Colfax Ave BID Streetscape
From Ideas to Implementation
Daniels School of Real Estate
CU Denver
April 12, 2018
What is the Colfax Ave BID?

- Founded in 1989
- Boundaries: Grant to Josephine, between 14th and 16th
- Governed by a volunteer Board of Directors
- Funded by tax on commercial properties
- Clean, safe, friendly
Context of Colfax
Historic Colfax
Existing Street Conditions

GRANT TO DOWNING (80’ ROW)

DOWNING TO JOSEPHINE (100’ ROW)
Why a Streetscape Plan?

www.colfaxave.com/streetscape
Streetscape Process

- **The Design Team:** studioINSITE, ArtHouse Design, Richard Farley Urban Design, Centro, WalkDenver, David Evans Associates

- Goals: Improve safety, appearance, development

- Collected over 500 points of data via focus groups and online surveys
SWOT

**STRENGTHS**
- What advantages does Colfax Ave have over other commercial corridors?
- What makes Colfax Ave unique compared to other commercial corridors?
- Why should businesses locate on Colfax Ave versus other corridors?
- Diversity
- Notoriety
- Transit Corridor
- Police Station
- History
- Population Base
- Gritty
- Don’t Need a Car
- Proximity to Downtown
- Locally Owned Businesses
- Major Corridor/High Traffic Visibility
- 24-Hour Place
- Tenant Spaces/Mix
- Business Improvement District
- Iconic Buildings/Anchors
- Entertainment/Music

**WEAKNESSES**
- What could Colfax Ave improve?
- What should Colfax Ave avoid in the future?
- What negative perceptions does Colfax Ave have from outsiders?
- Why would businesses choose other locations rather than Colfax Ave?
- Crime
- Traffic
- Building Stock
- Public Parking
- Negative Perceptions
- Unengaged Landlords
- Dirty/Unwelcoming Appearance
- Lacking Food/Coffee Shops
- Homeless/Panhandling
- Slower to Redevelop/Zoning Issues
- Identity is Not Concentrated
- Shallow/Empty Lots
- Old Infrastructure
- Blank Walls/Window Sign Clutter
- Businesses that Close Post-Lunch
**OPPORTUNITIES**

- What **good opportunities** does Colfax Ave have?
- What **current trends** is the corridor responding to?

**BRT/TOD**
- Circulator Shuttle
- Better Pedestrian/Bike Connections
- **Image/Appearance**
  - New Architecture/Development
  - Open Space
  - Traffic Calming
  - Zoning/Development Incentives
  - Flexible Lanes/Traffic Demand
- **Affordable Housing**
- **Parking (Shared/Reduced)**
  - Block Captains/Increased Patrolling
- **Identity/Branding**

**THREATS**

- What **obstacles** does Colfax Ave face?
- What are **competitors** doing that Colfax Ave is not?
- What **current trends** is the corridor **NOT** responding to?

**State Highway Status**
- Affordability
- **Drug Sales/Trends**

**Image/Appearance**
- Existing Surface Parking
- NIMBYism
- **Local Competition (SoBo)**
  - Zoning Doesn’t Account for Uniqueness
  - Homeless Population
- **BRT Bypassing**
  - Signage Restrictions
  - Negative Perceptions
Design Principles

1. Tell The Story
Design Principles
2. Keep It Simple
Design Principles
3. Celebrate the Character

“Practice kindness all day to everybody and you will realize you’re already in heaven now.”
- Jack Kerouac (1922-1969)
Design Principles

4. Enhance the Pedestrian Experience
Design Principles
5. Connect the Neighborhoods
Design Principles
6. Enhance Safety
Design Principles

7. Allow for Flexibility & Phasing
Design Principles
8. Provide Elements That Can Be Reasonably Maintained
25,000 People
w/in a 10-minute walk of Colfax
Gateways
Food Destinations

TACOS
TEQUILA
WHISKEY

THE IRISH SNUG

illega pete's
U.S.A.

Voodoo Doughnut

Okinawa

Sassafras American Eaters

Colfax Ave
Fun Destinations

OGDEN THEATRE

&blu

Lions Lair

Charlie's Denver

The Fillmore Auditorium

Awolnation 11/7
Trey Anastasio 11/13-14
Chance the Rapper Nov 6
Dustin Lynch Nov 20
Chainsmokers Nov

COL FAX AVE
Hidden Gems

BOURBON GRILL

3 GUYS PIES
NEW YORK PIZZA DONE BIGGER AND BETTER

Denver
Fresh Mex

KERY La Abeja

ACOS Ptas
And... The Rec Center
Average Daily Pedestrian Count

- ~4,000 @ Grant & Franklin
- ~3,000 @ Josephine w/Rec Center
- ~2,500 all other intersections
Safety
Bus Rapit Transit (BRT)
Job & Population Growth

Population Growth

+25%

107,000

135,000

Employment Growth

+67%

168,000

280,000
Person Trip & Bus Growth

Person-Trip Growth

- 168,000
- Growth: +25%
- 209,000

Bus Trip Growth

- 28,000
- Growth: +20%
- 34,000
Mo’ People = Mo’ Better

No Action

40k + 26k = 66,000

Center Running BRT

25k + 50k = 75,000
Big Idea:
Conceptual “Art-i-fax” Plaza

NOTE: conceptual rendering was produced early-on in the project. It may not represent fully all recommendations.
Confusing Intersection
Original Park Ave

![Map Image]

![Map Image]
Art-i-fax Fun
Art-i-fax Feedback

How frequently would you like to see this space converted into a public plaza?

61%  PERMANENTLY OR MONTHLY  20%  3X PER YEAR  16%  6X PER YEAR  3%  ONCE A YEAR

PUBLIC ART (74 VOTES)  MARKET (63 VOTES)  ENTERTAINMENT (62 VOTES)  GAMES (40 VOTES)

KIDS ACTIVITIES (31 VOTES)  FITNESS (16 VOTES)  DOG PARK (16 VOTES)  CONTEMPLATIVE (14 VOTES)
Financing

City of Denver
- $8 Million
  - 2017 GO Bond
  - 2018 CIP Project Funds

Colfax Ave BID
- $2.5 Million
  - Expand CBID’s funding capacity
  - Allow CBID to take on long-term debt

Other Funding
- Leverage BRT Investment
- Grants
- Other?

$10.5 Million Streetscape Project
## Financing

<table>
<thead>
<tr>
<th>Source of Funds</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colfax Ave BID</td>
<td>$2.5 Million Capital (Plus long-term maintenance)</td>
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<tr>
<td>2018 CIP Funds</td>
<td>$3 Million Capital</td>
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<tr>
<td>(Can be requested annually)</td>
<td></td>
</tr>
<tr>
<td>2017 GO Bond</td>
<td>$5 Million Capital</td>
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<tr>
<td>(4 Colfax BIDs submitting joint request for $20M)</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>$10.5 Million</td>
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Main Street Design
More Density
More Elbow Room
Illegal Pete’s
Illegal Pete’s Design Winner

**Comments from judges:** “With several locations across Denver—including a previous Mayor’s Design Award winner—Illegal Pete’s settled in on the edge of City Park West, along East Colfax Avenue, with the intent to revitalize a classic but dilapidated IHOP A-frame building and to fully activate the corner of Colfax and Race. Split-rail wood fencing, bark mulch, and wildflower seeds instead of grass sod were used for the exterior railing and landscaping to soften the corner and bring a bit of prairie to the city. The project also incorporates the work of local artists in a mural that adds to the vibrancy of the already colorful East Colfax corridor.”
Thank You!

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