created in 2004 by a team consisting of City staff from Public Works, Community Planning and Development, Parks and Recreation, and citizen advisors. It intends to guide and aid in the process of developing a systematic strategy for building, improving, and maintaining the citywide pedestrian infrastructure.

The Pedestrian Master Plan (Ped Plan) intends to help increase pedestrian activity by providing safe and inviting environments throughout the City and County of Denver. Its purpose is not to solve every issue at hand, but rather to serve as a framework for the implementation of new city policies that include the importance of the pedestrian in planning.

### BROAD SCOPE GOALS IN LINE WITH BLUEPRINT DENVER AND THE COMPREHENSIVE PLAN 2000:

35

- to preserve and enhance the natural environment
- anticipate and meet the expanding mobility needs of residents, businesses, and visitors
- build on the assets of every neighborhood and foster a citywide sense of community
- enhance opportunities for people-in-need to work and participate fully in community life
- foster cooperation and share leadership on regional issues

### SPECIFIC GOALS TO GUIDE THE PROCESS AND ESTABLISH THE PED PLAN:

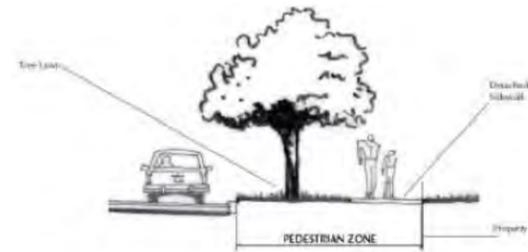
- safety: create an environment safe from automobiles that encourages pedestrian mobility
- accessibility: provide barrier free mobility for all
- education: raise awareness of all groups involved in the pedestrian environment regarding safe practices, rights and responsibilities
- connectivity: create a pedestrian system to enable pedestrians to move fluidly between places and destinations

- streetscape: create human scale environments that are safe, attractive and encourage walking
- land use: link land use, transportation and pedestrian systems to encourage mixed use development patterns
- public health: raise awareness of the important role of walking in promoting health and disease prevention

### THE PEDESTRIAN PLAN'S APPROACH

Areas across Denver were rated in a series of categories to assess the priority level of each neighborhood, or specific streets. They were rated by five principles:

- Pedestrian Potential Model: a ranking of areas based on their proximity to amenities that warrant high levels of pedestrian traffic.
- Socio-Economic Data: a weighting of data sets - population density, median household income, and autos per household. A high value consists of high density, low incomes, and low car quantities suggesting a higher need for pedestrian infrastructure.
- Existing Sidewalk Conditions: attached (no buffer between sidewalk and automobiles), detached (with buffer), or missing entirely.
- Pedestrian-Auto Accident History: a cataloguing of accidents from 2000-2003 at intersections with 4 or more over that span.
- Pedestrian Route Proximity: close proximity to the proposed pedestrian route network that is laid out within Blueprint Denver, the Game Plan, and the Ped Plan.



Denver Highlands



Cherry Creek North



Cherry Creek North

### CONCLUSION

Based on the five key principles in determining areas and their needs, the Santa Fe / La Alma neighborhood contained two locations that scored 7 and 8 points out of 10 necessitating a demarcation of "high need". Along with the two specific sites (6th Ave: Santa Fe to Broadway, and 10th Ave: Osage to Navajo), the Santa Fe corridor and its adjacent streets are designated a "Pedestrian Focus Area", or an overall area of high needs. With this designation and with Santa Fe being a high transit corridor, the Ped Plan calls for the area to be required to meet the highest Level of Quality (see figure below for guidelines). Also of note is the designation of Galapago St as a "green street" stretching from 11th to 1st Avenue.

Currently, the Santa Fe transit corridor is severely lacking in providing a safe and inviting, walkable pedestrian environment. This GO Bong proposal is requesting funds to remedy some of these known issues.

City and County of Denver; Policy and Planning, 2004 Denver Pedestrian Master Plan, sidewalk guidelines:

Level of Quality	Enhanced Bus Transit Corridors	Green Streets / Pedestrian Routes	Typical Streets
Definition	As defined by Blueprint Denver	As defined by the Game Plan and the Pedestrian Master Plan	Any pedestrian way not on an enhanced bus transit corridor, Green Street, or Pedestrian Route
Guidelines	<ol style="list-style-type: none"> <li>1. 16' minimum pedestrian zone.</li> <li>2. 8' minimum tree lawn, either green or hardscaped.</li> <li>3. 8' minimum continuous detached or 16' continuous attached sidewalk.</li> <li>4. Curb ramps at every intersection.</li> <li>5. Benches or shelters at most transit stops.</li> <li>6. Pedestrian signals at all signalized intersections.</li> <li>7. Crosswalks, signage, pedestrian refuges and other safety features define the pedestrian environment at major intersections.</li> </ol>	<ol style="list-style-type: none"> <li>1. 13' minimum pedestrian zone.</li> <li>2. 8' minimum green tree lawn, preferably wider on Green Streets.</li> <li>3. 5' minimum continuous detached sidewalk.</li> <li>4. Continuous curb ramps at every intersection.</li> <li>5. Benches and trash cans where appropriate.</li> <li>6. Pedestrian signals at all signalized arterials.</li> <li>7. Crosswalks or other features define the pedestrian environment at major intersections.</li> </ol>	<ol style="list-style-type: none"> <li>1. 13' minimum pedestrian zone.</li> <li>2. 8' minimum tree lawn, either green or hardscape.</li> <li>3. 5' minimum continuous detached or attached sidewalk.</li> <li>4. Curb ramps at every intersection.</li> <li>5. Benches at most transit stops with trash cans at heavy use stops.</li> <li>6. Pedestrian signals at all signalized arterials.</li> <li>7. Crosswalks or other features define the pedestrian environment at major intersections.</li> </ol>

## SANTA FE DRIVE

# PREVIOUS MASTER PLANS

## DESTINATION SANTA FE - ART DISTRICT AS CATALYST - HANGAR 41

In 2010, Hangar 41, a new architectural firm, set up shop in the Art District on Santa Fe. Despite loving the creative nature of the location, H41 began to notice shortcomings and boundaries restricting the future successful development and healthy growth of the area.

Hangar 41 proposed a vision plan for the neighborhood that encouraged more sustainable and viable economic growth throughout the community.

Several key areas needing to be addressed were identified

- Higher density of mixed use and mixed income development needed
- Stronger connection between the light rail station and Santa Fe Drive
- Better pedestrian access throughout the neighborhood (walkability)
- Better connectivity to the rest of the city - trails, crossings, bridges etc.
- More public gathering spaces and pocket parks within the district.



### PHASE I - Density and Connectivity

Phase One of the proposed vision plan focused on the 8 blocks that sit on the East and West of Santa Fe Drive from 6th Ave to 10th Ave and along the 10th Avenue corridor that connects the art district with the light rail station at Osage Street. The plan also included an inventory of existing businesses in the district, and investigated various opportunities for new development on individual lots in the area. It looked in to increasing the connectivity to greater Denver through improved walkability, pedestrian and bike paths, and public transit.

Two different design concepts were presented. Concept One showed what a reduction of one lane of traffic could do for the streetscape of Santa Fe Drive. Eliminating one lane of traffic allowed the introduction of a bike lane along Santa Fe and provided the opportunity to widen the sidewalks by a minimum of three feet on each side of the street. The current landscape bumpouts were also eliminated allowing for new, habitable bumpouts that enable galleries and businesses to create a connection with the community. Concept One also focused on reestablishing the commercial district while maintaining a sense of community through the creation of a centralized pocket park located at 7th Avenue and Santa Fe Drive.

Concept Two took a different approach toward the area's daily automobile needs. Concept Two kept all three lanes of traffic but gained sidewalk width through the elimination of current parking solutions along the west side of Santa Fe. The far left lane then became a flex lane meeting the necessary traffic loads during rush hour and the necessary parking demands at all other times. Concept Two promoted the growth of businesses into the alleyways which created small sanctuaries for pedestrians away from the busy traffic on Santa Fe.

Both design concepts included strengthening the 10th Avenue corridor connection between the light rail station and Santa Fe Drive.



Source: Hangar41; Destination Santa Fe - Art District as Catalyst; 2012

# REFERENCE MATERIAL

## PREVIOUS VISION PLAN



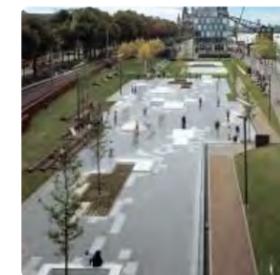
Street Furniture



Gateway



Hardscape



Landscape

The intersection of 6th Avenue and Santa Fe Drive is a highly visible gateway to the Art District for a large number of people on their daily commute. Approximately 46,000 vehicles cross through this intersection each day. Traveling north on Santa Fe Drive takes one to the center of the Art District and eventually to the central business district, while south of 6th Avenue one will find a growing number of creative businesses, art galleries and studio's as the Art District continues to expand.

Currently this intersection is as nondescript as any other major intersection in any town - anchored in this case by a gas station and a car wash; it does not alert passersby to the fact that this is arguably the most creative district in Denver.

In the near future we would like to suggest a publicly funded art competition to design a "gateway" to the art district and to kick off a major branding effort to transform the Art District on Santa Fe from a transitional neighborhood into the world class creative destination that it should be. Any competition should be open to all interested parties and should contain ideas for the complete transformation of the intersection including, but not limited to, signage, wayfinding maps, gateway elements, landscape and hardscape.

Nestled between the busy cross streets of 6th and 8th Avenues is the quieter intersection of 7th and Santa Fe. Barely surviving on the southwest corner of the intersection is the historic-designated, charming Byers Library; on the other three corners are small parking lots.

Given the potential for improvement and the proximity of the library and the Denver Civic Theater, this intersection holds the greatest potential to become the central civic space within the arts district. We envision the library expanding its services to create a combined civic/social center and modernized library with offices and meeting rooms for local services and classes. In front of the library and spreading to all four corners would be new gathering spaces – ideal locations for street performers, street cafés and open spaces with unique artistic paving patterns, hardscape and landscape. The largest of these open spaces would be the northwest corner where we envision a world class pocket park that would provide break out space after performances for the theater and much needed relief of the confined pedestrian ways.

At the center of this park would be a “lookout” art tower providing a visual landmark, a destination and stunning panoramic views of the Rocky Mountain Front Range and downtown Denver. Connecting these four corners should be pedestrian crosswalks designed to slow traffic and provide safe and accessible crossings.



Shade Structures



Civic Gathering Space



Lookout Tower



Cafe Seating



Images reused from the the 2012 Hangar 41 Vision Plan

# REFERENCE MATERIAL

## PREVIOUS VISION PLAN - 10TH AVENUE CORRIDOR CONNECTION



Art Walk

The 10th Avenue art walk connection falls outside the Santa Fe BID boundary lines, however we can and will support this important connection by treating the intersection at Santa Fe Drive as a gateway. We propose creating a gateway park east of Santa Fe Drive that would allow traffic to pass through but would be easily closed for special occasions. Street parking would not be provided for this half block and in its place would be upgraded wider sidewalks, plantings, trees and sculpture as the arrival point for those entering the district. We also propose a differing street material in this location as a continuation of the pedestrian zone for greater impact during events.

With the new transit-oriented development and Denver Housing Authority's improvements near and around the 10th Avenue light rail station, there is already tremendous momentum for improvements along the 10th Avenue corridor. This connection has long been recognized as important: Baker Garage has sponsored a free shuttle from the station to stops along Santa Fe Drive for the First Friday Art Walk for years.

The masterplan development for Denver Housing Authority (DHA) by Mithun highlighted this street as a major connection in Denver's pedestrian network. DHA is undertaking improvements to this corridor as part of their larger development at Lincoln Park. Hangar 41 proposes extending the street improvements to Santa Fe Drive and better providing a connection to the Art District.

With wider sidewalks, more trees and landscaping, and street furniture, the pedestrian experience will be improved, encouraging more people to use public transportation to access the Art District. At 80 feet, 10th Avenue is wide enough to provide wider sidewalks and better landscaping while also providing parallel street parking and two lanes of traffic. At intersections, the turning radius will be minimized to slow down turning vehicles and improve safety for pedestrians. Slower cars have more opportunity to see pedestrians while smaller turning radii shorten the distance pedestrians occupy the driving lane, reducing the risk of pedestrian-vehicle accidents.



Urban Infill



Safer Crosswalks

# REFERENCE MATERIAL

## PREVIOUS VISION PLAN - 10TH AVENUE CORRIDOR CONNECTION



Shaded Patios

Bicycle Friendly



Urban Infill

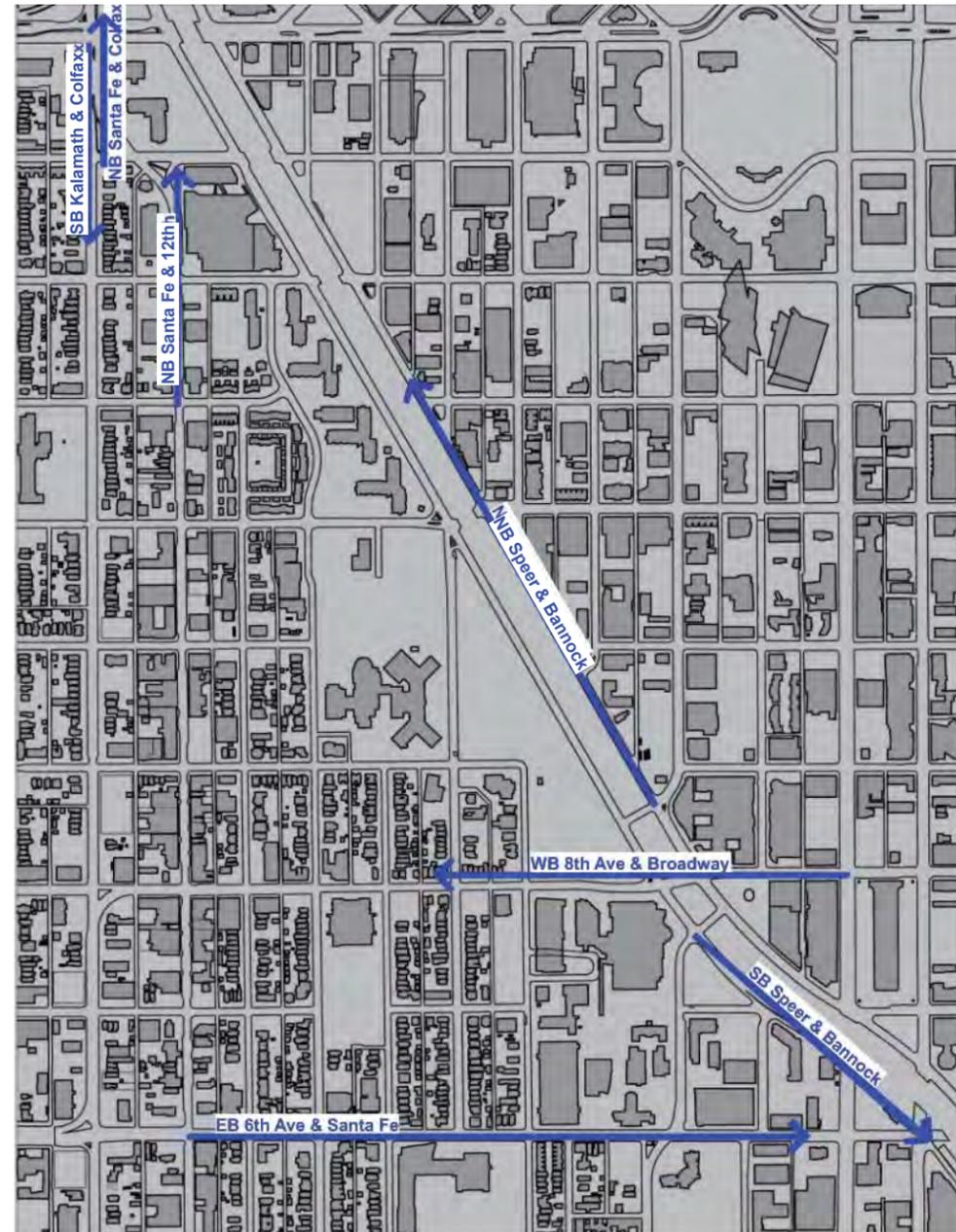


Pedestrian Scale

# REFERENCE MATERIAL

## TRAFFIC COUNTS

### COMPARISON OF 24 HOUR VOLUME



Dir.	Street Name	Cross Street	24 Hr. Volume	# of Lanes	AM Peak Hour Vol.	PM Peak Hour Vol.	Veh. Per min. During Peak Hr.
1	NB	Santa Fe	12th	3 thru	1308	1201	21.80
2	NB	Santa Fe	Colfax	3 thru, 2 turn	738	606	12.30
3	EB	W. 6th Ave.	Santa Fe	4 thru, 2 turn	3322	2266	55.37
4	WB	W. 8th Ave.	Broadway	4 thru	1773	2274	29.55
5	SB	Kalamath	Colfax	3 thru	540	1212	9.00
6	NB	Speer	Bannock	4 thru, 1 turn	2725	2045	45.42
7	SB	Speer	Bannock	4 thru, 1 turn	1113	2048	18.55
8	WB	Blake	18th	2 thru	1250	1322	20.83

Blake St. is included to compare the volume that can be handled by a two lane road. The volume of Blake and Santa Fe are comparable, meanwhile, Santa Fe has 3 lanes whereas Blake has 2. Arguably Santa Fe should be able to also handle its traffic load with just 2 lanes.



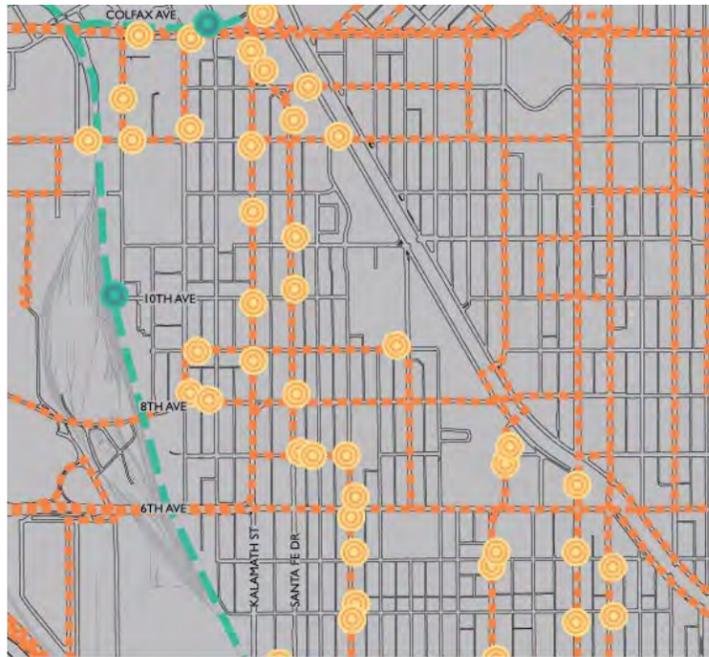
By taking a look at the numbers presented in the chart above, one can see there is a 4,600 car dropoff between 12th and Colfax on Santa Fe Drive. Based on these figures, the conclusion that roughly 4,000 cars turn east on 14th to get to the Capitol Hill neighborhood and Government District. This traffic load could easily be directed down 6th further east and down Lincoln. By eliminating the roughly 4,000 cars, Santa Fe's traffic load more closely represents the successful pedestrian friendly districts that are presented in the Precedent/Conclusion section of this Master Plan.

Source: City of Denver Traffic and Parking <http://www.denvergov.org/TrafficCounts/tabid/438226/Default.aspx>

# SANTA FE DRIVE

# REFERENCE MATERIAL

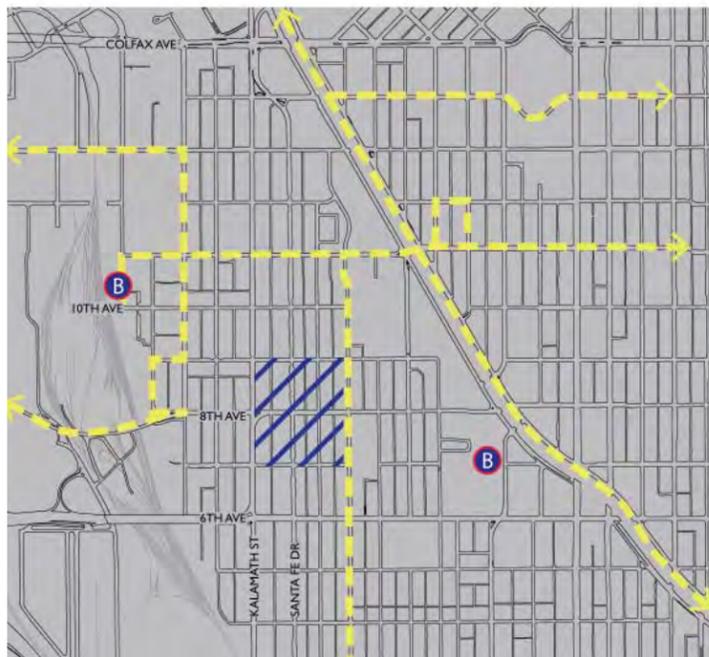
## AMENITIES - EXISTING TRANSIT



Lightrail Station at 10th and Osage.



B-cycle Station



- Lightrail Station
- Bus Stops serving the district
- Bike Routes
- B B-Cycle Stations
- Lightrail Line
- Bus Route
- /// opportunity for B-Cycle Stations

Despite seeming to be well served by bus routes and light rail, the area remains car-dependent. Efforts have been made to encourage bicycle use such as the bike-sharing program known as Denver B-Cycle and the installation of the B-Cycle station at 10th and Osage, 9th and Santa Fe Drive and Denver Health. However the speed of traffic and lack of pedestrian friendly amenities on Santa Fe Drive make this mode of transport only for the experienced and brave.

To further promote bicycling, this proposal suggests future bike racks at all major cross streets as well as a central public bike parking area in the proposed 9th Avenue Art Park.



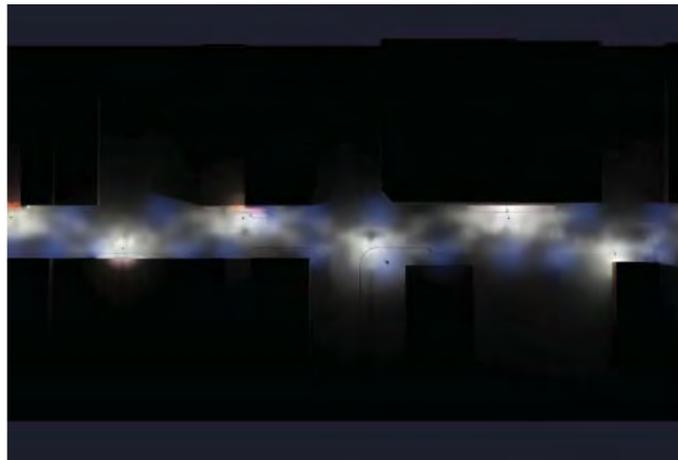
# REFERENCE MATERIAL

## LIGHTING ANALYSIS

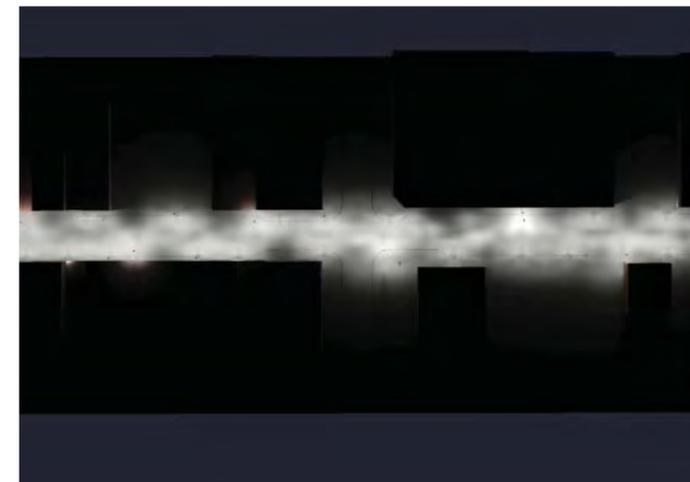
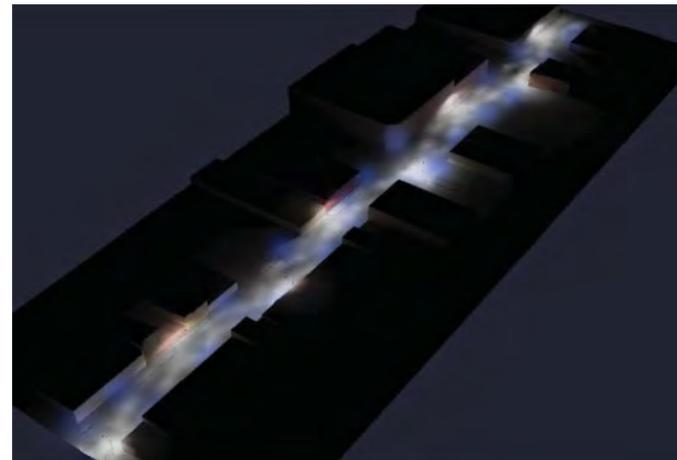
The current lighting along Santa Fe Drive is outdated and does not provide enough light for pedestrians. The blue lights used for neighborhood brand recognition on the pedestrian light fixtures are a good idea, however they decrease the pedestrians visibility at night which makes them feel insecure and unsafe. Pedestrians will avoid areas that make them feel unsafe. Changing the blue pedestrian lights to white LED lights will increase pedestrian visibility and help make them feel safer, however it is the BIDs opinion that the entire light system should be replaced during the streetscape realignment.

Below are two different set of lighting renderings of Santa Fe Drive. The first set shows the current lighting with the blue pedestrian lights. The second shows what the lighting would look like if the blue lights were changed to white LED lights. While there appears to be a marked improvement, the lighting is still inconsistent and darker areas remain.

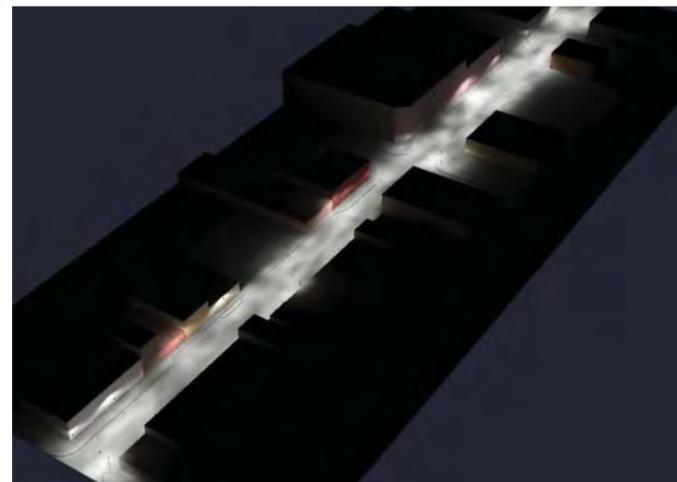
43



Current Street Lighting with blue LED pedestrian lights



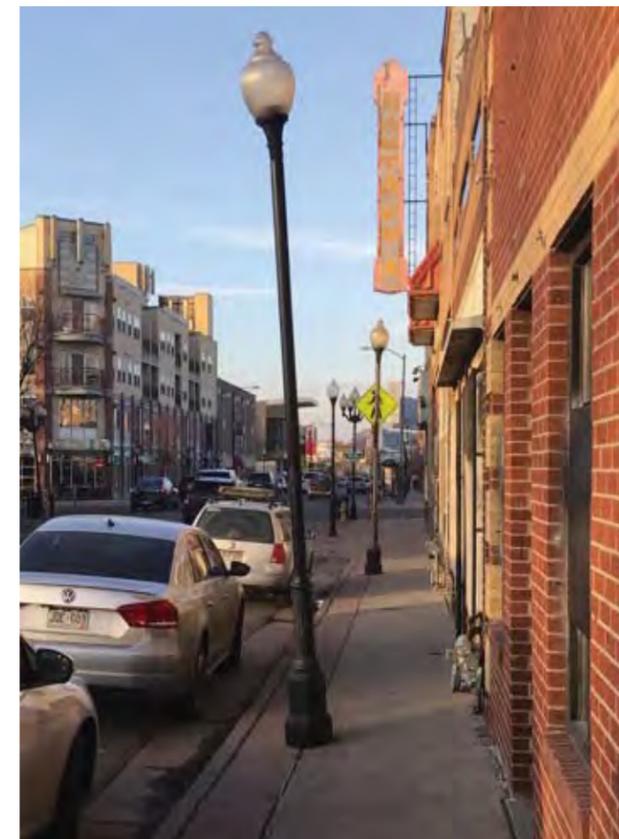
Updated Street Lighting with white LED pedestrian lights



Damaged light pole base



Light pole with missing electrical cover



Outdated, crooked light pole on Santa Fe



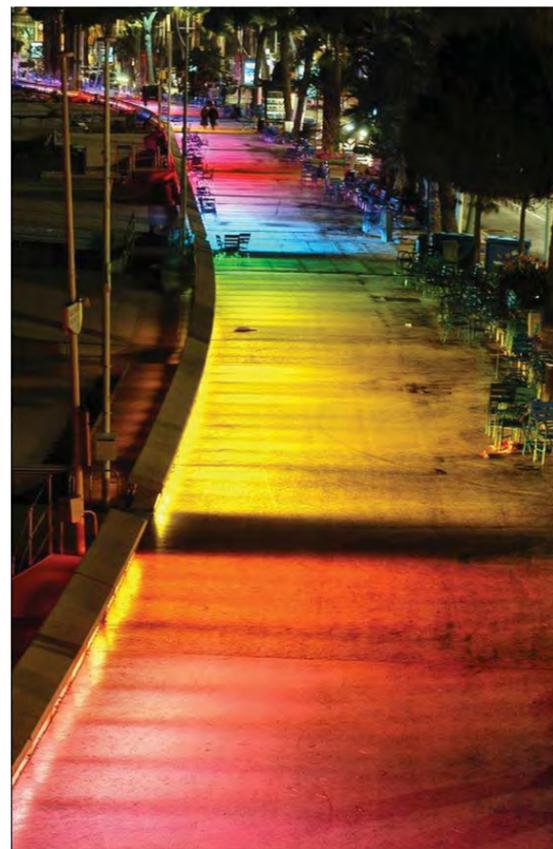
Light pole with crumbling base

Many of the existing pedestrian lights on Santa Fe Drive are in poor condition. Time, weather, and magnesium chloride have taken a toll on the poles. In addition to the damaged bases, there is a large amount of rust on the bolts that keep the poles attached to the ground.

Shown are different examples of damaged light poles seen throughout the art district. Most poles also lean drastically and none utilize what would be considered sufficient mounting by today's standards.

# REFERENCE MATERIAL

## PREFERRED LIGHTING PRECEDENTS



THE ARTFUL APPROACH TO DENVER

# REFERENCE MATERIAL

## DEMOGRAPHICS

TOTAL POPULATION IN 1960 CENSUS  
**10788**

TOTAL POPULATION IN 1970 CENSUS  
**8303**

TOTAL POPULATION IN 1980 CENSUS  
**5875**

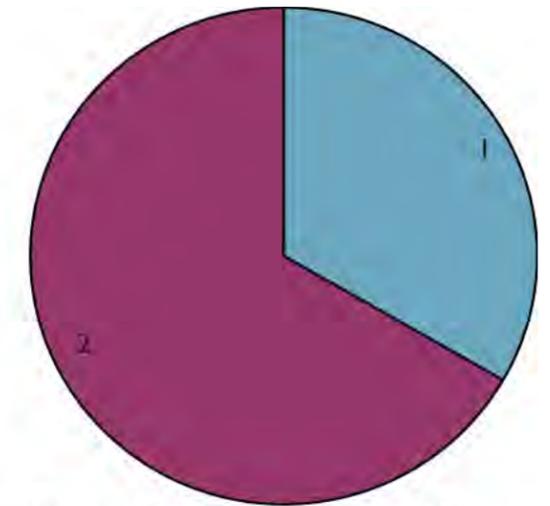
TOTAL POPULATION IN 2010 CENSUS  
**9810**



1	White	67%
2	African American	9%
3	Asian	2%
4	American Indian or Alaska Native	2%
5	Other Race	15%
6	Two or more Races	5%



1	65 and over	11%
2	Under 18	46%
3	18 and over	6%
4	20-24	14%
5	25-34	11%
6	35-49	8%
7	50-64	4%



1	Owner Occupied Housing	33%
2	Renter Occupied Housing	67%

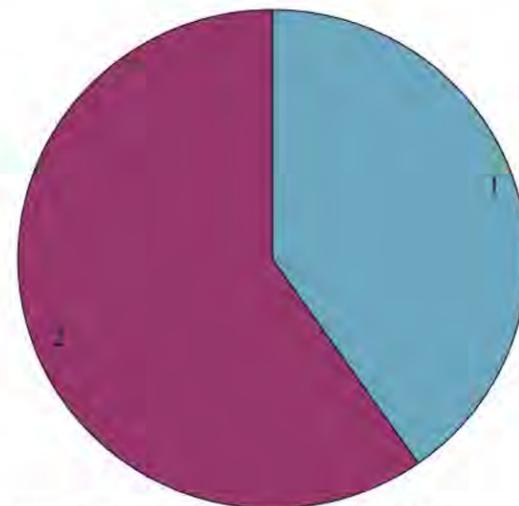
### ANALYSIS

45 LaAlma/Lincoln Park is a youthful neighborhood with the majority of the population under 18 years of age. The neighborhood is predominantly white, with Hispanic or Latino being the second largest group.

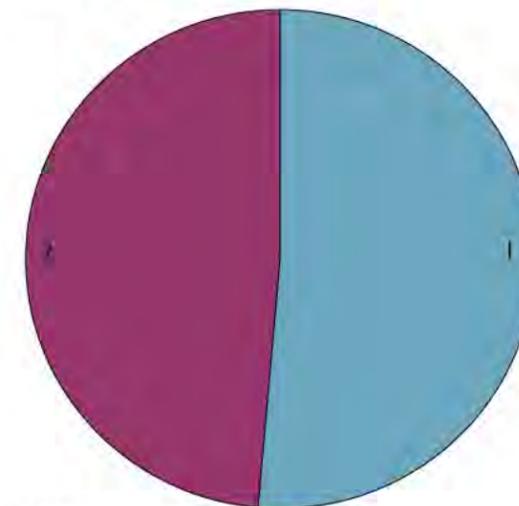
Two-thirds of the housing in the area are rental units, while only one third of the housing is owner-occupied.

The current population is approaching the numbers seen in 1960 before flight to the suburbs left the area in a state of blight.

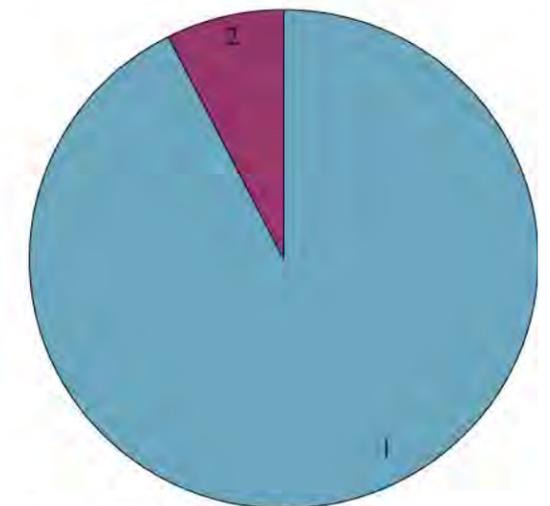
Please note this data is now seven years old and the neighborhood has changed significantly in those years. It will be interesting to see how the 2020 Census compares



1	Hispanic or Latino	40%
2	Not Hispanic or Latino	60%



1	Male	51%
2	Female	49%



1	Occupied Housing	93%
2	Vacant Housing	7%

# REFERENCE MATERIAL

## EXISTING BUSINESS ANALYSIS

BUSINESS NAME | CLASS. | TYPE

Interstate	FB	restaurant / bar
Frills Cake Shop	FB	bakery
Bud's Muffler	Au	automotive
Santa Fe Mini Mart	Conv	convenience store
The Rebellion	A	tattoo / body art
Bizarre Monkey	R	boutique clothing
Vertigo	A	gallery
Center for Visual Art	A	gallery
Community Challenge School	E	educational
Sweatshop Dance	A	arts
Swift's Breakfast House	FB	food
Keuling Gallery	A	gallery
Kashi Kari Gallery	A	gallery
Basements & Beyond	Pro	home improvement
Studio 6 Coffee	FB	coffee
Abecedarian Gallery	A	gallery
Anthony Norris / Paul Moschell	A	gallery
Ginny Abblett Fine Art	A	gallery
The Event Gallery @ 910 Arts	A	gallery
Open Studios Gallery	A	gallery
Knoll Gallery	A	gallery
Access Gallery / VSA	A	gallery
Canto Do Galo Capoeira	A	arts
Core	A	gallery
Spark	A	gallery
New Art Studios	A	gallery
Hangar 41	D	architecture firm
Artwork Network	A	gallery
Train. Fight. Win.	H	health / fitness
Renegade Brewery	FB	brewery
Sync Gallery	A	gallery
Grace Gallery	A	gallery
Carla Wright Gallery	A	gallery
Orchid Gallery	A	gallery
4 Lives Massage Center	H	health / wellness
Museo de las Americas	A	gallery
Covalli Gallery	A	gallery
Wetpaint	A	gallery
CoArt Gallery	A	gallery
C.C. Opiela Gallery	A	gallery
Jiggs Barber Shop	H	barber
Denver School of Photography	A	educational / arts
Georgia Amar Gallery	A	gallery
John Fielder / Denver Photo Art	A	gallery
Creative Minds	A	gallery / art framing
Alpine Fine Art	A	gallery
WongStrauch Architects	D	architecture firm
FurtherFrames	A	art framing
El Patron	Conv	convenience store

BUSINESS NAME | CLASS. | TYPE

Chile Rojo	FB	restaurant / food
Grease Monkey	Au	automotive
JB Office Furniture	R	furniture
Mile High Head Shop	R	head shop
8th Ave Laundromat	Conv	laundromat
Kitchens at the Denver	R	home improvement
Streamline	Au	automotive
Cannabis Medical	H	dispensary
Digital Impact	Pro	reprographics
Athletik Spesifik	H	health / fitness
Natural Sleep Store	R	mattress sales
Things That Glow	R	raver's paradise
The Sherman Agency	Pro	real estate
ID Gallery	A	gallery
Garage Mid Mod	R	furniture
Garage Antiques	R	furniture
Denver Mac Repair	Pro	computer service
Ageless Art Oriental Medicine	H	alternative healing
American Family Insurance	Pro	insurance office
Colorado Democratic Party	P	public office
Shakta	H	yoga
Chac Gallery	A	gallery
Chac Norte	A	gallery
Sizzle & Bang	A	gallery
Space Gallery	A	gallery
Kanon Gallery	A	gallery
Van Stratten Gallery	A	gallery
Kitchen's Ink	A	tattoo / body art
Carol Mier Fashion	R	boutique clothing
Arada Ethiopian Cuisine	FB	food
Sandra Phillips Art Gallery	A	gallery
Artists on Santa Fe	A	gallery
Yellow Feather Coffee	FB	coffee
Wells Fargo	F	bank
El Noa Noa	FB	restaurant / food
Denver Civic Theater	A	performing arts
El Taco de Mexico	FB	restaurant / food
Half Moon Studios Art / Yoga	H	gallery / yoga studio
Santa Fe Convenience Store	Conv	convenience store
Byers Branch Denver Public Library	P	library
Open Media Foundation	Pro	media services / tools / training
Source Four Interior Elements	R	furniture
Starker Construction Co.	Pro	construction
Scheitler & Elio Law Offices	Pro	lawyers
Colorado Voice Clinic	Pro	voice care / health
Tribe Tattoo	A	tattoo / body art
Laser Esthetics Seyonara Tattoo	H	tattoo removal
Colorado Housing Assistance Corporati	Pro	homeownership assistance
Limon Carpets	R	carpet sales

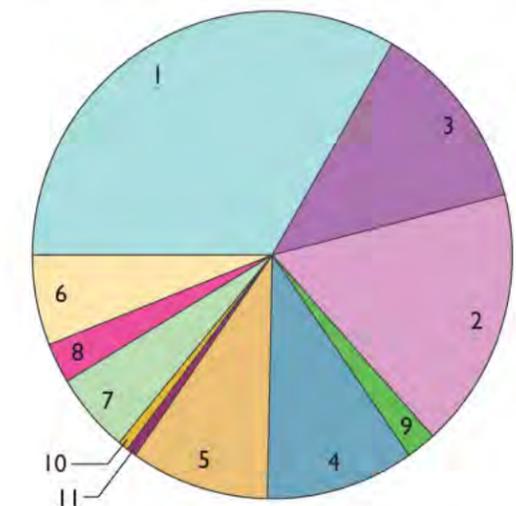
BUSINESS NAME | CLASS. | TYPE

Luxe / DeVil	R / H	salon / boutique clothing
La Muerte	R	boutique clothing
Anthology Fine Art	A	gallery / framing
Hoodla	R	headshop
Belemonti's Pizzeria	FB	pizzeria
Denver Car Wash	Au	automotive
ConocoPhillips	Au	gas station
Paddock Imports	Au	automotive
Barsch Design	D	architecture / home remodel
Moda	H	salon
Obvious Concept Studio	D	graphic design
On Tour Year Round	R	global arts and crafts
Denver Core Real Estate	Pro	real estate
Human Powered Transit Authority	P	bikes for recreation movement
Zandik	H	salon
Urban Pump Fitness Center	H	health / fitness
Tangram Design LLC	D	design
Open Scan	Pro	payment capture software
Santiago's	FB	restaurant / food
Boxcar Gallery	A	gallery
Blackbook Gallery	A	gallery
All Pro Lawnmower	R / Pro	lawnmower sales / service
ABC Custom Iron and Lock	Pro	wrought iron
Sherwin Williams Paint	R	paint sales
Latin American Educational Foundation	Pro	education assistance
American Brokers Steve Stretz Realty	Pro	realtor
Why Not! From Downunder	Pro	promotional development
Lamar Donuts	FB	donuts / coffee
Midas	Au	automotive
Diamond Nails and Spa	H	nail parlour
Cure Medical Pharmacy	H	dispensary
Liquor	R	liquor store
China House	FB	chinese buffet
The Public Works	Pro	project management services
Wink Inc	Pro	film / tv / multimedia production
CondorCam	Pro	cable system film production
Icelandic	D	ski design / manufacturer
Spyder	R / D	ski apparel design
Something Independent	Pro	initiative promoting CO snowsports
S - Arch	D	architecture / design
5280 Agency	Pro	event staffing / execution
Drumbeat	Pro	branding services
Company BE	Pro	small business software
Center Electric Service Inc.	Pro	electrical contractor
Garfield Auto Service	Au	automotive
Del Llamo	Au	automotive
Buxiejo Gallery	A	gallery
Anna McManis Art Studio	A	gallery
Ringlers Associates	Pro	structured settlements

Businesses were catalogued in the area from roughly 6th Avenue to 10th Avenue and Kalamath Street to Santa Fe Drive.

This was done in order to gather an understanding for what types of businesses or services can currently be found in the immediate area. From this information we can determine where the Art District on Santa Fe is succeeding or lacking in terms of businesses or services provided to the local and regional area.

- 1) A - arts / galleries / art services 33.3 %
- 2) Pro - professional office 17.3 %
- 3) R - retail 12.7 %
- 4) H - health / beauty 10 %
- 5) FB - food / beverage industry 9.3 %
- 6) Au - automotive 6 %
- 7) D - architecture / design 5.3 %
- 8) Conv - convenience 2.7 %
- 9) P - public offices / services 2 %
- 10) E - educational 0.7 %
- 11) F - financial 0.7 %



# REFERENCE MATERIAL

## EXISTING BUSINESS ANALYSIS



### ARTS / GALLERIES / ART SERVICES

The Rebellion	A - tattoo / body art
Vertigo	A - gallery
Center for Visual Art	A - gallery
Sweatshop Dance	A - arts
Keuling Gallery	A - gallery
Kashi Kari Gallery	A - gallery
Abecedarian Gallery	A - gallery
Anthony Norris / Paul Moschell	A - gallery
Ginny Abblett Fine Art	A - gallery
The Event Gallery @ 910 Arts	A - gallery
Open Studios Gallery	A - gallery
Knoll Gallery	A - gallery
Access Gallery / VSA	A - gallery
Canto Do Galo Capoeira	A - arts
Core	A - gallery
Spark	A - gallery
New Art Studios	A - gallery
Artwork Network	A - gallery
Sync Gallery	A - gallery
Grace Gallery	A - gallery
Carla Wright Gallery	A - gallery
Orchid Gallery	A - gallery
Museo de las Americas	A - gallery
Covalli Gallery	A - gallery
Wetpaint	A - gallery
CoArt Gallery	A - gallery
C.C. Opiela Gallery	A - gallery
Denver School of Photography	A - educational / arts
Georgia Amar Gallery	A - gallery
John Fielder / Denver Photo Art	A - gallery
Creative Minds	A - gallery / art framing
Alpine Fine Art	A - gallery
FurthurFrames	A - art framing
ID Gallery	A - gallery
Chac Gallery	A - gallery
Chac Norte	A - gallery
Sizzle & Bang	A - gallery
Space Gallery	A - gallery
Kanon Gallery	A - gallery
Van Stratten Gallery	A - gallery
Kitchen's Ink	A - tattoo / body art
Sandra Phillips Art Gallery	A - gallery
Artists on Santa Fe	A - gallery
Denver Civic Theater	A - performing arts
Tribe Tattoo	A - tattoo / body art
Anthology Fine Art	A - gallery / framing
Boxcar Gallery	A - gallery
Blackbook Gallery	A - gallery
Buxiejo Gallery	A - gallery
Anna McManis Art Studio	A - gallery

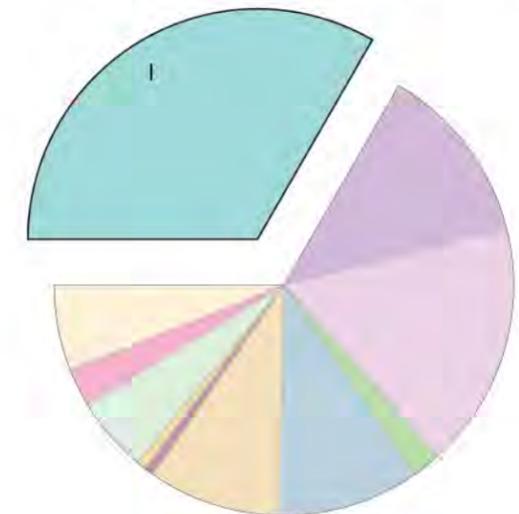
Not surprisingly, the area is dominated by the arts with 1/3 of the 150 businesses catalogued focusing on the art community. While this is a positive for the Arts District, the lack of consistent, everyday foot-traffic causes many businesses to be open by appointment only.

This can be addressed by creating a more pedestrian friendly community as well as the introduction of more restaurants and higher density living.

47



1) A - arts / galleries / art services 33.3 %



## SANTA FE DRIVE

# REFERENCE MATERIAL

## EXISTING BUSINESS ANALYSIS



### AUTOMOTIVE

Bud's Muffler	Au - automotive
Grease Monkey	Au - automotive
Streamline	Au - automotive
Denver Car Wash	Au - automotive
ConocoPhillips	Au - gas station
Paddock Imports	Au - automotive
Midas	Au - automotive
Garfield Auto Service	Au - automotive
Del Llamo	Au - automotive

### CONVENIENCE

Santa Fe Mini Mart	Conv - convenience store
El Patron	Conv - convenience store
8th Ave Laundromat	Conv - laundromat
Santa Fe Convenience Store	Conv - convenience store

### ARCHITECTURE / DESIGN

Hangar 41	D - architecture firm
Wong Strauch Architects	D - architecture firm
Barsch Design	D - architecture / home remodel
Obvious Concept Studio	D - graphic design
Tangram Design LLC	D - design
Icelandic	D - ski design / manufacturer
Spyder	R / D - ski apparel design
S - Arch	D - architecture / design

### EDUCATIONAL

Community Challenge School	E - educational
----------------------------	-----------------

### FINANCIAL

Wells Fargo	F - bank
-------------	----------

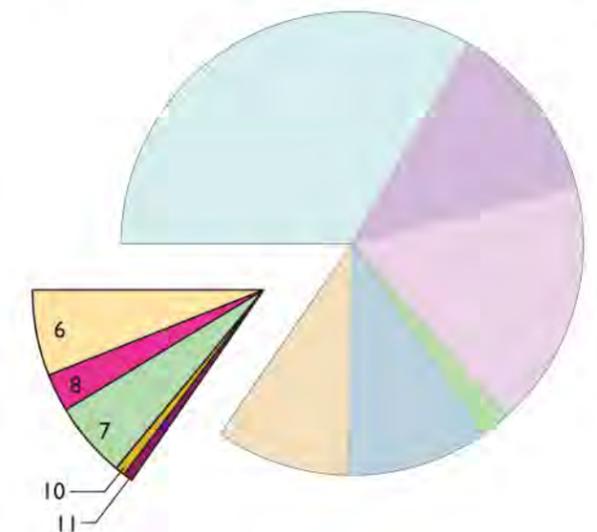
The biggest deficiency that can be found in these numbers is the fact that only four of the 150 businesses catalogued classified as a "convenience" business, or considered a place one would frequent multiple times in a week as a part of everyday life.

While, three convenience stores within a three block stretch of Santa Fe seems sufficient, none of them provide the immediate area with fresh produce and other common groceries. For the bulk of a family's shopping, they must travel to the nearest super market on 13th and Speer - not far, but for most, outside of comfortable walking distance causing most people to drive.

Right in line with the districts' creative consciousness, it is the home to eight businesses specializing in various forms of design.

- 6) Au - automotive 6 %
- 8) Conv - convenience 2.7 %
- 7) D - architecture / design 5.3 %
- 10) E - educational 0.7 %
- 11) F - financial 0.7 %

48



# REFERENCE MATERIAL

## EXISTING BUSINESS ANALYSIS



### FOOD AND BEVERAGE INDUSTRY

Interstate	FB - restaurant / bar
Frills Cake Shop	FB - bakery
Swift's Breakfast House	FB - food
Studio 6 Coffee	FB - coffee
Renegade Brewery	FB - brewery
Chile Rojo	FB - restaurant / food
Arada Ethiopian Cuisine	FB - food
Yellow Feather Coffee	FB - coffee
El Noa Noa	FB - restaurant / food
El Taco de Mexico	FB - restaurant / food
Belemonti's Pizzeria	FB - pizzeria
Santiago's	FB - restaurant / food
Lamar Donuts	FB - donuts / coffee
China House	FB - chinese buffet

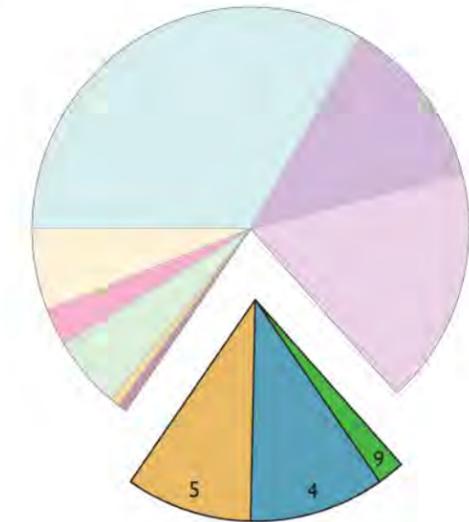
There is a strong showing amongst the food and beverage industry within the community, but where it lacks is in the number of businesses that would attract a dinner and post-dinner nightlife. Recently, the number has grown with the addition of Interstate on 10th and Santa Fe and Renegade Brewing Company on 9th.

However, the district needs more in order for it to become a destination within the city on days not deemed "First Friday". Two to three contemporary bars and restaurants coupled with open art galleries would go a long way.

### HEALTH AND BEAUTY

Train. Fight. Win.	H - health / fitness
4 Lives Massage Center	H - health / wellness
Jiggs Barber Shop	H - barber
Cannabis Medical	H - dispensary
Athletik Spesifik	H - health / fitness
Ageless Art Oriental Medicine	H - alternative healing
Shakta	H - yoga
Half Moon Studios Art / Yoga	H - gallery / yoga studio
Laser Esthetics Seyonara Tattoo	H - tattoo removal
Luxe / DeVil	R / H - salon / boutique clothing
Moda	H - salon
Zandik	H - salon
Urban Pump Fitness Center	H - health / fitness
Diamond Nails and Spa	H - nail parlour
Cure Medical Pharmacy	H - dispensary

- 5) FB - food / beverage industry 9.3 %
- 4) H - health and beauty 10 %
- 9) P - public offices / services 2 %



### PUBLIC OFFICES / SERVICES

Colorado Democratic Party	P - public office
Byers Branch Denver Public Library	P - library
Human Powered Transit Authority	P - bikes for recreation movement



## SANTA FE DRIVE

# REFERENCE MATERIAL

## EXISTING BUSINESS ANALYSIS



### RETAIL

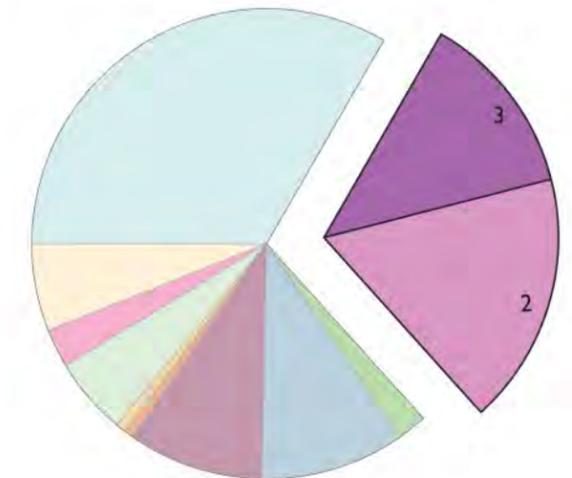
Bizarre Monkey	R - boutique clothing
JB Office Furniture	R - furniture
Mile High Head Shop	R - head shop
Kitchens at the Denver	R - home improvement
Natural Sleep Store	R - mattress sales
Things That Glow	R - raver's paradise
Garage Mid Mod	R - furniture
Garage Antiques	R - furniture
Carol Mier Fashion	R - boutique clothing
Source Four Interior Elements	R - furniture
Limon Carpets	R - carpet sales
Luxe / DeVil	R / H - salon / boutique clothing
La Muerte	R - boutique clothing
Hoodla	R - headshop
On Tour Year Round	R - global arts and crafts
All Pro Lawnmower	R / Pro - lawnmower sales / service
Sherwin Williams Paint	R - paint sales
Liquor	R - liquor store
Spyder	R / D - ski apparel design

### PROFESSIONAL OFFICE / SERVICES

Basements & Beyond	Pro - home improvement
Digital Impact	Pro - reprographics
The Sherman Agency	Pro - real estate
Denver Mac Repair	Pro - computer service
American Family Insurance	Pro - insurance office
Open Media Foundation	Pro - media services / tools / training
Starker Construction Co.	Pro - construction
Scheidler & Elio Law Offices	Pro - lawyers
Colorado Voice Clinic	Pro - voice care / health
Colorado Housing Assistance Corporati	Pro - homeownership assistance
Denver Core Real Estate	Pro - real estate
Open Scan	Pro - payment capture software
All Pro Lawnmower	R / Pro - lawnmower sales / service
ABC Custom Iron and Lock	Pro - wrought iron
Latin American Educational Foundation	Pro - education assistance
American Brokers Steve Stretz Realty	Pro - realtor
Why Not! From Downunder	Pro - promotional development
The Public Works	Pro - project management services
Wink Inc	Pro - film / tv / multimedia production
CondorCam	Pro - cable system film production
Something Independent	Pro - initiative promoting CO snowspo
5280 Agency	Pro - event staffing / execution
Drumbeat	Pro - branding services
Company BE	Pro - small business software
Center Electric Service Inc.	Pro - electrical contractor
Ringlers Associates	Pro - structured settlements

Overall, the number of businesses within the district is at a fairly healthy level in terms of bringing people into the area on a daily basis. This helps boost the local economy in food and beverage sales but with the small number of retail stores there is no where else for their everyday dollars to be spent. The area could use a few more specialty or boutique shops to enhance the desired pedestrian experience.

3) R - retail 12.7 %  
2) Pro - professional office 17.3 %



# REFERENCE MATERIAL

## NEIGHBORHOOD ZONING

Zoning	Context	District	Stories	Height	FAR
CMP-H UO-1 UO-2	Campus	Healthcare		200'	
CMP-H2		Healthcare 2		140'	
C-MS-5	Urban Center	Main Street 5	2-5 stories	24-60'	
C-MS-5 UO-1 UO-2		Main Street 5	2-5 stories	24-60'	
C-MS-8 UO-1 UO-2		Main Street 8	2-8 stories	24-96'	
C-MX-3 UO-1 UO-2		Mixed Use 3	1-3 stories	12-36'	
C-MX-5 UO-1 UO-2		Mixed Use 5	1-5 stories	12-60'	
C-MX-5 UO-1 UO-2		Mixed Use 5	1-5 stories	12-60'	
C-MX-8		Mixed Use 8	2-8 stories	24-96'	
C-MX-8 UO-1 UO-2		Mixed Use 8	2-8 stories	24-96'	
C-MX-8 UO-2		Mixed Use 8	2-8 stories	24-96'	
C-MX-12 UO-1 UO-2		Mixed Use 12	3-12 stories	36-144'	
C-MX-12 UO-2		Mixed Use 12	3-12 stories	36-144'	
C-MX-16 UO-1 UO-2		Mixed Use 16	3-16 stories	36-192'	
C-RX-5 UO-3		Residential Mixed Use 5	2-5 stories	24-60'	
G-MS-3		General Urban	Main Street 3	1-3 stories	12-36'
G-MU-12 UO-1 UO-2	Multi Unit 12		12 stories	144'	
G-MU-3 UO-3	Multi Unit 3		3 stories	36'	
G-MX-3 UO-2	Mixed Use 3		1-3 stories	12-36'	
G-RX-5	Residential Mixed Use 5		2-5 stories	24-60'	
I-A UO-2	Industrial	Light Industrial			2.0 max
I-B UO2		Special Industrial			
I-MX-3 UO-1	Industrial Mixed Use 3	max 3 stories	45'		
I-MX-5	Industrial Mixed Use 5	max 5 stories	70'		
I-MX-5 UO-2	Industrial Mixed Use 5	max 5 stories	70'		
OS-A	Open Space	Public Parks			
OS-A UO-3		Public Parks			

51

Zoning	Context	District	Stories	Height	FAR
U-MS-3	Urban	Main Street 3	1-3 stories	40'	
U-MS-3 UO-1 UO-2		Main Street 3	1-3 stories	40'	
U-MS-5		Main Street 5	1-5 stories	min. 24'/max 70'	
U-MS-5 UO-1 UO-2		Main Street 5	1-5 stories	min. 24'/max 70'	
U-MX-2		Mixed Use 2	1-2 stories	32'	
U-MX-2X		Mixed Use 2x	1-2 stories	32'	low scale buildings low intensity use
U-MX-3		Mixed Use 3	1-3 stories	12-36'	
U-RH-2.5		Row House	2.5 story	35'	
U-RH-3A		Row House	2.5 story	35'	
U-RH-3A *		Apartments	3 stories	38'	corner lot only
U-TU-B *		Two Unit B	2.5 stories	30'	up to 2 units
Former Chapter 59		Old Zoning Code		Non form-based	

Under the new form-based zoning code passed by the city of Denver in June of 2010, the entire city of Denver was re-zoned to establish contextual criteria for creating better communities, as well as enhancing those viable communities that were already thriving. There are now 39 different zone districts within the Art District, from the urban center zones, to campus and industrial zones.

The new zoning code goes beyond just regulating what types of businesses can or cannot be in a certain zone. It spells out more specific building forms and allowable heights for each zone. This also translates into there being quite a few more zones in the area than previously.

There is tremendous opportunity to make each of these areas live up to the vitality implied in a mixed use or main street urban neighborhood. Building up density and height in the area will support more residents and businesses and provide the elements necessary to maintain a vibrant community.

\* also allows detached accessory dwelling unit, duplex, or tandem house

- UO-1 Adult Use Overlay District
- UO-2 Billboard Use Overlay District
- UO-3 Historic Structure Use Overlay District

Santa Fe / La Alma is a community similar to others seen in urban areas across the United States: a commercial corridor with high turnover where an aging housing stock struggles to find appropriate amenities. Looking at the new zoning code, there are many opportunities to increase the client base for the retail while providing more amenities for residents. Increasing the density of the area by building taller structures as allowed along Santa Fe Drive will help to make the area a more vibrant community for current and future residents.

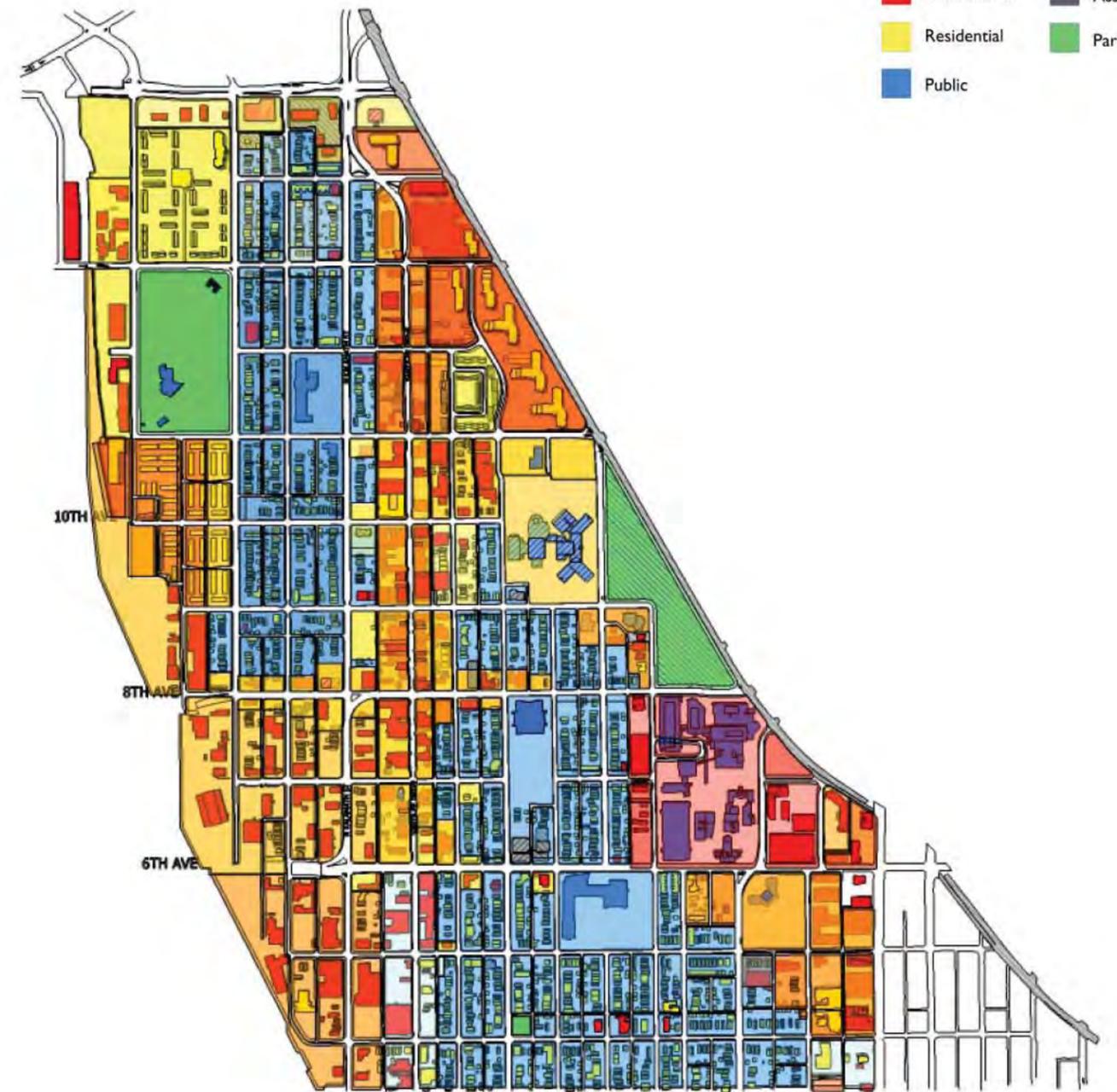
## SANTA FE DRIVE

# REFERENCE MATERIAL

## NEIGHBORHOOD ZONING



Current building massing by use, showing the existing urban fabric



Plan view of the new zoning overlaid on the current building massing and use plan



February 28, 2017

Mayor Michael B. Hancock  
General Obligation Bond Stakeholder Committee  
City and County of Denver  
1437 N. Bannock Street, Room 350  
Denver, CO 80202

Re: General Obligation Bond, Santa Fe Drive

Dear Mayor Hancock and Stakeholder Committee:

Thank you for initiating and driving the General Obligation Bond to elevate our city and improve Denver's infrastructure. We recognize the many projects being considered for funding, and we value the unique opportunity you have provided our constituents to have a voice in identifying the future of our city's improvement efforts—and indeed, a voice they had.

Denver's Art District on Santa Fe has been working closely with the Santa Fe Business Improvement District (BID) on a much-needed revitalization plan for Santa Fe Drive, Denver's most historic and creative community. Through this community-driven process, we have seen an outpouring of support from our neighborhood, and this letter to you echoes the sentiments of our business owners and residents: We need a safer, more accessible, and pedestrian-friendly Santa Fe Drive. As community partners, we jointly support the efforts of the BID to reinvigorate our creative district.

Santa Fe Drive has not seen any infrastructure improvements in more than 30 years. With its unnecessary three lanes and high-speed traffic, the neighborhood is treated as though it is a thoroughfare—not a destination. We are a community. A neighborhood. A place where people discover—and have access to—the arts. We have families. We have mom-and-pop shops. We have children here and a library. And yet, week after week, parked cars are crashed into and streetlights get knocked down from speeding traffic. Our lack of sufficient lighting instills fear in visitors after dark. And narrow and eroded sidewalks prohibit our disabled community from even accessing our district. This must change.

Our goals of pedestrian safety, regionalism, access to the arts, and historical and cultural preservation are key to establishing a foundation we can build upon along Santa Fe Drive. Conducting community visioning sessions is a crucial step to the revitalization of our community, and this important step is a launching pad for a bright vision that we stand behind.

As you evaluate the many projects aiming to restore, replace, and expand infrastructure in our city, we kindly ask that you consider the needs of Santa Fe Drive: The backbone of our creative community. The pillar of culture and heritage. The gateway to art in Denver. Many thanks for your consideration.

Best regards,

Amy Phare  
President  
amy@artdistrictonsantafe.com

Denver's Art District on Santa Fe | P.O. Box 9462 | Denver, CO 80209 | artdistrictonsantafe.com



To: Mayor Hancock and GO Bond Stakeholder Committee  
RE: Santa Fe BID proposal for General Obligation Bond

February 21, 2017

To whom it may concern,

The La Alma/Lincoln Park Neighborhood Association (LPNA) extends our support to the Santa Fe Business Improvement District's (BID) design proposal for funding consideration through the General Obligation (GO) Bond.

The main business corridor of Santa Fe Drive has been the epicenter for artistic expression, Hispanic culture, and community grassroots collaboration for decades. However, Santa Fe Drive has not had any physical improvement in over 30 years. As Denver continues to grow, the pressures have been acutely felt on this corridor which has insufficient lighting and failing irrigation; whose narrow sidewalks cannot safely accommodate the regularly heavy foot traffic, with many fixed obstacles that block wheelchair and stroller access; and whose multi-lane thoroughfare serves as an overflow for I-25 traffic racing through the neighborhood. Many of the improvements sought in the Santa Fe BID proposal will address safety, speed, accessibility, energy efficiency, and substructure deficiencies.

We urge the City to recognize that this aging infrastructure is no longer meeting the needs of residents, businesses, and visitors, and is creating a deterrent for economic growth, and we ask that you place the Santa Fe BID design proposal as a high priority. Livability, walkability, and ease of access is important to a thriving community and the GO Bond would be a significant show of support of the La Alma Lincoln Park neighborhood.

We realize that there are many areas of the city up for consideration and that the selection process will not be easy. Thank you for initiating and driving a bond process that is inclusive and responsive and for working to benefit our great city.

Thank you for your consideration,

Alyson D Crabtree  
President, La Alma/Lincoln Park  
Neighborhood Association  
[lincolnparkneighbors@gmail.com](mailto:lincolnparkneighbors@gmail.com)

LPNA is a registered neighborhood organization. We strive to represent the interests of and build relationships between our ~6600 residents as well as business owners, students, and community stakeholders, and to share the pride in our sense of place. Our neighborhood extends from Colfax to W 6th Ave and the Platte river (I-25) to Speer Boulevard.



February 24, 2017

Mayor Michael B. Hancock  
General Obligation Bond Stakeholder Committee  
City and County of Denver  
1437 N Bannock St Rm 350  
Denver, CO 80202

Dear Mayor Hancock and Stakeholder Committee;

Colorado Ballet has been a part of the Arts District on Santa Fe for only a few years, but we have already come to appreciate how special this neighborhood is. We would like to express our strong support for the design proposal being put forth by the Santa Fe Business Improvement District (BID), and hope you will strongly consider supporting our funding request through the General Obligation Bond process.

Santa Fe Drive and the La Alma Lincoln Park neighborhood is home to many firsts. The first pioneer wagon trail, the first liquor license, the first state designated Art District with the best First Fridays, the first neighborhood Cinco de Mayo festival, Denver's first jail, one of Denver's first silent movie houses and so much more. The main business corridor of Santa Fe Drive has been the epicenter for artistic expression, Hispanic culture and community grassroots collaboration for decades. Through the efforts of the newly formed Santa Fe Business Improvement District, along with various neighborhood stakeholders, we recognize the need for major street, sidewalk and infrastructure improvements. Many of the improvements that we seek will address safety, walkability, speed, energy efficiency, wheelchair accessibility and various substructure deficiencies.

We have a lot of people in our building throughout the day. The majority of these people as well as many of our employees park in the surrounding neighborhood and walk to our building. A more pedestrian friendly environment would encourage all these people to spend more time exploring the amenities this neighborhood has to offer in terms of restaurants, galleries, and other local businesses. We're bounded by some fairly busy streets on the north and south end of the neighborhood, but with the proposed changes we feel this could become a sort of pedestrian friendly oasis close to downtown. Vestiges of improvements made many years ago help put a focus on how the needs of the neighborhood have changed over time. Greater traffic volume and speed make this a difficult area to navigate on foot. The proposed changes will help facilitate a transition to making this a destination location for people from outside the area, as opposed to simply a transportation artery to get to or through downtown.

We urge the City to take the Santa Fe BID design proposal and place it as a high priority. The improvements that were conducted more than 30 years ago are no longer meeting the needs of residents, businesses and visitors and causing a deterrent for economic development. The proposed

improvements will usher in a new era of growth and prosperity for the City's most historic and creative neighborhood.

Thank you for initiating and driving a bond process that is inclusive and responsive. We realize that there are many areas of the City up for consideration for improvements and that the selection process will not be easy. We are all working toward the same goal for the benefit of our great City.

Sincerely,

A handwritten signature in blue ink, appearing to read "Mark Chase".

Mark Chase  
Colorado Ballet – Managing Director



Metropolitan State University of Denver  
Office of the President  
Campus Box 1 P.O. Box 173362  
Denver, CO 80217-3362  
303.556.3022 Phone  
303.556.3912 Fax  
msudenver.edu

March 1, 2017

Mayor Michael B. Hancock  
General Obligation Bond Stakeholder Committee  
City and County of Denver  
1437 N Bannock St Rm 350  
Denver, CO 80202

Dear Mayor Hancock and Stakeholder Committee;

As president of Metropolitan State University of Denver, I would like to offer my strong support for the Santa Fe Business Improvement District's design proposal for funding consideration through the General Obligation Bond.

Santa Fe Drive and the La Alma Lincoln Park neighborhood is home to many firsts. The first pioneer wagon trail, the first liquor license, the first state designated Art District with the best First Fridays, the first neighborhood Cinco de Mayo festival, Denver's first jail, one of Denver's first silent movie houses and so much more. The main business corridor of Santa Fe Drive has been the epicenter for artistic expression, Hispanic culture and community grassroots collaboration for decades. Through the efforts of the newly formed Santa Fe Business Improvement District, along with various neighborhood stakeholders, we recognize the need for major street, sidewalk and infrastructure improvements. Many of the improvements that we seek will address safety, walkability, speed, energy efficiency, wheelchair accessibility and various substructure deficiencies.

These improvements are important because MSU Denver is both neighbor and resident of the community. The Center for Visual Art is a cutting-edge contemporary art gallery affording students the opportunity to develop shows for more than 2,000+ attendees during First Friday Art Walks; additionally, it provides direct citizen engagement in after-school programs like the Young Artist Studio. The recently constructed MSU Denver Regency Athletic Complex also serves as a community gateway for both the Santa Fe Drive corridor and greater downtown Denver.

The BID's design proposal ensures access and safety for patrons, especially during high-traffic times. With constituents traveling to and from the Regency Athletic Complex, the CVA and the Auraria campus, MSU Denver places a high value in the Santa Fe BID design proposal. Our students live, work, and commute via this arterial thoroughfare. With increased lighting, widened sidewalks, and sensible traffic mitigation, the community experience will be improved for all.

We urge the City to take the Santa Fe BID design proposal and place it as a high priority. The improvements that were conducted more than 30 years ago are no longer meeting the needs of

residents, businesses and visitors and causing a deterrent for economic development. The Santa Fe BID's proposed improvements will usher in a new era of growth and prosperity for the City's most historic and creative neighborhood.

Thank you for initiating and driving a bond process that is inclusive and responsive. We realize that there are many areas of the City up for consideration for improvements and that the selection process will not be easy. We are all working toward the same goal for the benefit of our great City.

Sincerely,

A handwritten signature in black ink, appearing to read "Stephen Jordan".

Stephen Jordan, Ph.D.  
Metropolitan State University of Denver



**Executive Office**  
1068 Ninth Street Park  
Campus Box A, P.O. Box 173361  
Denver, CO 80217-3361  
303.556.3291  
FAX 303.556.4403  
www.ahec.edu

March 6, 2017

The Honorable Michael B. Hancock  
General Obligation Bond Stakeholder Committee  
City and County of Denver  
1437 N Bannock Street, Suite 350  
Denver, CO 80202

Dear Mayor Hancock and Stakeholder Committee;

As a close neighbor of Santa Fe Drive and the La Alma Lincoln Park neighborhood, I would like to recognize the Santa Fe Business Improvement District's design proposal request for funding consideration through the General Obligation Bond.

Santa Fe Drive and the La Alma Lincoln Park neighborhood is a significant community that reflects a rich history from initial wagon trails to the setting for cultural festivals, community amenities and a vibrant Art District of today. The Santa Fe Drive main business corridor has long been the heart for artistic expression, Hispanic culture and community grassroots collaboration.

The newly formed Santa Fe Business Improvement District, along with various neighborhood stakeholders, have recognized the need for infrastructure improvements, many of which address safety, walkability, energy efficiency and accessibility. These improvements are important because livability and ease of access are vital to sustaining a thriving community. As a nearby neighbor that recognizes the value of these improvements, I applaud their initiative as a potential benefactor of the GO Bond and their proposed improvements will surely inspire new growth and success in this historic and creative neighborhood.

Thank you for your continued leadership in providing for and inspiring the many important aspects of our vital and energetic City.

Sincerely,

Barbara Weiske  
Chief Executive Officer  
Auraria Higher Education Center



March 1, 2017

Mayor Michael B. Hancock  
General Obligation Bond Stakeholder Committee  
City and County of Denver  
1437 N Bannock St Rm 350  
Denver, CO 80202

Dear Mayor Hancock and Stakeholder Committee;

NEWSED Community Development Corporation strongly supports the Santa Fe Business Improvement District's design proposal for funding consideration through the General Obligation Bond.

Santa Fe Drive and the La Alma Lincoln Park neighborhood is home to many firsts. The first pioneer wagon trail, the first liquor license, the first state designated Art District with the best First Fridays, the first neighborhood Cinco de Mayo festival, Denver's first jail, one of Denver's first silent movie houses and so much more. The main business corridor of Santa Fe Drive has been the epicenter for artistic expression, Hispanic culture and community grassroots collaboration for decades. Through the efforts of the newly formed Santa Fe Business Improvement District, along with various neighborhood stakeholders, we recognize the need for major street, sidewalk and infrastructure improvements. Many of the improvements that we seek will address safety, walkability, speed, energy efficiency, wheelchair accessibility and various substructure deficiencies.

These improvements are important because as a Community Development Corporation it is our mission to promote economic development that includes more opportunities for residents of all income levels to live in and be a part of initiatives that create better environments for everyone. NEWSED's home for 44 years has been the Santa Fe Drive corridor and its organizational efforts have historically ushered in business, retail and residential growth. We support any effort that continues this legacy and does so in a way that combines the efforts of various important community stakeholders.

We urge the City to take the Santa Fe BID design proposal and place it as a high priority. The improvements that were conducted more than 30 years ago are no longer meeting the needs of residents, businesses and visitors and causing a deterrent for economic development. Our proposed improvements will usher in a new era of growth and prosperity for the City's most historic and creative neighborhood.

Thank you for initiating and driving a bond process that is inclusive and responsive. We realize that there are many areas of the City up for consideration for improvements and that the selection process will not be easy. We are all working toward the same goal for the benefit of our great City.

Sincerely,

  
Veronica Barela  
President / CEO

## Denver Public Schools

WEST LEADERSHIP ACADEMY,  
A COLLEGE BOARD SCHOOL  
951 ELATI ST DENVER, CO 80204  
TEL 720-423-5460  
FAX 720-423-5410



March 1, 2017

Mayor Michael B. Hancock  
General Obligation Bond Stakeholder Committee  
City and County of Denver  
1437 N Bannock Street, Room 350  
Denver, CO 80202

Dear Mayor Hancock and Stakeholder Committee:

As a public school near Santa Fe Drive, West Leadership Academy—a 6<sup>th</sup>-12<sup>th</sup> grade school that is part of the West Campus—would like to show strong support for the Santa Fe Business Improvement District's design proposal for funding consideration through the General Obligation Bond.

Santa Fe Drive and the La Alma Lincoln Park neighborhood are home to many firsts. The first pioneer wagon trail, the first liquor license, the first state designated Art District with the best First Fridays, the first neighborhood Cinco de Mayo festival, Denver's first jail, one of Denver's first silent movie houses and so much more. The main business corridor of Santa Fe Drive has been the epicenter for artistic expression, Hispanic culture and community grassroots collaboration for decades. Through the efforts of the newly formed Santa Fe Business Improvement District, along with various neighborhood stakeholders, we recognize the need for major street, sidewalk, and infrastructure improvements. Several of the improvements that we seek will address safety, walkability, speed, energy efficiency, wheelchair accessibility, and various substructure deficiencies.

These improvements are important because students, families, and stakeholders from the West Campus use the sidewalks on Santa Fe Drive to engage in various cultural events, as well as educational opportunities. For example, our students have displayed artwork at several galleries that are located on Santa Fe Drive. Family members and students have participated in gallery openings and exhibitions to delight in and take pride in celebrating the artistic endeavors of West Leadership Academy students. Furthermore, our staff and students have participated in dozens of education-focused tours and workshops at Museo de las Americas, Centro Su Teatro, and Center for Visual Arts (CVA).

We wholeheartedly believe that a reduction in traffic lanes, an increase in lightening, and enlarged sidewalks will provide enhanced safety the West Campus community.

Therefore, we urge the City to take the Santa Fe BID design proposal and place it as a high priority. The improvements that were conducted more than 30 years ago are no longer meeting the needs of residents, businesses and visitors and causing a deterrent for economic development. Our proposed improvements will usher in a new era of growth and prosperity for the City's most historic and creative neighborhood.

Thank you for initiating and driving a bond process that is inclusive and responsive. We realize that there are many areas of the City up for consideration for improvements and that the selection process will not be easy. We are all working toward the same goal for the benefit of our great City.

Sincerely,

Teresa Klava  
Executive Principal, West Leadership Academy

February 28, 2017

Mayor Michael B. Hancock  
General Obligation Bond Stakeholder Committee  
City and County of Denver  
1437 N Bannock St Rm 350  
Denver, CO 80202

Dear Mayor Hancock and Stakeholder Committee:

The Byers Branch Library is an important community asset on Santa Fe Drive, providing access to information, ideas and experiences to community members. One of the greatest challenges we have in providing library services at our Byers Branch location is access. The streets, parking, bike lanes and general infrastructure make it a challenge to residents who would like to come to our library to access technology, participate in a program or check out library materials. We strongly support the Santa Fe Business Improvement District's design proposal for funding consideration through the General Obligation Bond.

Next year, the Byers Branch Library will be celebrating its 100<sup>th</sup> anniversary. Throughout its history, it has been a cornerstone of the community. Through programming that supports the arts, access to online information and a collection of books, magazines and audio-visual materials, the branch is an active and engaged part of the neighborhood. Improvements that address safety, walkability, speed, energy efficiency, wheelchair accessibility and various substructure deficiencies will make these resources more accessible to more people.

The Denver Public Library will also be seeking GO Bond funding to do necessary infrastructure improvements and renovations to this historic building. We hope to maximize the use of the space to make this beautiful space functional and relevant for generations to come.

Along with the improvements to our library facilities, we urge the City to take the Santa Fe BID design proposal and place it as a high priority. The improvements that were conducted more than 30 years ago are no longer meeting the needs of residents, businesses and visitors and causing a deterrent for economic development. Improvements to the library and surrounding area will usher in a new era of growth and prosperity for the City's most historic and creative neighborhood.

We look forward to actively participating in the GO Bond process and supporting the projects that will make Denver a more livable, welcoming and safe community for the future.

Sincerely,

Michelle Jeske  
City Librarian

## Denver Public Schools

OFFICE OF THE SUPERINTENDENT

TEL 720-423-3200  
FAX 720-423-3318  
TTY 720-423-3741  
WEB www.dpsk12.org



Mayor Michael B. Hancock  
General Obligation Bond Stakeholder Committee  
City and County of Denver  
1437 N Bannock St Rm 350  
Denver, CO 80202

March 1, 2017

Dear Mayor Hancock and Stakeholder Committee,

As a property owner near Santa Fe Drive, Denver Public Schools would like to show strong support for the Santa Fe Business Improvement District's design proposal for funding consideration through the General Obligation Bond.

Santa Fe Drive and the La Alma Lincoln Park neighborhood is home to many firsts: the first pioneer wagon trail, the first liquor license, the first state designated Art District with the best "First Fridays", the first neighborhood Cinco de Mayo festival, one of Denver's first silent movie houses and so much more. The main business corridor of Santa Fe Drive has been the epicenter for artistic expression, Hispanic culture and community grassroots collaboration for decades. Through the efforts of the newly formed Santa Fe Business Improvement District, along with various neighborhood stakeholders, we recognize the need for major street, sidewalk and infrastructure improvements. Many of the improvements that we seek will address safety, walkability, speed, energy efficiency, wheelchair accessibility and various substructure deficiencies.

These improvements are critical because many of our students and families live near, attend schools near, or recreate along Santa Fe Drive. DPS' popular Girls Athletic Leadership School is located just around the corner on Galapago St. and 8<sup>th</sup> Ave. In 2012, Denver taxpayers generously voted for a DPS Bond package that allowed for the expansion of the school; we are currently completing that expansion to our Del Pueblo facility and next year nearly 500 Denver students will attend GALS. Further improvements in the area, including reduced traffic lanes, increased lighting, wider sidewalks and improved infrastructure will keep our students and families safer as they travel to and from GALS, other area schools, and local extracurricular activities. The increased parking opportunities and walkable streets that are accessible to those with disabilities will ensure that all of our students and families will feel welcome to enjoy all that the La Alma Lincoln Park neighborhood has to offer. Finally, investment in this area will send a strong signal to Denver's students that our community deeply supports the arts and honors our Hispanic cultural roots.

We urge the City to take the Santa Fe BID design proposal and place it as a high priority. The improvements that were conducted more than 30 years ago are no longer meeting the needs of residents, students, businesses and visitors and causing a deterrent for economic development. The proposed

Page 2

improvements will usher in a new era of growth and prosperity for the City's most historic and creative neighborhood.

Thank you for initiating and driving a bond process that is inclusive and responsive. We realize that there are many areas of the City up for consideration for improvements and that the selection process will not be easy. We are all working toward the same goal for the benefit of our great City.

Sincerely,

Tom Boasberg  
Superintendent, Denver Public Schools



*A Ministry of Service*

Rick Bruno, Board Chair  
Dianna L. Kurz, President

2660 Larimer Street  
Denver, CO 80205  
Phone: 303.297.0408  
Fax: 720.284.3306  
www.voacolorado.org

February 20, 2017

Mayor Michael B. Hancock  
General Obligation Bond Stakeholder Committee  
City and County of Denver  
1437 N Bannock St Rm 350  
Denver, CO 80202

Dear Mayor Hancock and Stakeholder Committee;

Volunteers of America owns property and operates the Bill Daniels Veterans Services Center at 1247 Santa Fe Drive. This letter is to strongly encourage funding consideration through the General Obligation Bond for the Santa Fe Business Improvement District's design proposal.

The main business corridor of Santa Fe Drive has been the epicenter for artistic expression, Hispanic culture and community grassroots collaboration for decades. The newly formed Santa Fe Business Improvement District and neighborhood stakeholders recognize the need for major street, sidewalk and infrastructure improvements addressing safety issues and accessibility deficiencies.

These improvements are important to us because one way traffic and the challenges in walkability, lighting and other infrastructure issues make it difficult for our hundreds of clients, who mostly walk up, to access our services. In addition, the fifty-plus workers, including Volunteers of America employees and our partners, who serve Veterans and share the space at 1247 Santa Fe, are challenged to take advantage of the amenities that Santa Fe and the surrounding area have to offer. Since much of 6<sup>th</sup> Ave. to 13<sup>th</sup> Ave. on the Santa Fe Drive corridor have not had physical improvements in over 30 years, people on foot and with mobility issues face sidewalks that are extremely narrow, eroded or slanted and gas meters that are on the facades of buildings blocking wheelchair access and traffic moving very fast down Santa Fe.

Realizing there are many competing priorities, the Santa Fe BID design proposal must be considered a high priority for the City of Denver. Our proposed improvements will usher in a new era of growth and prosperity for the City's most historic and creative neighborhood and eliminate current deterrents for economic development.

Sincerely,

Lindi Sinton  
Vice President of Program Operations  
Volunteers of America Colorado Branch

Volunteers of America Colorado Branch  
Affordable Housing • Aging and Nutrition Services • Building Services & Safety • Marketing & Development  
Northern Colorado • Residential, Youth & Emergency Services • Southwest Colorado • Veteran Services • Volunteers



March 1, 2017

Mayor Michael B. Hancock  
General Obligation Bond Stakeholder Committee  
City and County of Denver  
1437 N Bannock St Rm 350  
Denver, CO 80202

Dear Mayor Hancock and Stakeholder Committee;

As a nonprofit owner on Santa Fe Drive, the Urban Land Conservancy would like to show strong support for the Santa Fe Business Improvement District's design proposal for funding consideration through the General Obligation Bond. We own affordable housing, retail, and a building that houses a social enterprise with national recognition (Knotty Tie).

Santa Fe Drive and the La Alma Lincoln Park neighborhood is home to many firsts. The first pioneer wagon trail, the first liquor license, the first state designated Art District with the best First Fridays, the first neighborhood Cinco de Mayo festival, Denver's first jail, one of Denver's first silent movie houses and so much more. The main business corridor of Santa Fe Drive has been the epicenter for artistic expression, Hispanic culture and community grassroots collaboration for decades. Through the efforts of the newly formed Santa Fe Business Improvement District, along with various neighborhood stakeholders, we recognize the need for major street, sidewalk and infrastructure improvements. Many of the improvements that we seek will address safety, walkability, speed, energy efficiency, wheelchair accessibility and various substructure deficiencies.

These improvements are important because they will create a more pedestrian-oriented district which will encourage commerce and culture, and be a safer place for the residents in the neighborhood and the students on their way to school. I have personally witnessed students trying to cross the street and it is not at all safe. A thriving business/cultural district requires a streetscape that is conducive to window shopping, art and cultural events, and friendly activity. We support having the BID receive upgrades that will illustrate the commitment that Denver has to its cultural identity.

We urge the City to take the Santa Fe BID design proposal and place it as a high priority. The improvements that were conducted more than 30 years ago are no longer meeting the needs of residents, businesses and visitors and causing a deterrent for economic development. Our proposed improvements will usher in a new era of growth and prosperity for the City's most historic and creative neighborhood.

Thank you for initiating and driving a bond process that is inclusive and responsive. We realize that there are many areas of the City up for consideration for improvements and that the selection process will not be easy. We are all working toward the same goal for the benefit of our great City.

Sincerely,

Rebecca Landau, Property Manager

## COPYRIGHT & OWNERSHIP OF DOCUMENTS

### 2017: SANTA FE DRIVE – THE ARTFUL APPROACH TO DENVER

Copyright 2017 Mark J. Raeburn All rights reserved.

The above mentioned document is an instrument of Professional Service and is protected by common law, statutory and reserved rights including Copyrights. No part of this document may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording, or any information storage and retrieval system, without permission in writing from Mark J. Raeburn.

This document and the individual contributions contained in it are protected under copyright by Mark J. Raeburn. Portions of the document listed below and contained within, used with express permission to do so.

#### **\*\*NOTICE\*\***

This document does not constitute a representation, warranty or covenant by Mark J. Raeburn regarding the accurate or completeness of the information presented herein.

To the fullest extent of the law, Mark J. Raeburn assume no liability for any loss, damage and/or injury to persons or property from any action inspired by information contained in this document.

See what you think of this

### 2012: DESTINATION SANTA FE – ART DISTRICT AS CATALYST

Copyright 2012 Hangar 41, LLC, and Mark J. Raeburn All rights reserved

The above mentioned document is an instrument of Professional Service and is protected by common law, statutory and reserved rights including Copyrights. No part of this document may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording, or any information storage and retrieval system, without permission in writing from Hangar 41, LLC. or Mark J. Raeburn.

This document and the individual contributions contained in it are protected under copyright by Hangar 41, LLC. and Mark J. Raeburn

#### **\*\*NOTICE\*\***

This document does not constitute a representation, warranty or covenant by Hangar 41, LLC regarding the accurate or completeness of the information presented herein.

To the fullest extent of the law, Hangar 41, LLC and Mark J. Raeburn assume no liability for any loss, damage and/or injury to persons or property from any action inspired by information contained in this document.

Cover Graphic provided by Hangar 41 with Google image: "Denver, Colorado." Map.Google Maps. Google, July 2008. Web. 24 September 2012.

*NOTE: This document is a research-based communication tool, intended to convey concepts based on precedent and research. The incorporation of any unlicensed copyrighted material was included under the "fair use doctrine."*