



COLFAX AVE STREETSCAPE DESIGN MASTER PLAN

FEBRUARY, 2017

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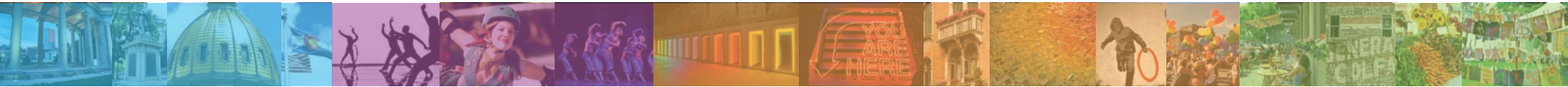
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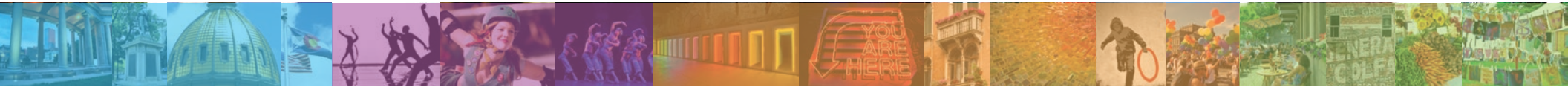
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1.0 INTRODUCTION

ABOUT THIS DOCUMENT

This document is the culmination of an eight-month process to envision and prioritize public realm improvements for the Colfax Ave Business Improvement District (BID). At its simplest, this plan seeks to:

- **Improve safety** - both from a pedestrian and traffic standpoint, as well as crime; and
- **Improve appearance** - by implementing streetscape beautification enhancements and “placemaking” features; and
- **Improve development** - by acting as a “blueprint” for developers, property owners, and all other future infrastructure investments.

The concepts presented herein were derived from various sources of feedback from stakeholders. This included two online surveys, a public event, focus group stakeholder sessions, an advisory committee, and the BID board of directors.

It puts infrastructure and placemaking concepts into a larger, citywide context - looking at how to leverage major citywide capital projects to implement ideas from this plan. Participation will be varied and implementation will be complex, but the goal is to fully implement the plan by 2022.

The document includes the following chapters:

Introduction - sets the stage for the plan including a brief history of the area, future vision, phasing strategy and overarching principles.

Accessibility - includes an overview of data analysis as well as recommendations for improved connectivity and accessibility to the corridor. It focuses on creating a multi-modal environment - one that puts more emphasis on the pedestrian than the current environment provides.

Land Use - includes recommendations for preserving and enhancing the “Colfax character” through new development and adaptive reuse.

Placemaking - presents “big ideas” for elevating Colfax Ave as a destination.

Wayfinding - includes recommendations for a unique brand and identity and preliminary wayfinding signage design package.

Streetscape Design - includes recommendations for specific streetscape elements as well as streetscape design guidelines.

Funding - this chapter includes cost estimates and funding mechanisms for implementing recommended improvements.

HOW TO USE THIS DOCUMENT

This document shall be used by the following groups/individuals as it relates to their specific interests:

- **Colfax Ave Business Improvement District** - as a way to prioritize capital improvements, accelerate funding, elevate communication with associated agencies, and to stay on track with the larger vision for the BID.
- **City of Denver Public Works Department** - to incorporate the BID’s vision into citywide corridor initiatives and capital projects.
- **City of Denver Community Development and Planning Department** - to work through zoning challenges to support redevelopment and as a way to support preserving the Colfax character. This document shall also be referenced during any neighborhood planning within the study area.
- **Colorado Department of Transportation** - CDOT should reference this document to align goals related to pedestrian safety along the corridor and to prioritize and time CDOT improvements to match those of the BID.
- **Regional Transportation District** - to align goals related to improved bus transit experience, increased ridership and multi-modal travel. RTD should also use this document to coordinate future bus shelter upgrades (15L stations).
- **Registered Neighborhood Organizations** - to promote the overall vision and concepts of this plan to the residents that use the corridor on a daily basis and to build a coalition of support from surrounding neighborhoods.
- **District 6 Police** - to incorporate and monitor recommendations for Crime Prevention Through Environmental Design techniques.
- **Corridor Property Owners** - to ensure property upgrades take into consideration the overarching principles and streetscape guidelines.
- **Developers** - to ensure new development meets overarching goals and vision for the BID, as well as to reference streetscape design guidelines and land use goals.

1.0 INTRODUCTION

CONTEXT

Colfax Avenue is a historic street that runs the length of the City of Denver and connects Denver to its neighboring communities, Lakewood and Aurora. This document focuses on what many consider to be the “heart” of Colfax - from the State Capitol to East High School.

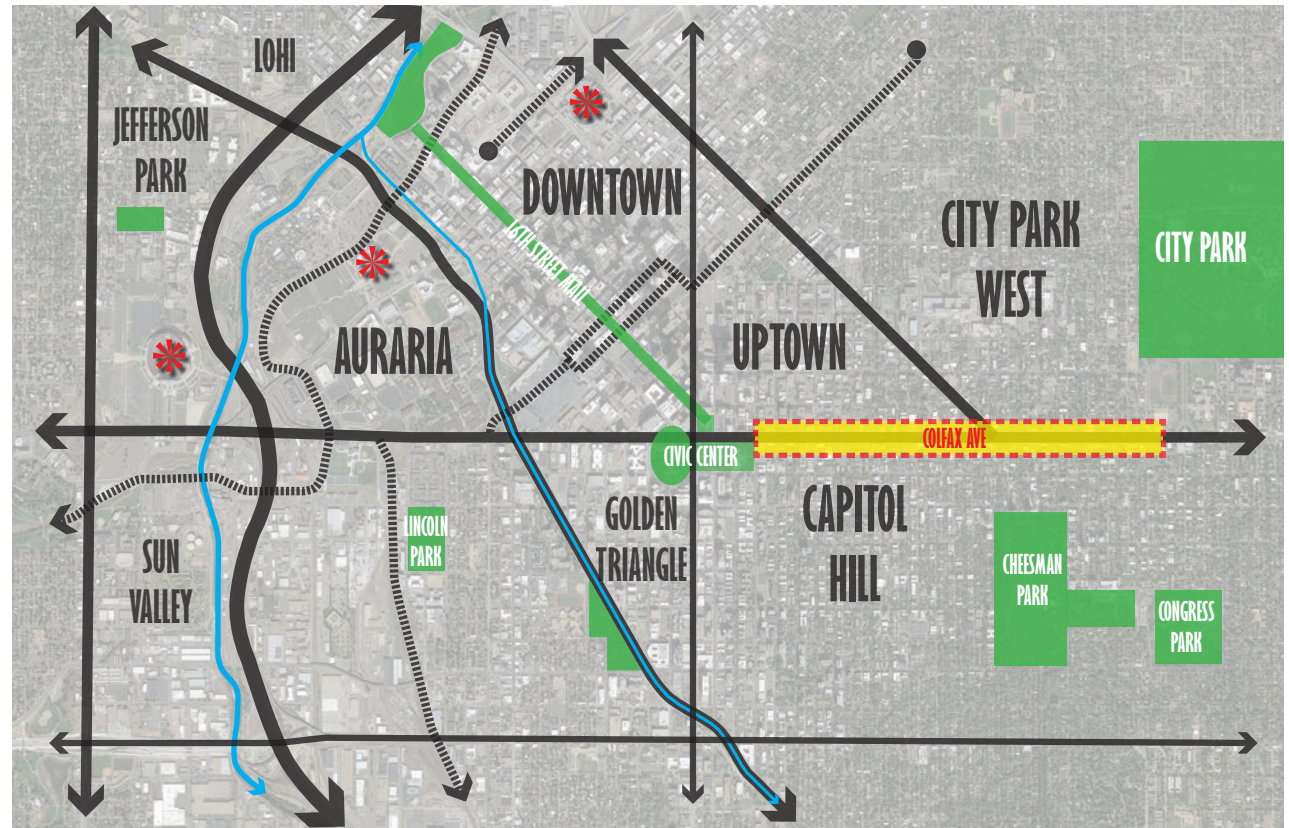
The project study includes twenty-two blocks (1.4 miles) between Grant Street and Josephine Street along Colfax Avenue. It also includes the streets that intersect Colfax for approximately 1/2 block in length, where the commercial uses are focused. In some instances, ideas and concepts will include areas just outside of this boundary (such as the Lowenstein Complex on the eastern edge or the State Capitol to the west.)

The study area is within close proximity to Downtown and many vibrant inner-city Denver neighborhoods. It thrives on the residential density that surrounds it and is known for the local “flair” of businesses. It is served by and connected with the highest ridership bus routes in Denver - the #15 and #15L. The future for the corridor is envisioned to include a bus rapid transit system, which would replace the #15L route and increase ridership even more.

The study area is surrounded by Denver’s world-renowned park system, including City Park, Cheesman Park, Congress Park and Civic Center Park within walking distance.

Park Avenue, one of Denver’s historic parkways, intersects the study area at its mid-point, aligning with Denver’s original street grid and bisecting the orthogonal grid of Capitol Hill to create twelve triangular parks along the length of it.

Significant views of the Rocky Mountains and State Capitol are present to the west.



1.0 INTRODUCTION

HISTORY

Colfax Avenue is rich with a storied past, and pregnant with possibilities. It is the story of Denver's continuous evolution. *Streetsblog Denver* editor, David Sachs calls Colfax the "most democratic street in Denver" referring to a wide range of personalities, businesses, and wealth along America's longest commercial street. Playboy Magazine coined Colfax the "longest, wickedest street in America" and Jack Kerouac wrote about Colfax Avenue in the Beat Generation novel *On the Road*.

It began as a major thoroughfare during the Gold Rush and then transformed into US 40 which ran 3,157 miles from Atlantic City to San Francisco, seamlessly traversing the entire state of Colorado, before the interstate system was built. As Denver grew from its infancy at the confluence of Cherry Creek and the South Platte River, it moved up "the hill" along Colfax bringing greater density of residents to support businesses. Building transit also helped economic development of the corridor. It had a streetcar trolley down the center of the street until 1950. After I-70 was built, Colfax suffered from a decline in tourism, and the liveliness and vibrancy of its heyday subsided. Abandoned buildings paved way to parking lots during the urban renewal period. More parking lots, fewer business density, and decreased investment contributed to issues of blight and crime in the corridor. The area still suffers from some of these issues today.



1900 - A trolley moved people up and down Colfax Avenue from Denver to Aurora (credit: www.colfaxavenue.com)

Thankfully, with the help of the Colfax Ave Business Improvement District (the City's oldest BID), neighbors, the City of Denver, and private developers, Colfax is strong and ready to reclaim its title as Denver's premier "main street" once again. The street's growing vibrancy provides more "eyes on the street" and is attracting newer businesses to join the iconic Colfax "institutions" such as Pete's Kitchen, Pete's Satire Lounge, Voodoo Doughnut, Tom's Diner, The Irish Snug, and more. It has a thriving live music scene with The Fillmore, The Ogden Theater, The Lion's Lair and many more bars serving up live music as well. Colfax is known for its originality, both in character and in businesses. Colfax supports local businesses and even though some national chain stores have popped up along the corridor, its identity is in the small, locally-owned shops. The Colfax Renaissance is well underway and currently enjoys great support from the community, the City, and investors. Colfax is "open for business"!



1949 - The trolley system was mixed with auto traffic on Colfax (credit: www.imfromdenver.com)



This sign does not exist on Colfax, but it should.



1970s - The age of the automobile had defined Colfax Avenue. The last trolley operated in 1950 (credit: www.colfaxavenue.com)

1.0 INTRODUCTION

FUTURE VISION

Colfax Avenue provides both a reflection of the past and a vision to the future. Its historic structures invite fantasies of lives lived and stories told, while the growing population and new investments create the opportunity to look toward a future Colfax with an evolving and sustainable community filled with people and services that support them.

Based on its colorful past, this document imagines Colfax Avenue as an original masterpiece that simply needs “restored.” Much like the digital restoration of the Mona Lisa, this project aims to bring about Colfax Avenue’s true colors and to resurrect a majestic street.

The new streetscape and public realm design should allow the unique qualities of Colfax, such as its iconic architecture and venues, to shine. Its design should be simple and timeless and not overdone. The design should reference the past while looking to the future. A future bus rapid transit (BRT) is anticipated, which will highlight Colfax Avenue as one of Denver’s most accessible and transit-friendly corridors once again. The new streetscape design should support and positively contribute to the transit system and its patrons with infrastructure such as safe bike facilities and wide sidewalks with pedestrian amenities. Finally, the design should reinforce good behavior and activity and deter negative ones. It should still operate as a 24-hour place, but it should feel safe and activated. It is one of Denver’s great streets and is poised for great things to come.

“The only thing worse than being blind is having sight but no vision.”

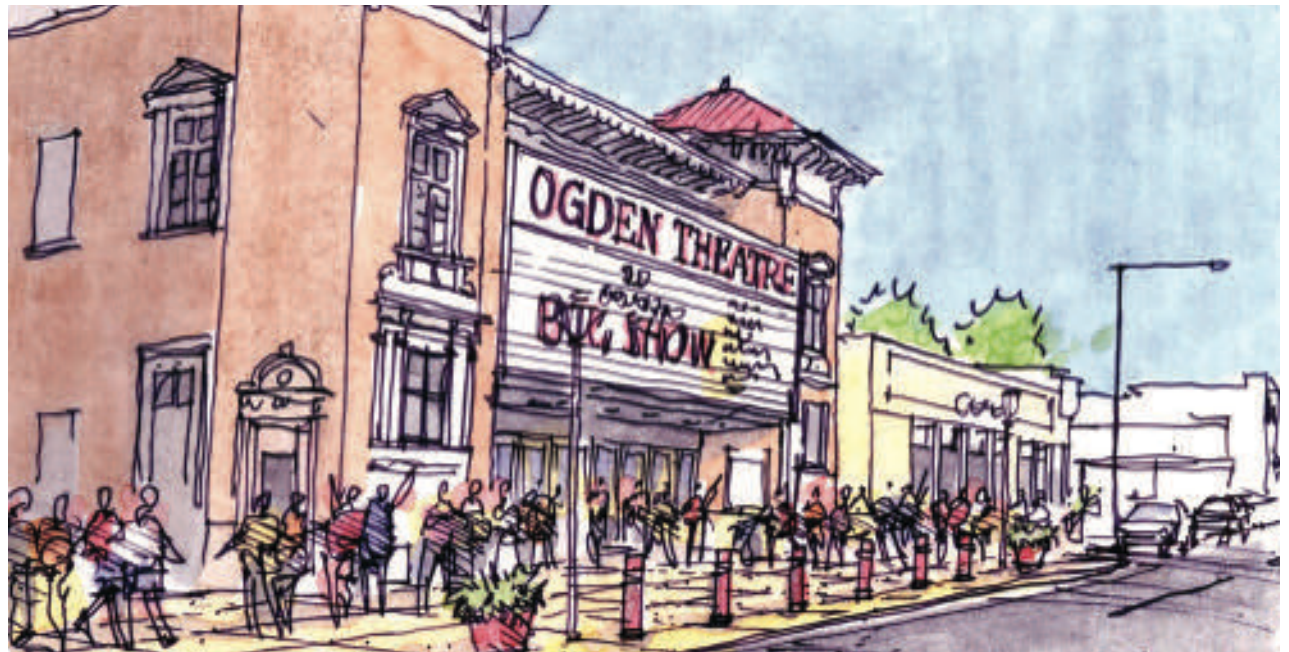
- Helen Keller

COLFAX AVE BUSINESS

IMPROVEMENT DISTRICT MISSION:

The following are statements about the BID’s overarching mission, which relates to the streetscape design master plan:

- *To promote economic vitality and sustainability for CBID property and business owners;*
- *To protect, promote and enhance the assets of its property and business owners by providing a clean, safe, attractive, functional commercial district for its customers, visitors and employees;*
- *To advocate for policies, programs and resources to enhance the corridor and the district; and*
- *To communicate with public and private-sector partners and other stakeholders throughout the process.*



The new streetscape design should support and positively contribute to the future bus rapid transit system by expanding pedestrian space and amenities whenever possible.

1.0 INTRODUCTION

DESIGN PRINCIPLES

This Master Plan seeks to fulfill some overarching design principles. These principles should be reflected throughout the corridor:

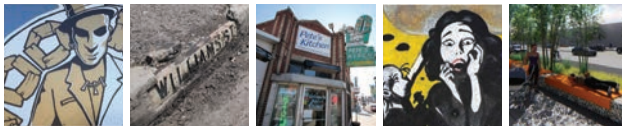
1. TELL THE STORY – streetscape design elements should celebrate the history of Colfax - be it places, people, or stories. “Bread crumbs” of history should be experienced throughout the district by means of using signs and public art. Historic and iconic buildings also help tell the story of the corridor.



2. KEEP IT SIMPLE – the streetscape design should be kept simple. A consistent and even sidewalk that is widened where possible, particularly at the corners, is a primary goal. Materials should not be overly detailed or lavish. Rather, they should be timeless.



3. CELEBRATE THE CHARACTER – People appreciate Colfax as a very inclusive and democratic place. Careful consideration for celebrating the unique character and imperfection of the corridor, such as some of the exciting and edgy features that are less filtered or polished than other places in Denver.



4. ENHANCE THE PEDESTRIAN EXPERIENCE – Traffic calming measures such as street trees, curb extensions, traffic signals, and on-street parking can help soften the street and the pedestrian experience.



5. CONNECT THE NEIGHBORHOODS – Instead of Colfax being viewed as a barrier, it should become a place where the dense, vibrant neighborhoods of Capitol Hill unite. Better pedestrian facilities such as wider sidewalks, café seating, and enhanced crosswalks will help connect the neighborhood rather than dividing them.



6. ENHANCE SAFETY – Colfax Avenue should be a safe and welcoming environment for everyone. The design and relationship of buildings and public space matter. Transparent storefronts (not cluttered with signs), clear sidewalks shoveled after a snow, outdoor cafe seating and balconies overlooking the street, transformed pedestrian alleys, and programmed spaces all help enhance safety by providing “eyes on the street”. Additional policing, neighborhood watch programs, and business training programs also contribute to a safer street.



7. ALLOW FOR FLEXIBILITY AND PHASING – the concepts for the streetscape design should take into account long-term implementation. It should be assumed that the entire streetscape will not be built at one time. The streetscape design should take into account both public and private sector contributions, as some improvements might be implemented by developers while others may be provided by the City or the Business Improvement District. Finally, remaining flexible and allowing things to be modified based on individual circumstances is needed.



8. PROVIDE ELEMENTS THAT CAN BE REASONABLY MAINTAINED – The Colfax Ave BID has limited funding for long-term maintenance. Therefore, especially in the short term, high maintenance elements like flowers and intense landscaping should be minimal. Co-locating such elements in highly visible “nodes” is more appropriate than expecting the entire corridor to include landscaping. Other maintenance issues, such as snow clearance, is also important to consider. Snow storage areas and smooth surfaces are important considerations, as business and property owners are responsible for clearing their own sidewalks.



1.0 INTRODUCTION

PHASING AND COORDINATION

Phasing and coordination will be paramount for implementing the entire streetscape project by 2022. Each of the following chapters includes an implementation list with specific action items for the BID to focus on. Each implementation list correlates with the following four phases:

PRE-CONSTRUCTION PHASE:

2017 - Design, Documentation and Mobilization

This includes design and documentation for the first construction phase. It also includes coordination and outreach efforts for the BID, as well as establishing the funding mechanism for implementing specific features that cannot be funded by the City or others. The goal is to swiftly prepare in order to include Construction Phase One in the City's 2017 General Obligation Bond project list.

CONSTRUCTION PHASE ONE:

2018-19 - Safety and Identity Improvements

This focuses on improving safety and enhancing the identity of the corridor. It also includes design and documentation for the next construction phase.

This phase is graphically represented in purple in the diagram below and includes:

1) Major and minor gateway intersections:

- Corner bulb-outs to minimize crossing distances
- Enhanced sidewalk paving at corners
- Enhanced art crosswalks
- Gateway signage and lighting
- Landscaped medians (where applicable)

2) Streetscape in Premium Treatment Zones

3) Enhanced Bus Shelters and Stops

- Implement new bus shelters (RTD) for 15L stops.
- Upgrade #15 bus stops with seating, signage, and other placemaking amenities.

Coordination with other planned capital improvement projects is anticipated in order to lessen the burden to businesses. They include:

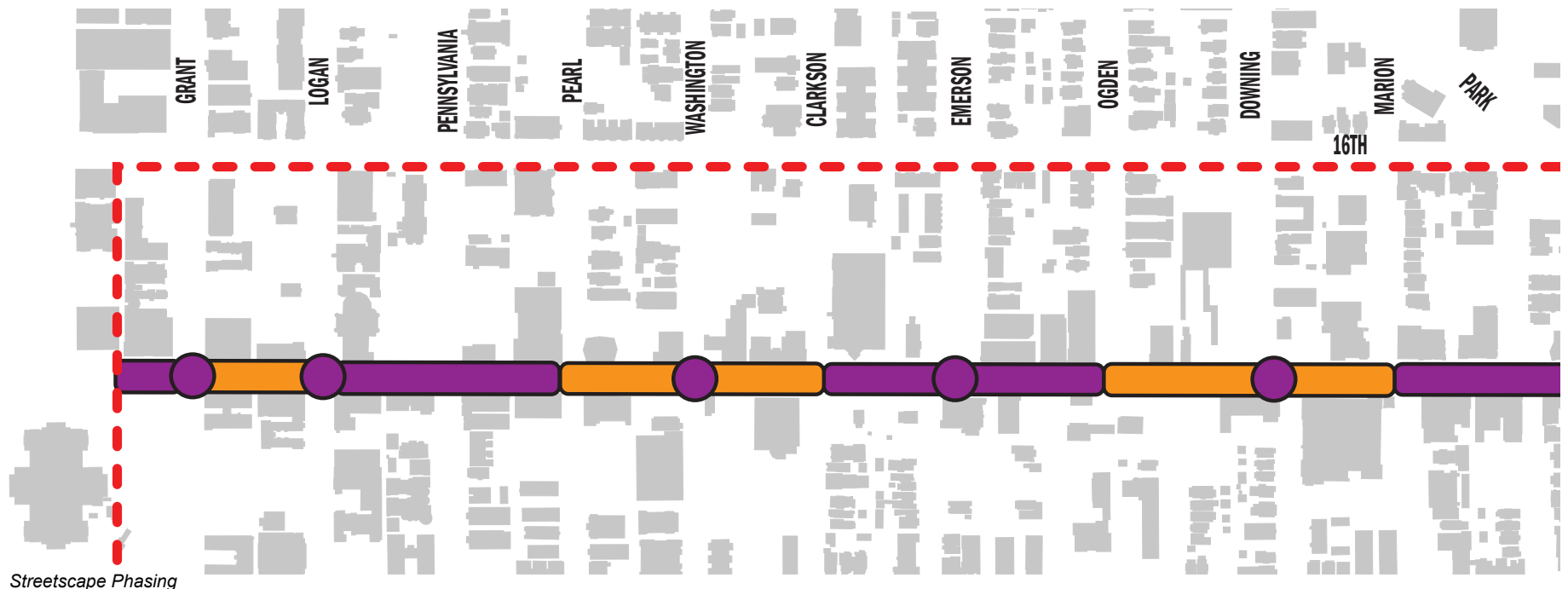
Colfax Streetscape Safety Enhancements (2017)

CDOT's repaving project (2017)

- Note that delaying this project (for this section of Colfax) is desired as it would save time and money in order to incorporate the elements of this plan at the same time.

RTD's bus shelter project (2018)

- The 15L stations occur at major gateway locations where intersection improvements are anticipated, so coordination of these two projects is key.



1.0 INTRODUCTION

CONSTRUCTION PHASE TWO:

2020-22 - Beautification and Build-Out

This phase is represented in orange in the diagram below and shall focus on everything else to close out the streetscape design for the entire corridor, including:

- 1) Streetscape in Standard Treatment Zones
- 2) “Big Idea” Placemaking Elements

Coordinating phase two with other major city-wide corridor capital improvement projects is important, such as:

Construction of the Bus Rapid Transit Project

- The BID should watch the BRT planning process closely and track progress in order to plan accordingly for implementation of this phase, as time frames often slide and the BRT project has not been fully funded at this time.

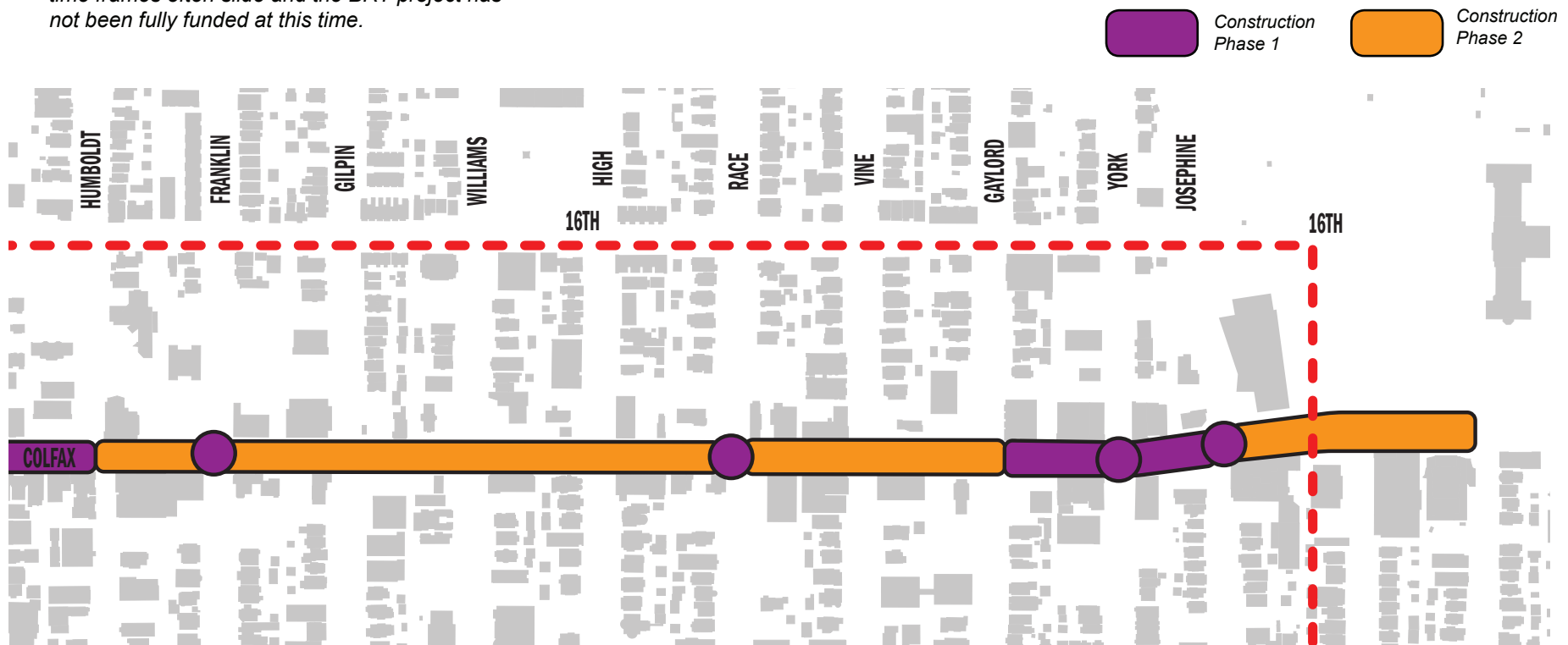
ONGOING:

ONGOING - As Resources Become Available or Properties Redevelop

This phase is included, due to the fluidity of the development, political, and economic climates of the area. Some of these elements may be able to be implemented sooner than others, but the BID should push the concepts forward as much as possible.

ADDITIONAL MAINTENANCE REQUIRED BY BID:

Note that all recommendations in this plan for streetscape enhancements and beautification will require the BID to ramp up maintenance efforts. This additional maintenance is anticipated and planned for in the implementation and funding chapter.



1.0 INTRODUCTION

CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN

While nothing replaces police presence and policy, the physical environment within which crime and unwanted behavior occurs can be altered to reduce the opportunity for such behavior. Several design approaches can be applied to Colfax:

1. INCREASED LIGHTING

- Increase street lighting, especially at troublesome intersections/areas (check with District 6 about proposed lighting on Colfax.)
- The BID should continue adding pedestrian lighting where needed and that matches current style.
- Encourage building lighting along alleys and along Colfax frontages in all new development.

2. ALLEY IMPROVEMENT PROGRAM

- The BID should work with the City to implement an alley improvement program along Colfax. Simply enhancing these areas with wall art and lighting at the intersections with Colfax would help create safer passages. Cleaning them up and better organizing services like trash pick up is desired. Cameras at alleys should be installed, especially at troublesome locations.
- Long-term, the BID should work with property owners to transform select public alleys from service areas to public space - with activation from buildings such as windows and doors, outdoor cafe seating, festival lighting, public art, and more. Service areas shall be moved to the rear of buildings. Alleys should “T” or “L” behind buildings facing Colfax to exit onto side streets instead of Colfax.

3. PUBLIC TOILETS

- Continue the City’s test public toilet program and at key locations, consider making the program permanent.

4. ENCOURAGE MIXED USE DEVELOPMENT

- Encourage more mixed use development with upper floor residential, and ground floor active uses to provide ‘eyes on the street’, a form of informal surveillance.
- Upper floor balconies and ground floor outdoor cafe seating are examples of activation and informal surveillance.

5. CREATE PUBLIC AND SEMI-PUBLIC SPACE WITH PURPOSE AND DEFINITION.

- Avoid the creation of unobservable, unlighted and/or unsecured public / semi-public niches, entries, and spaces in new development.
- Clearly define space so that ownership and intended purpose of space is known.

6. CLEANLINESS & BEAUTIFICATION

- The BID should ramp up efforts to keep the corridor clean. Regular power washing and trash pick up is desired. Consider hiring homeless patrons to assist with cleaning.
- Continue recommendations from this plan for beautification and infrastructure improvements, with ongoing maintenance.



Increase street lighting, especially at troublesome intersections/ areas. Encourage building lighting along alleys and Colfax business frontages.

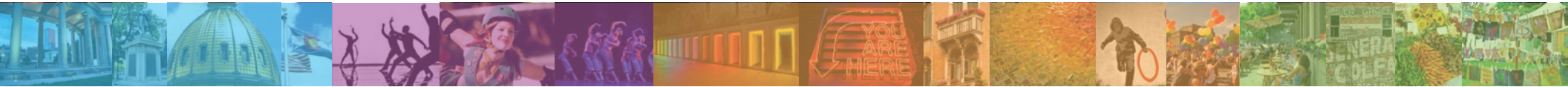


The BID should work with the City to implement an alley improvement program along Colfax. Placemaking enhancements and additional cameras are desired.



This diagram explains tactics for each category of placemaking and CPTED.

2.0 ACCESSIBILITY



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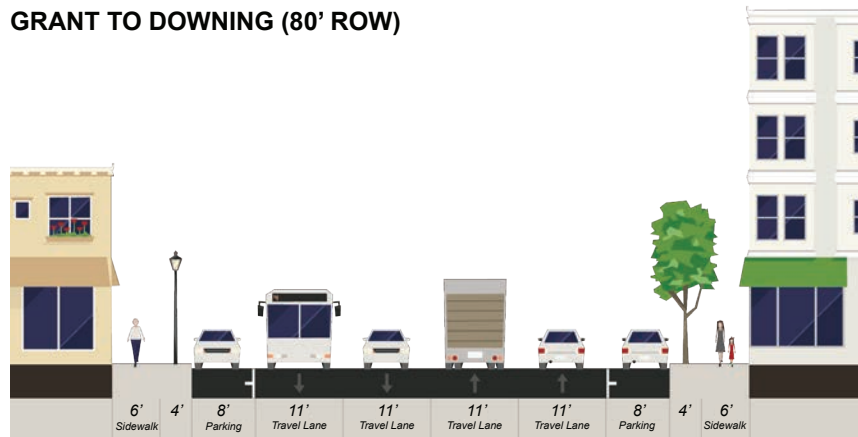
2.0 ACCESSIBILITY

EXISTING STREET SECTIONS

Two street section conditions exist in the district:

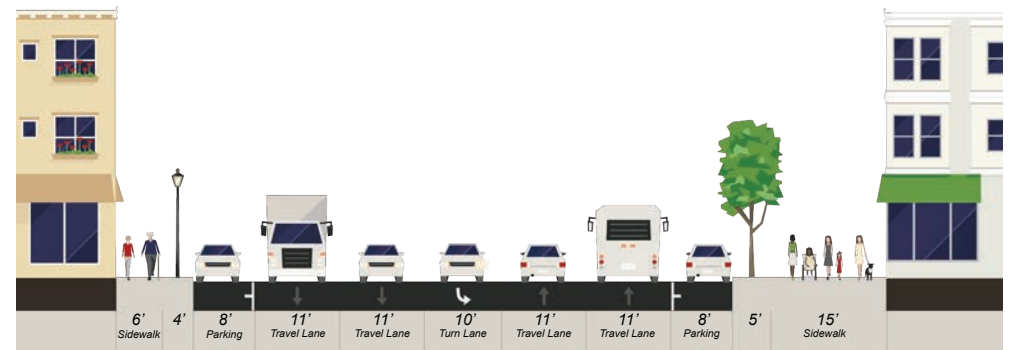
	GRANT TO DOWNING	DOWNING TO JOSEPHINE
# of Blocks	8	12
Public Right-of-Way	80-feet	100-feet
Curb-to-Curb Width	60-feet	70-feet
Travel Lanes	4 (2 each direction)	4 (2 each direction)
Left Turn Lane	Restricted (only allowed on 2 out of 8 blocks)	Allowed (except SB at Downing and NB at York)
Bus Stops	Yes (curbside in place of parking)	Yes (curbside in place of parking)
Signalized Intersections	6 out of 8 (75%) signalized	7 out of 12 (58%) signalized
Offset Intersections	3 out of 8 (38%) (Emerson, Ogden, & Corona/Downing)	3 out of 12 (25%) (Marion, Lafayette, Humboldt)
Sidewalks + Amenity Zone	10-feet (both sides)	20-feet (north side); 10-feet (south side)
On-street Parking	One-side of street where turn lanes present; Both sides of street where turn lanes are NOT present	Both sides of street
Street Trees	Not consistent (approx. 20 trees on 16 block faces)	Fairly consistent from Downing to Franklin; not consistent east of Franklin (approx. 60 trees on 24 block faces)

GRANT TO DOWNING (80' ROW)



This section has an 80' ROW and is symmetrical. Where turn lanes are present, a parking lane is removed from one side of the street.

DOWNING TO JOSEPHINE (100' ROW)



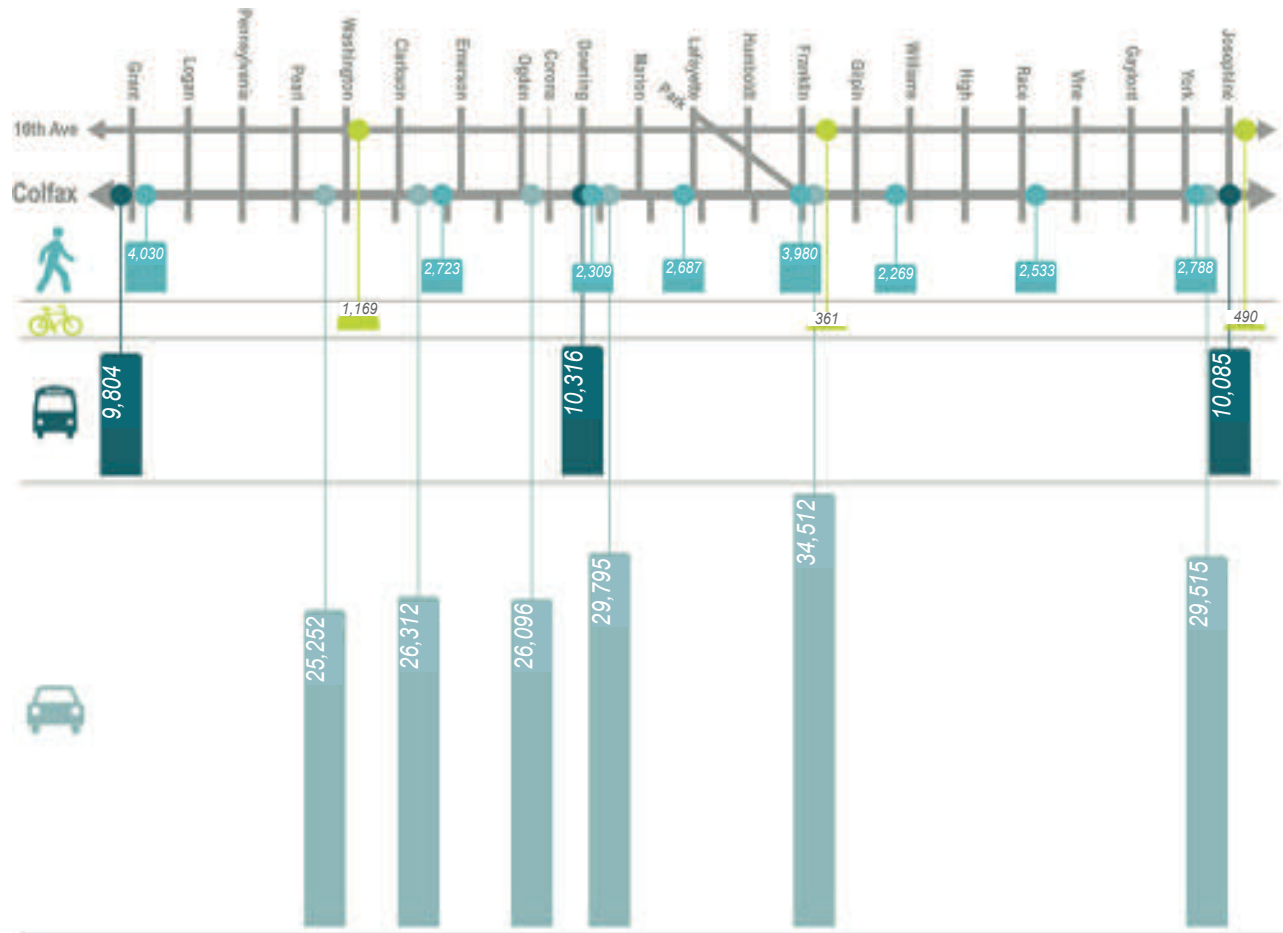
This section has an 100' ROW and is asymmetrical. A continuous left turn lane is consistent, as well as a wider sidewalk on the north side.

2.0 ACCESSIBILITY

TRAVEL MODE COMPARISONS

The following data for various transportation modes was collected as part of this study to assist with making recommendations for streetscape improvements:

- **Pedestrian counts** - This data was collected using CDOT cameras and was conducted during one-week periods between May and July 2016. The data concludes that higher levels of pedestrian counts occur on the west end of the study area, and near the intersection of Colfax, Franklin, and Park Avenue. Hourly pedestrian count analysis concludes that pedestrian traffic peaks around the midday and early afternoon hours and is slightly lower on weekend days.
- **Traffic counts** - this data was collected from Denver Regional Council of Governments (DRCOG). It suggests highest traffic volumes along Colfax at York/Josephine, Franklin, and Downing intersections. Generally, the corridor ranges from 25,000-35,000 average cars per day (weekday only).
- **Bike counts** - this data was collected from CDOT in August of 2013. With the Denver B-cycle program rising by [43 percent](#) in 2014 and bicycling in the Denver region growing, it is expected that these numbers would be higher by today's counts and still rising.
- **Bus counts** - this data was collected from RTD's Fall 2014 Ridecheck Plus program. It indicates total average daily (weekday) passenger loads for both the 15 and 15L routes. It suggests higher ridership at Downing and Josephine, although those stops are also major bus transfer stations.



This chart suggests that, while driving is the dominant mode along the East Colfax corridor, a significant proportion (about one-third) of people are walking, biking, or riding the bus, and this proportion is expected to increase significantly with the planned implementation of bus rapid transit (BRT).

Specifically note where high auto counts meet high pedestrian, bus and bike counts. These are areas that are most in need of pedestrian safety improvements due to high conflict zones. They include Grant, Downing, Park Avenue, and York/Josephine.

PEDESTRIAN SAFETY

There were 105 crashes involving pedestrians within the study area from 2012 to 2015. The vast majority (89) were located along Colfax Ave. Most (73) resulted in injuries, and one (at Colfax and Logan) resulted in a fatality. It should also be noted that crash locations are approximate because the Denver Police Department assigns their location to the nearest intersection (even if they occurred at a mid-block location).

Colfax/Franklin and **Colfax/Pennsylvania** stand out as having especially high numbers of pedestrian-involved crashes (with 10 and 9, respectively). Colfax/Franklin is a five-way intersection where Colfax, Park Ave, and Franklin Street all converge, creating awkward diagonal crossing angles, longer crossing distances, poor sight lines for drivers and pedestrians, increased conflict points, and longer wait times for a pedestrian crossing phase (which increases the likelihood of pedestrians crossing without a walk signal).

Colfax/Washington, **Colfax/Logan**, **Colfax/High**, **Colfax/Clarkson**, and **Colfax/Ogden** also have especially high rates of pedestrian-involved crashes, with at least five occurring over the four years between 2012 and 2015.

This diagram also shows signalized intersections, and therefore include marked pedestrian crossings. Fifteen of the twenty-one intersections (71%) are signalized and marked. Beginning at Emerson Street, and continuing east for 6 blocks, the streets north and south of Colfax do not align, making these skewed intersections difficult to navigate as a pedestrian.

2.0 ACCESSIBILITY

“Where walking is unrelentingly delightful, all transportation modes start and end with a walking trip. Do not ever sacrifice a quality pedestrian experience for the efficiency of other modes of transportation.”

- Jeffrey Tumlin, Nelson\Nygaard

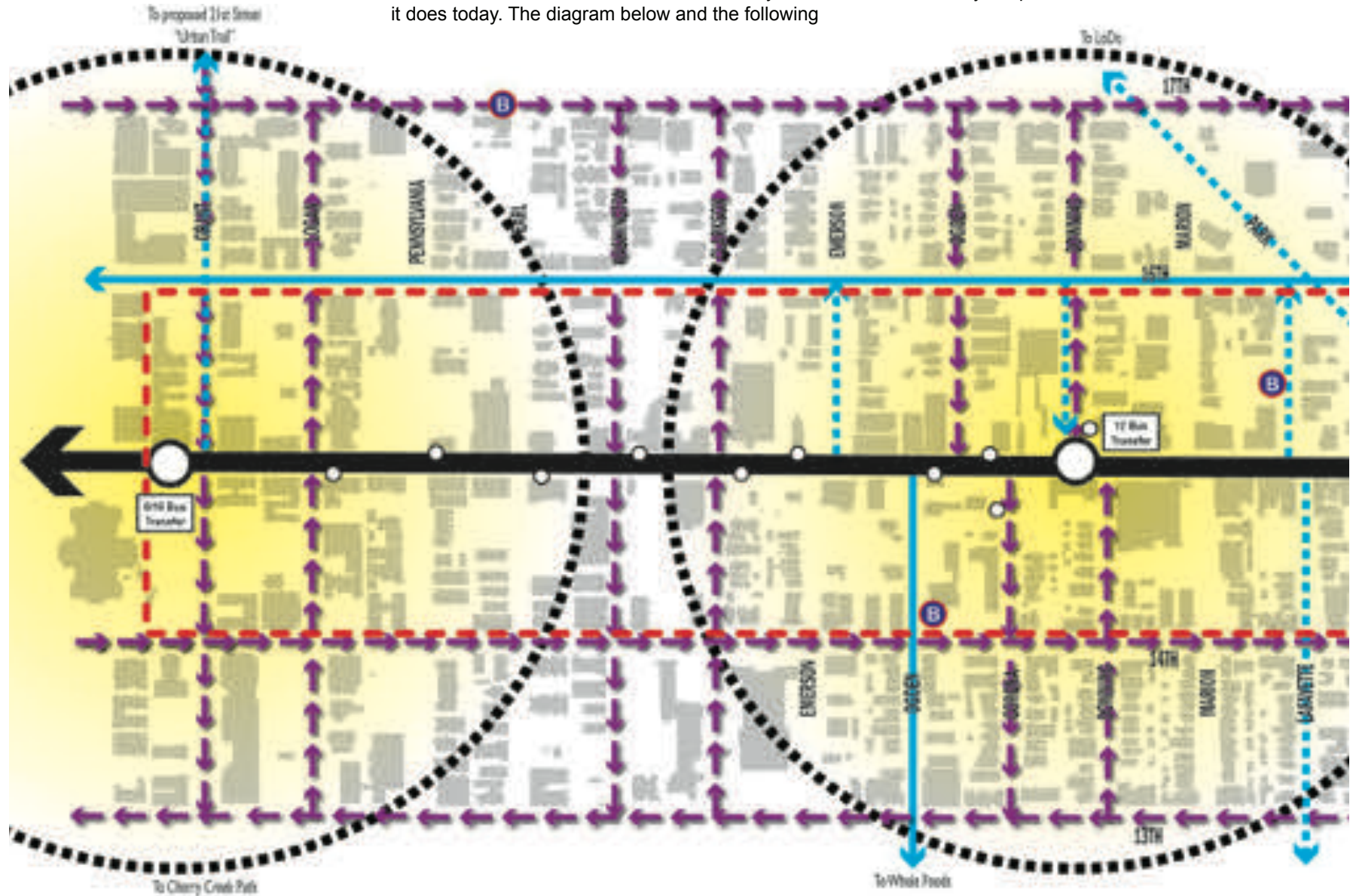
Pedestrian-Involved Crashes, 2012 - 2015










The goal for the future of Colfax Ave and its surroundings is to become a multi-modal place that puts emphasis on active transportation (walking

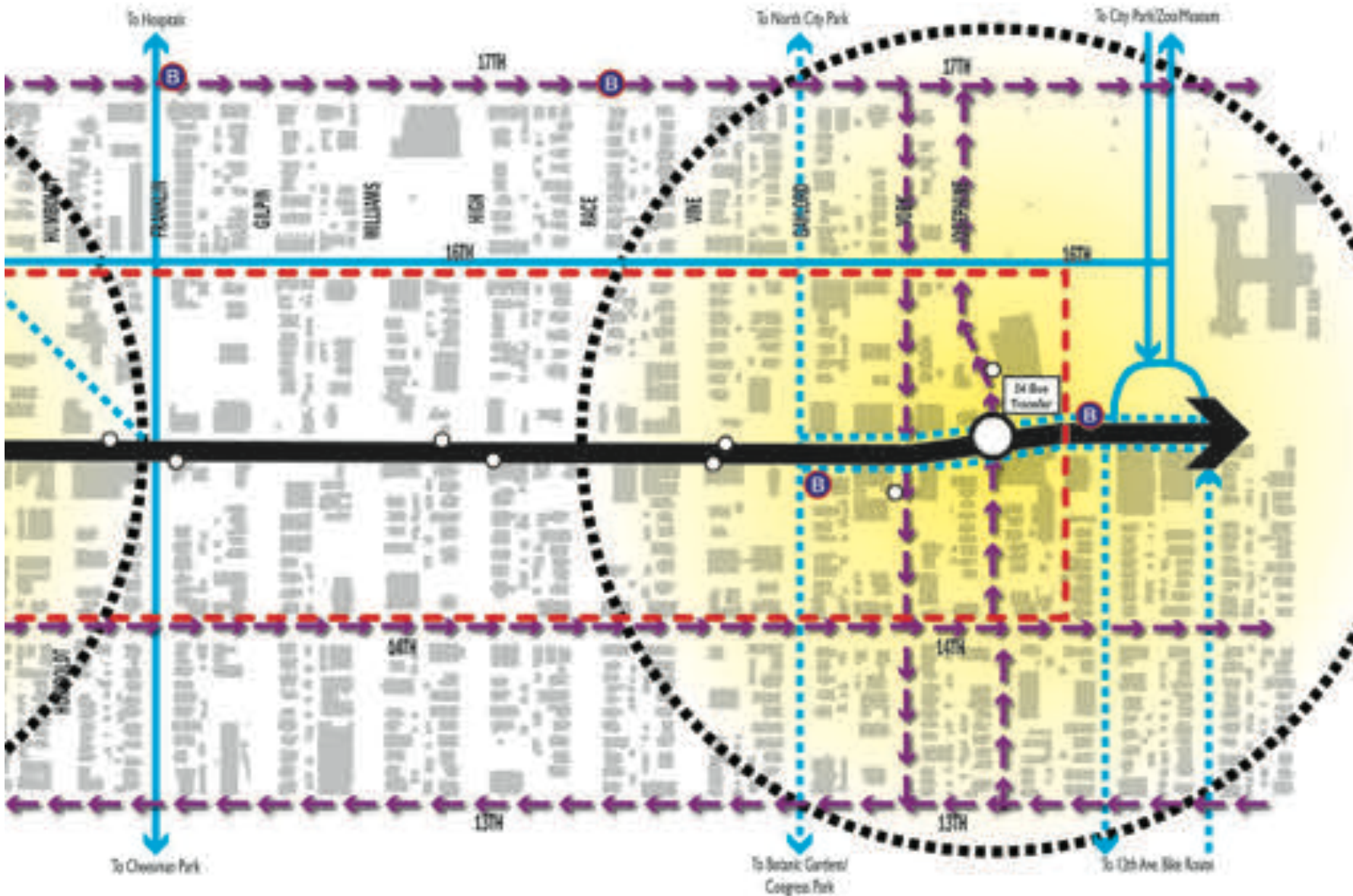
2.0 ACCESSIBILITY

pages explain the desire for an improved transit system as well as supporting “first and last mile” connections to the future BRT by implementing a safe and efficient bike network. Auto-dominated streets can be seen in the one-way couplets.



2.0 ACCESSIBILITY

-  One-way couplets
-  Existing bike facility
-  Proposed bike facility
-  1/4 mile radius
-  Existing bus stop
-  Future BRT stop
-  B-Cycle station



2.0 ACCESSIBILITY

TRANSIT:

STREET GRID:

This study area is located within the cardinal (north-south-east-west) grid. Because of this orientation, Colfax is served by multiple streets and short blocks that direct pedestrian and bike traffic from the adjoining dense neighborhoods to its neighborhood supporting uses. This orientation also creates a “sunny” side (north) and a “shaded” side (south) of the street which tends to affect street activity and uses. It also includes a repeating pattern of alley intersections with Colfax – offering the possibilities of additional off-Colfax pedestrian spaces, and the extension of active uses.

Between Clarkson and Humboldt the north-south street grid shifts, creating complexity in the intersection geometries which make difficult vehicular and pedestrian conflicts at these crossings.

Added to the grid shift is the diagonal orientation of Park Avenue. Its intersection with Colfax and Franklin produces one of the most dangerous intersections in the City. For more information on concepts to improve this intersection, refer to Chapter 6.

The shift in grids has the interesting side effect of focusing views on buildings and properties as one approaches Colfax from the north or south. This is discussed in more detail in Chapter 3.



Between Clarkson and Humboldt, the north-south street grid shifts, creating complexity in the intersection geometries which make difficult vehicular and pedestrian conflicts at these crossings.

COUPLETS:

Colfax is bracketed by two important one-way couplets: 13th and 14th Avenues and 17th and 18th Avenues which serve the entire east side of Denver to its border with Aurora. As such, these couplets take much of the regional traffic burden off Colfax, allowing Colfax to be a calmer two-way traffic street and a transit spine. The two-way nature of Colfax feeds a robust and sustainable retail, restaurant and entertainment based land use mix.

There are also a series of north-south one-way couplets that intersect Colfax Ave:

- Grant (southbound) & Logan (northbound)
- Washington (southbound) & Clarkson (northbound)
- Ogden/Corona (southbound) & Downing (northbound)
- York (southbound) & Josephine (northbound)

The couplet system is shown on the diagram on the previous page in purple arrows.

Due to Colfax’s length and direct connection to downtown’s concentration of transit hubs centered around the 16th Street Mall, Civic Center Station and Union Station, Colfax’s 15 and 15L lines include some of the highest ridership in the city - with 22,000 passenger trips per weekday.

This “spine” will be reinforced with a proposed Bus Rapid Transit (BRT) route that will link the Fitzsimons medical center in Aurora to downtown and all of the neighborhoods between the two anchors, spurring continued residential, commercial and office development along Colfax. BRT stops are planned to replace 15L stops at Grant, Downing, and Josephine (shown in the diagram with a 1/4 mile radius, or 5-minute walk shed, shown in yellow). The 15 will still serve these locations with the stops either close or at the same as BRT stations.

Other local bus routes that intersect the corridor and create major bus connections include the 12 (at Corona/Downing) and 24 (at York/Josephine).

This plan assumes the latest thinking for the future BRT line, which would operate in the outside lanes of Colfax during peak hours. The BID should consider whether the Park Avenue intersection makes sense to locate a BRT station, due to its high priority and future vision for a major public space.



Preliminary plans for BRT station at Colfax/Grant.
Source: City of Denver Public Works.

2.0 ACCESSIBILITY

Since Downing is one of the grid shift's off-set street intersections, a major BRT stop at this intersection should focus design attention on clarifying the complex pedestrian, bike, bus and vehicular movements within the intersection.



*Preliminary plans for BRT station at Colfax/Downing (north).
Source: City of Denver Public Works.*



*Preliminary plans for BRT station at Colfax/Downing (south).
Source: City of Denver Public Works.*



*Preliminary plans for BRT station at Colfax/Josephine.
Source: City of Denver Public Works.*

BIKE TRAVEL:

Bicycling should be encouraged to increase transit access and thus lessen the load on traffic congestion. 16th Avenue, running parallel to Colfax one block north, is a highly active bike route with bike lanes. There are also designated bike routes on Ogden (south of Colfax), Franklin Street and at the City Park Esplanade in front of East High. The BID should actively pursue more bike lanes or routes, especially as the BRT line comes online to create safe first and last mile connections to major transit stops. Bike infrastructure recommendations are highlighted on the following page. Bike storage along the street, and particularly at bus stops should also be accommodated within the new streetscape design.



Bicycle improvements proposed for Colfax/Downing intersection and BRT station.

*Source: City of Denver Public Works, David Evans Associates;
Colfax Multimodal Access Study*



The existing bus stop at Colfax and Downing is very limited in space. The new BRT stop is proposed to include a bulb-out which will provide approximately 8-feet more sidewalk area in front of the existing building. The bus shelter will also be moved west of the existing building to provide more space around the shelter.

2.0 ACCESSIBILITY

ACCESSIBILITY “STREET SCENES”



There are three B-Cycle stations within the study area, which are highly used. More should be encouraged.

People ride on Colfax even though there are not dedicated facilities, which is dangerous. Providing an efficient bike network throughout the area is needed.

Bike parking is needed along Colfax. Many bike racks are overflowing in high traffic areas. Some new special branded bike racks have recently been installed on the corridor.

2.0 ACCESSIBILITY



Most bus stops include a bench, trash receptacle and information sign. However, a few include the sign and no bench, which is easy to miss. Very few stops have shelters.



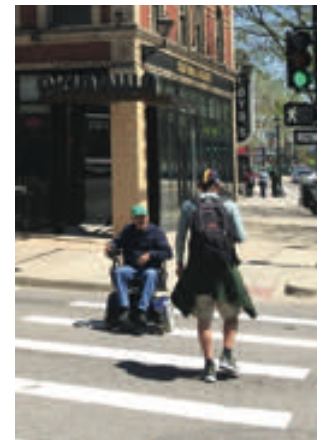
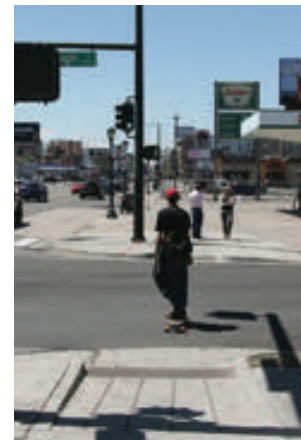
The intersection of Colfax, Franklin and Park Avenue is one of the most dangerous in the city for pedestrians. The traffic movement is confusing and the travel distances for pedestrians is longer than usual. The five-way intersection also creates low visibility. This intersection needs serious attention.



Sidewalks nearest the State Capitol, where pedestrian counts are higher, are narrower than sidewalks on the west side.



In the area with offset intersections, left turns are often restricted, or they create a conflict zone.



Alternative mobility also includes wheelchairs and skateboards, which are often seen on Colfax.

ACCESSIBILITY IMPLEMENTATION TASKS

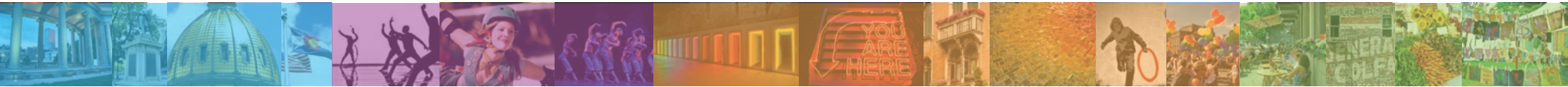
	DESCRIPTION:	DUTY:	ACTION ITEMS FOR BID:
CONSTRUCTION PHASE 1: 2018-19 - Safety and Identity Improvements Phase			
M.1 - NEW PEDESTRIAN-ACTIVATED CROSSING SIGNAL AT EMERSON	Implement pedestrian-activated signal (Rapid Rectangular Flashing Beacon, or similar) at Emerson Street	CDOT PW	Meet with CDOT and PW to present pedestrian traffic and safety data and reasoning for location (Emerson = high traffic, offset intersection)
M.2 - NEW TRAFFIC SIGNAL AT GAYLORD	Implement a full traffic signal and crosswalk at Gaylord Street intersection with Colfax.	CDOT PW	Meet with CDOT and PW to present pedestrian traffic and safety data and reasoning for location (Gaylord = high traffic, future bike route location)
M.3 - COLFAX AVE PROTECTED BIKE LANES (GAYLORD TO JOSEPHINE)	Incorporate parking protected bike lane on both sides of Colfax from Gaylord to Josephine as part of the “place node” and “premium zone” phase.	CDOT PW	Meet with CDOT and PW to present accessibility argument to and from 15L station, as well as the importance of incorporating bike lanes as part of the placemaking and identity phase.
CONSTRUCTION PHASE 2: 2020-22 - Beautification and Build-Out Phase			
M.4 - GRANT STREET PROTECTED BIKE LANE	Remove travel lane (or parking lane) to provide two-way protected bike lane that connects Grant 15L station to (future) 21st Street “urban trail”. Also would connect to (future) Broadway and 14th Avenue cycle tracks.	PW DDP CBID	Meet with PW and DDP to present idea. Coordinate ongoing efforts for the urban trail / “Mile High Loop” project. Argument for lane reduction is due to Logan only having two travel lanes whereas Grant has three.
M.5 - DOWNING STREET PROTECTED BIKE LANE	Implement a two-way protected bike lane for one block from Colfax to 16th Ave. on west side of Downing. Refer to Colfax Multimodal Access Study (page 34.)	PW CBID RTD	Meet with PW to move forward concept and design/engineering.
M.6 - COLFAX AVE PROTECTED BIKE LANES (JOSEPHINE TO ELIZABETH)	Implement a one-way parking protected bike lane on both sides of Colfax from Josephine to Elizabeth to connect riders to/from BRT station and neighborhoods to the east.	PW CBID RTD	Meet with PW to present idea.
ONGOING - As Resources Become Available or Properties Redevelop			
M.7 - COLFAX DEVOLUTION	Transfer ownership of Colfax Avenue from state (CDOT) to city ownership.	PW CDOT BID	Organize all Colfax BIDs to petition City Councilmembers. Meet consistently with DPW and CDOT. Consider CDOT compensation to fund improvements. Consider I-70 Business Route designation.
M.8 - LAFAYETTE, GAYLORD, COLUMBINE, AND ELIZABETH BIKE LANES/ROUTES	Implement bike facilities on Lafayette and Gaylord between 12th and 16th. Where ROW is wide enough and would not remove healthy, mature trees, consider bike lanes.	PW	Meet with PW to present concept. Coordinate with PW future bike facility implementation projects

PW = Public Works Department
 BID = Colfax Ave Business Improvement District
 CDOT = Colorado Department of Transportation

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 RTD = Regional Transportation District
 CPD = Community Planning and Development

PR = Parks and Recreation Department
 CC = City Council
 HD = Historic Denver

3.0 LAND USE



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3.0 LAND USE

EXISTING ZONING

The current zoning for the study area is shown below. The zoning has three letter/number designations:

- **“C”** stands for **“Urban Center”** which is the context for this area. This is due to its close proximity to downtown.
- **“MS”** stands for **“Main Street”** which is the district for all of Colfax Avenue. The general purpose for Main Street zoning is listed in the sidebar.
- **“5” and “8”** are designated **maximum stories** within each zone district. The majority of the western section allows 8-story development, as well as high priority intersections. The rest of the corridor is zoned for 5-story development.

Through interviews with developers, there seems to be consensus that some of the Main Street zoning parameters are counterproductive to new development. This is often due to the unique lot configurations along Colfax (e.g. skinny or narrow lots with restricted access and abrupt transitions to single family residential). The City should work to address some of these issues through text amendments to the Main Street zoning districts or by implementing an overlay zone.

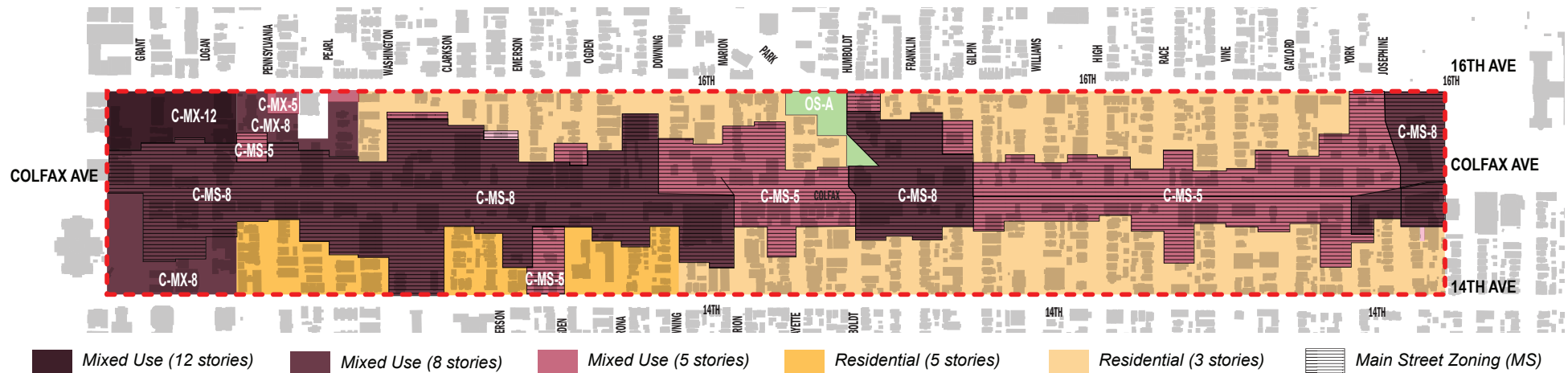
Another concern that was voiced through multiple interviews is that new development is not meeting the desired character and aesthetic that the community wishes to see for Colfax. Colfax is a unique and special place with rich history, but new development is not reflecting that. Therefore, in addition to zoning amendments, it is recommended that Colfax Ave work with the city and other BIDs along the corridor to create an additional level of design review through a design overlay district or other means. This would apply an additional level of design guidance that respects the historic, cultural and aesthetic significance.

Some challenges and potential solutions are listed on the following page, as discussed with property owners and developers for this project, as well as in a city-wide Colfax stakeholder meeting held on June 2, 2016 which identified land use and development challenges along Colfax Avenue throughout the City of Denver. Much of the recommendations include using incentives, or “carrots”, to achieve the desired vision for Colfax.

WHAT IS THE INTENT OF MAIN STREET ZONING?

Below are condensed descriptions from [Section 7.2.4](#) of the Denver Zoning Code which include the General Purpose for Main Street Districts:

- To promote safe, active, and pedestrian-scaled commercial streets.
- To enhance the convenience, ease and enjoyment of transit, walking, shopping and public gathering.
- To ensure new development contributes positively to established residential neighborhoods and character, and improves transition between commercial and residential.



ZONING CHALLENGES AND POTENTIAL SOLUTIONS

	CHALLENGE:	POTENTIAL SOLUTION:
MINIMUM BUILDING HEIGHT	<i>24-feet too high for one-story building (expensive air)</i>	<i>Flexibility on min. height for one-story buildings (example: may be lowered if ensure that main entrance on Colfax is active) or require three-stories and that each story must be habitable for offices or residences.</i>
BUILD-TO REQUIREMENT	<i>75% required build-to 0'-5' of lot line (difficult to create "people places," such as cafe seating)</i>	<i>Require 5' min. ground floor setback in constrained areas (80' ROW) - However, make sure context-sensitive solutions, i.e. don't want building faces "zig-zagging" back and forth; allow higher density if building is set back and positively contributing to public realm.</i>
PARKING	<i>Smaller and narrow lots are more difficult to meet minimum requirements, even with transit reduction.</i>	<i>District parking, especially near BRT stations, should be pursued (potentially P3 with new development); add parking meters along side streets (nearest Colfax) for more commercial on-street parking; and allow on-street parking to count towards required amounts.</i>
SHALLOW LOTS	<i>Hard to fit everything into standard lots and make it "pencil out"</i>	<i>Facilitate lot assemblage (consider alley vacation to combine lots on case-by-case basis); allow parking relief; analyze Board of Adjustments variances to inform future zoning text amendments that improve the development feasibility of shallow lots.</i>
SIGNAGE	<i>Current sign code was not updated with land development code - cannot do what is there now, so makes signs hard to preserve and hard to design new ones to fit in; Board of Adjustment process lengthy and not always on same page as staff.</i>	<i>Update sign code using Colfax as a pilot project or otherwise create a signage overlay for Colfax.</i>
VARIANCES	<i>Variances have proven difficult, creating a culture of "formula-driven" development proposals - developers know what will pass and what won't, so they do what's simple, but what works by-right is not meeting the spirit of Colfax.</i>	<i>City could create Ombudsman for Colfax to manage development and help to streamline the process for developers - a "one stop shop"; design guidelines could also help provide flexibility and creative solutions (might they be related to a list of pre-approved variances?)</i>
INCENTIVES	<i>Current structure doesn't incentivize good development, or "what the city wants" enough, resulting in cookie-cutter development (most often geared toward national credit tenants rather than small shops); current structure is not conducive to small development projects, leaving existing property owners with no valuable options to them.</i>	<i>City could offer more "carrots" for developers - incentives such as density bonuses, parking relief in exchange for affordable housing, enhanced public realm, etc; city could package pre-determined "allowable variances" and present these at the pre-development meeting so developers can have them in mind at pre-design phase of project; promote small development projects with gap funding from OED, CHFA, CDBG, DURA, etc.</i>
CHARACTER CONTRIBUTING STRUCTURES	<i>Current zoning does not incentivize saving structures that contribute to the character of Colfax (funky, one- or two-story buildings zoned for 8 stories)</i>	<i>City could create a Transfer/Purchase of Development Rights (TDR/PDR) program for Colfax - identify eligible sites and receivable sites (preferably close to transit) to make saving buildings viable.</i>
CREATIVE FINANCING	<i>Development too costly for most developers; maintenance often falls on property owners</i>	<i>Corridor-wide or nodal TIF district or Urban Renewal district, GID, other to help pay for aspects of development (parking, public realm improvements, etc.); OED help fund gaps to make smaller, mixed use development feasible; increased maintenance from BIDs and City.</i>
HOUSING	<i>Not getting the density the city wants along Colfax</i>	<i>Offer incentives for density, affordable housing; loosen parking requirements for housing - especially near BRT stops (more than 25%); talk to CHFA - extend boundary to include Colfax corridor; actively pursue CDBG funding; create development prototypes that work for small/narrow sites.</i>

3.0 LAND USE

BUILDING CHARACTER

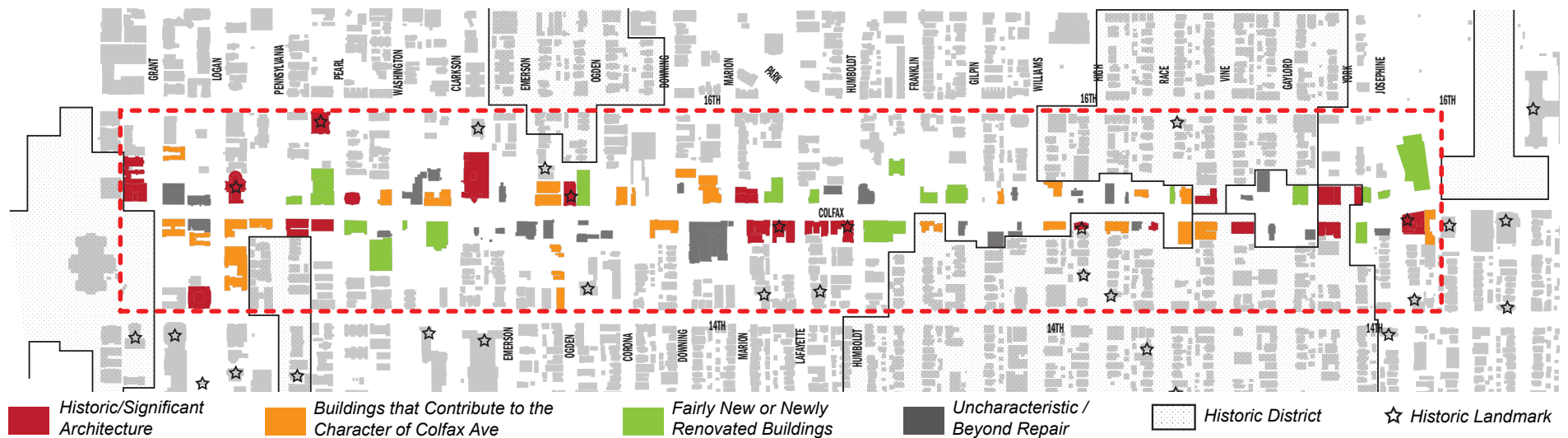
Much of the character of Colfax Ave can be read through its architecture. It includes a mixture of historically significant buildings as well as buildings that simply help to tell the history of the corridor but are not historically significant. There are also plenty of uncharacteristic or “beyond repair” buildings - these should be viewed as opportunities for redevelopment.

While the zoning allows a much higher density, and may justify a “scrape” to make development pencil out, developers should consider the social and historical benefit to saving structures that contribute to the character of Colfax and its rich history.

Additions (above, behind, or to the side) and facade renovations to buildings colored red, orange, or green in the diagram below should be considered to the extent feasible, as opposed to demolition. Buildings shown in gray indicate potential redevelopment opportunities due to poor condition of structures or their non-contributing nature. New structures should always seek to respond to the surrounding context and character.



Existing buildings can be renovated to contribute to the character of the district and help activate the street edge. Where the public right-of-way is limited, consider interior cafe seating that “opens up” to the street.



3.0 LAND USE

REDEVELOPMENT OPPORTUNITIES

There are a number of redevelopment opportunities along Colfax. Many are related to Colfax's auto-oriented, post-WWII strip development. As Colfax increases in mixed use density and a BRT system is introduced to the street, the collection of gas stations, car washes, auto service uses, drive-in fast food uses and small, parking-in-front strip commercial will gradually be replaced with mixed use, pedestrian oriented development.

There is a substantial cluster of such opportunities between Washington and Downing, bookended by two public properties

- *The City and County of Denver's District Six Police Station at Washington, and*
- *The Federal government's Post Office distribution center at Downing.*

While the Post Office property is at a major BRT stop, it may be an unlikely development opportunity in the near future. However, the larger District Six Police property is much more likely to be redeveloped in the near future, depending on the outcome of the proposed 2017 bond issue.

Between these two properties are a cluster of auto-oriented uses across from the Ogden Theater. Most of these uses are on relatively shallow lots due to the presence of an atypical east-west running alley. These properties can be increased in depth (and redevelopment attractiveness) if the alley is partially or totally vacated.

The cluster of redevelopment opportunities between Washington and Downing Streets occur between two well-defined pedestrian-active nodes along Colfax: Argonaut/Natural Grocers and the Irish Snug block. As the redevelopment opportunities fill in, they will build on the vitality of the nodes and create a continuously vibrant street from Grant to Park Ave.



The District 6 Police Station site could be a major catalyst development opportunity for the west end of the district.



3.0 LAND USE

There are other smaller scale opportunities scattered along Colfax, with another cluster of properties centered on Gaylord Street at Colfax. This cluster of opportunities can also build on an existing pedestrian-active node at York and Josephine streets, as well as the future location of another major BRT stop.

As an outgrowth of the streetscape recommendations, each of the properties indicated as redevelopment opportunities should have a set of public realm guidelines developed for them, so that when redevelopment does occur, these properties can help implement the streetscape recommendations.

It is a recommendation of this Plan that the City and Colfax Ave BID consider an overlay zone district with distinct design guidelines to encourage context-sensitive design along this important corridor.

***“We shape our buildings;
thereafter they shape us.”***
- Winston Churchill



Multiple redevelopment opportunities are clustered on the south side of Colfax between Clarkson and Downing Streets.



Smaller, auto-oriented developments that do not contribute to the character of Colfax Avenue should be replaced with mixed use buildings that positively contribute to the street and surrounding neighborhoods.

3.0 LAND USE

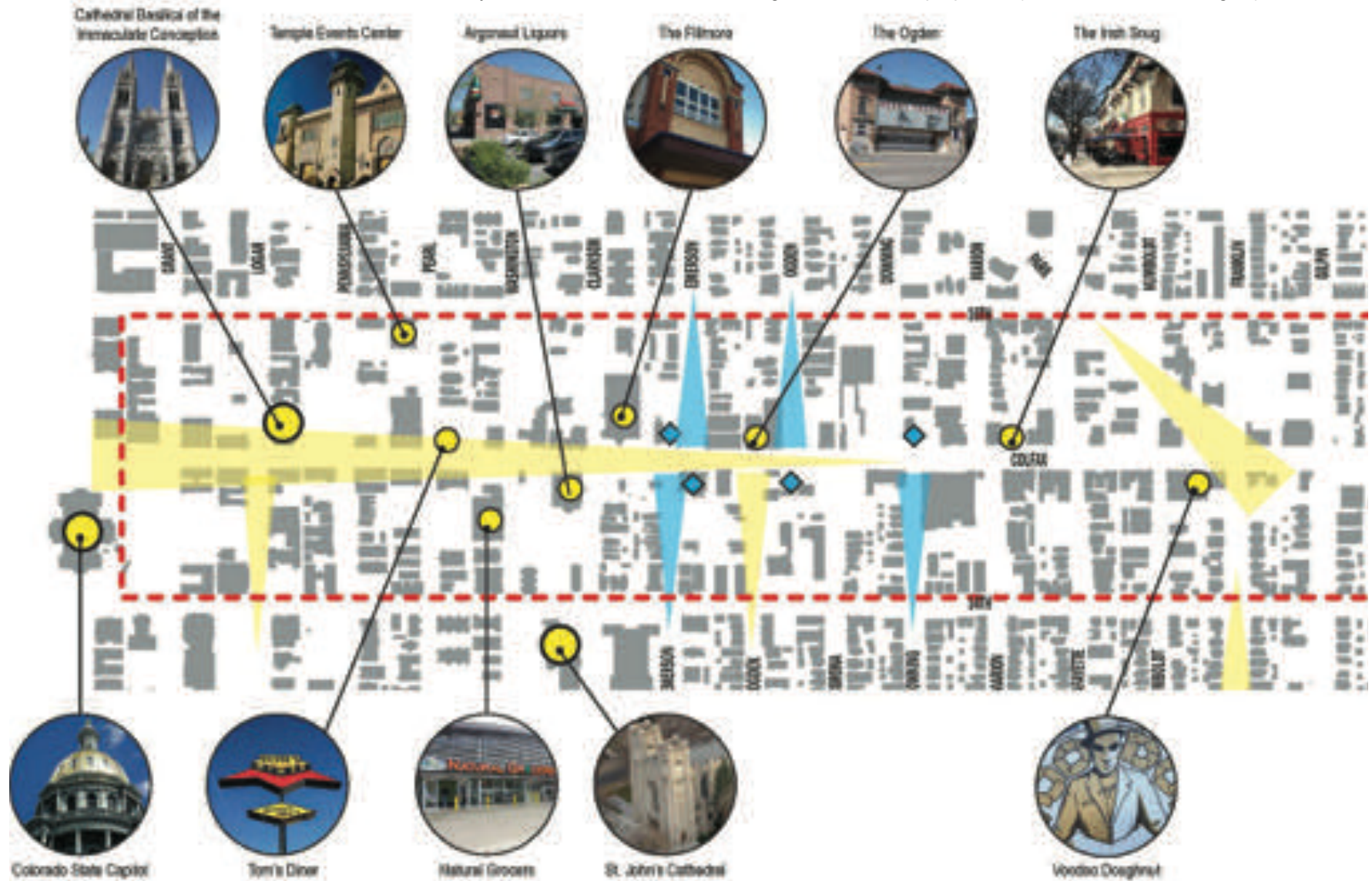
ICONS AND VISTAS

There are a number of iconic features along Colfax. Monumental historic architecture such as the Cathedral Basilica of the Immaculate Conception and the State Capitol dominate the character toward the west end of

the study area while the 1960s roadside character and neon signs is more indicative of the corridor as a whole, such as Tom's Diner and its iconic pole sign.

Two iconic music venues are located toward the center of the study area: Fillmore Auditorium and Ogden

Theater. These were built during the movie theater and vaudeville eras with all of the old architectural flourishes of their times. This area is also shaped by a shift in the city's street grid at Colfax, which produces views from Colfax's side streets that focus on Colfax buildings and properties (blue shaded view triangles). One such

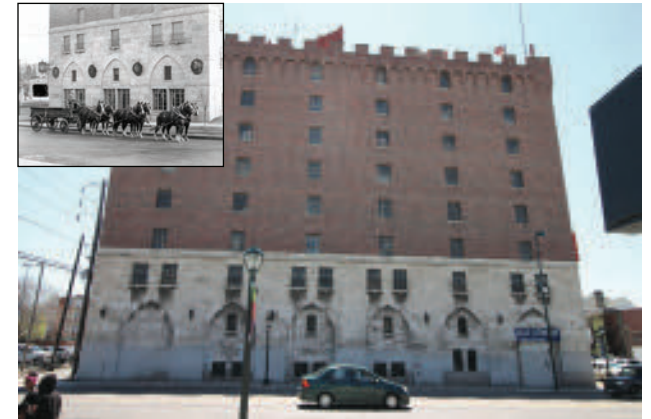
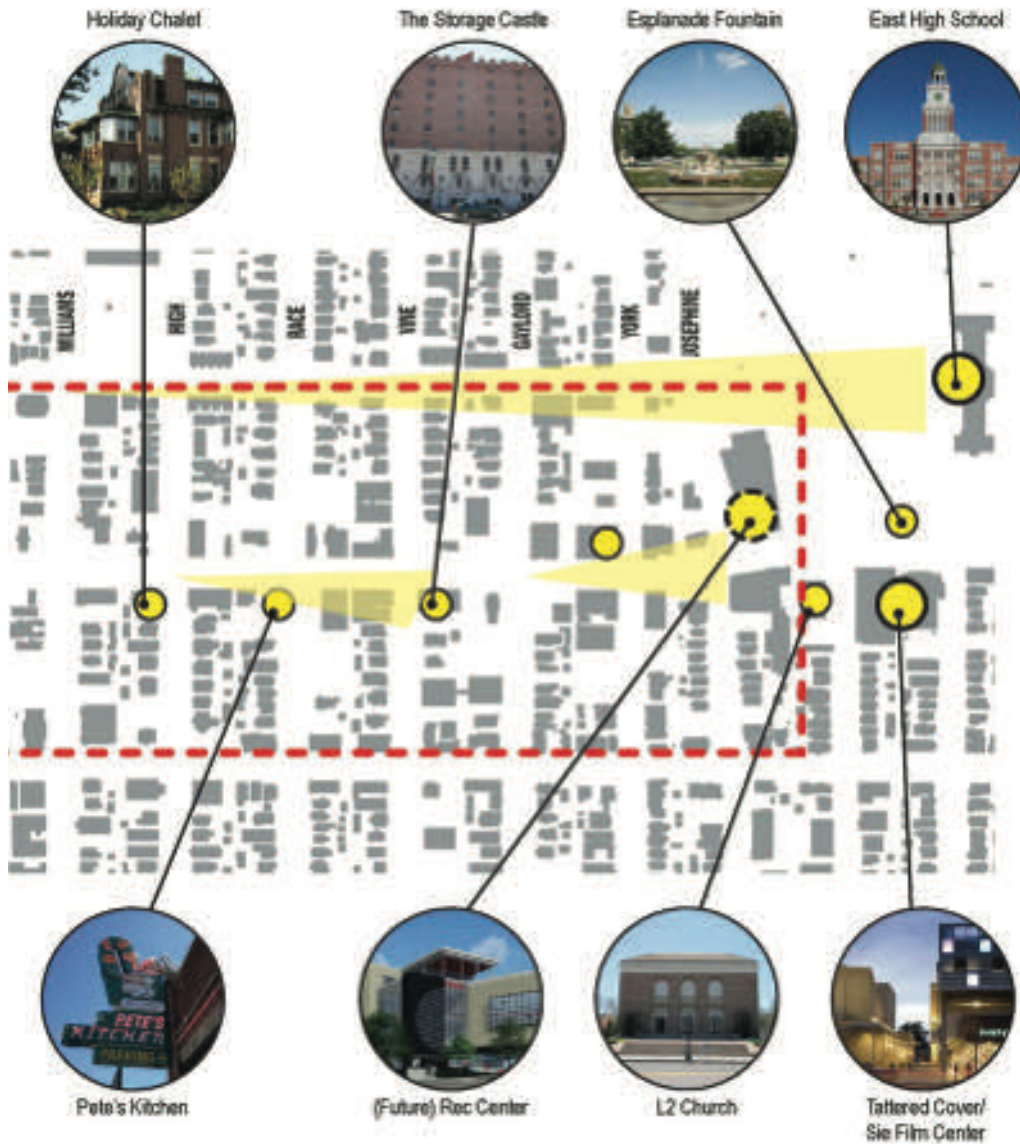


3.0 LAND USE

view from Ogden Street focuses on the Ogden Theater. Other views terminate on underdeveloped properties that argue for future development to provide handsome architectural termini for these views.

Still further east are iconic Colfax “institutions” - beloved places that are uniquely “Colfax” - such as Pete’s Kitchen, Voodoo Doughnut, The Irish Snug, the “Storage Castle”, and more.

New development should consider these important Colfax icons and vistas. While some uses may change over time, these all indicate significance within the history and story-telling of the Colfax corridor.



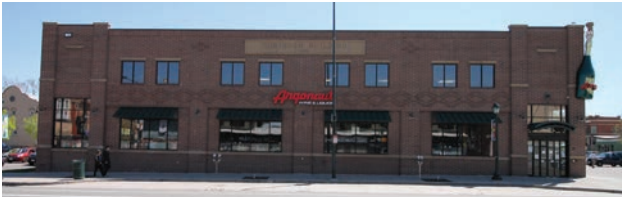
The Weicker Depository, or “Storage Castle” was built in 1925 and designed by Fisher & Fisher. It has always been a storage facility. The travertine ground floor could benefit from insterting storefront windows and uses that help activate the ground floor. An historic image shows that it used to have windows on the ground floor.



These iconic structures help tell the story of Colfax.

3.0 LAND USE

LAND USE “STREET SCENES”



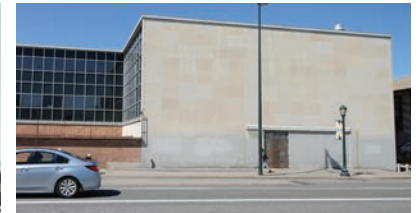
Buildings (new and old) that abut the sidewalk edge are reminiscent of the traditional, walkable, “Main Street” era of Colfax and contribute to a positive experience.



Auto-oriented buildings with parking at the sidewalk edge do not positively contribute to the character and make walking unpleasant and uninteresting.



The residential neighborhoods of Capitol Hill that are located just north and south of Colfax should be preserved and enhanced as part of the character of Colfax Ave.

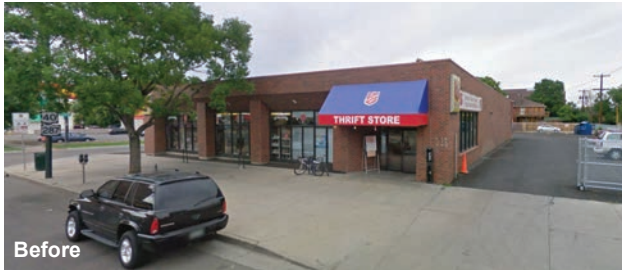


Blank walls negatively contribute to the streetscape by not providing “eyes on the street”

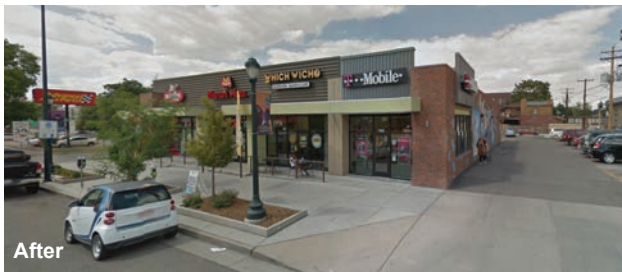


Cafe seating adjacent to the sidewalk helps activate the public realm, provides eyes on the street, and makes walking more pleasant and desirable.

3.0 LAND USE



Before



After



Before



After

Adaptive reuse of old buildings with facade renovations and streetscape improvements can do wonders for improving the public realm.



Before



After

The John Hand Building at York and Colfax included minor modifications such as adding a new storefront and inserting active restaurant uses with outdoor cafe seating.



Before



After

This adaptive reuse and facade renovation took a vacant, out-of-date structure and turned it into a contemporary mixed use building with active ground floor uses and offices on the upper floor.



Before



After

New development can add much needed housing to Colfax while keeping notions of the original building like the Colorado Coalition for the Homeless development at Colfax and Pearl Street.

LAND USE IMPLEMENTATION TASKS

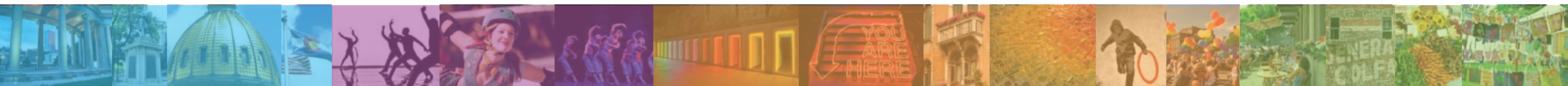
	DESCRIPTION:	DUTY:	ACTION ITEMS FOR BID:
PRE-CONSTRUCTION PHASE: 2017 - Design, Documentation and Mobilization Phase			
LU.1 - ZONING AMENDMENTS OR OVERLAY ZONE	<i>Current zoning is proving difficult for developers who say that Colfax demands more flexibility due to its complexity, unique character and lot sizes. This may be causing people to look elsewhere for reinvestment. Therefore, Colfax Ave should lobby for revised zoning that encourages reinvestment in the corridor, rather than discouraging it.</i>	CPD CC	<i>Meet with CPD to understand what their plans are for any zoning amendments to Main Street zoning that would effect Colfax. Discuss challenges and potential solutions outlined in this chapter. Lobby other Colfax Avenue BIDs to participate in the process as well as receiving City Council backing.</i>
LU.2 - HISTORIC STRUCTURE SURVEY	<i>Having knowledge about significant structures along the corridor is important. An historic survey would benefit the storytelling aspect of the streetscape design and future redevelopment opportunities.</i>	HD	<i>Meet with CPD to discuss their interest in developing design guidelines for the corridor. The BID could also move forward with voluntary guidelines that could be implemented by BID and monitored through a voluntary design review committee. Sometimes voluntary guidelines can be used as an incentive for a developer as a request from the City.</i>
LU.3 - DESIGN OVERLAY DISTRICT / DESIGN GUIDELINES	<i>In addition to amending the zoning code to be more flexible, creating design guidelines that assist developers with appropriate methods for maintaining character, providing sensitive transitions to neighborhoods, telling the “Colfax story”, and addressing streets and alleys appropriately would greatly benefit the future of Colfax.</i>	CPD BID	<i>Meet with CPD to explore a Design Overlay District for Colfax.</i>
ONGOING: As Resources Become Available or Properties Redevelop			
LU.4 - FACILITATE PROPERTY ASSEMBLAGE	<i>One of the biggest barriers to redevelopment is lack of substantial assembled property. By facilitating property assemblage, there will be more developable land.</i>	BID	<i>BID should serve as a liaison to property owners interested in developing or selling their properties. Finding adjacent property owners who may be willing to sell and marketing to developers should be a priority to facilitating positive change along the corridor. In particular, the blocks between Clarkson and Downing on the south side of Colfax could be a catalyst.</i>

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4.0 PLACEMAKING



CONCEPTUAL GRAPHICS:

Note that all graphics in this chapter are conceptual and further planning and design is anticipated.

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4.0 PLACEMAKING

HUBS AND GATEWAYS

The Colfax Ave study area can be defined by four sub-areas, or “hubs”, based on the existing (and future) activities and desired character:

HUBS

- The **Civic** and **Culture** hubs “bookend” the study area, given their public-oriented uses with the State Capitol and Civic Center on the west and East High, Esplanade, future recreation center, and Lowenstein Complex on the east.
- The **Perform** hub is centered around the popular Ogden and Fillmore music venues and event centers.
- The **Mosaic** hub includes a potpourri of uses and activities with many eclectic businesses and popular destinations.

GATEWAYS

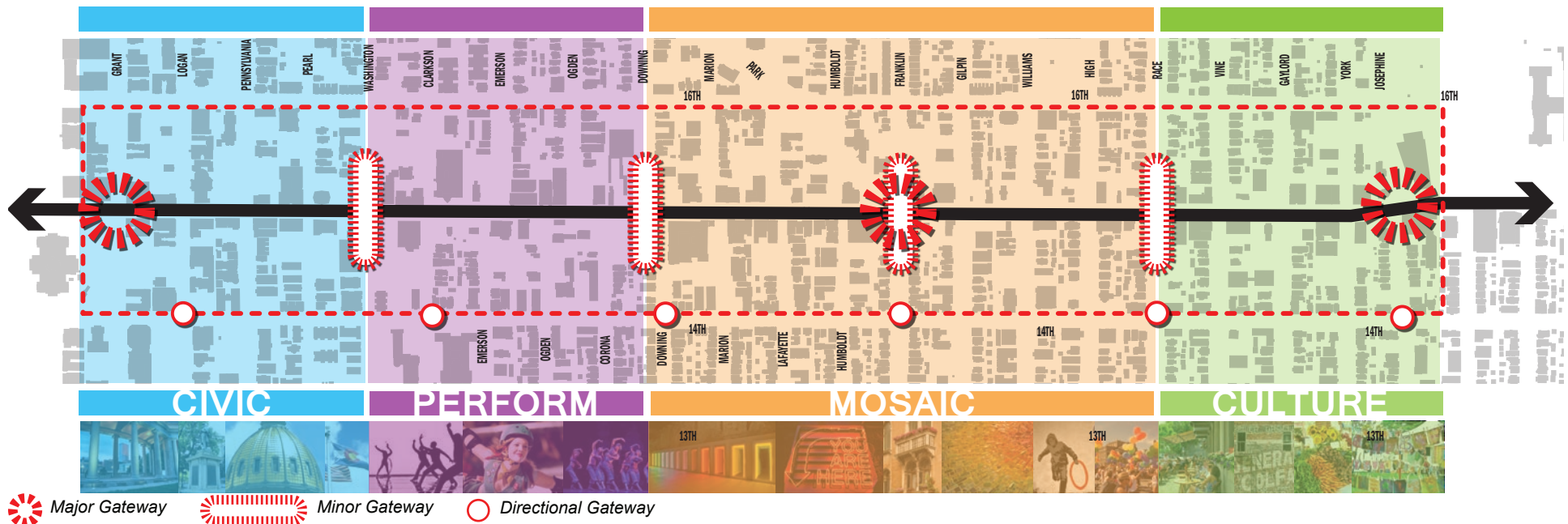
Major Gateway elements announce the passage into the district. Both the Civic and the Culture hubs contain the logical locations for the major gateways at Grant and Josephine Streets. A major gateway also occurs at the intersection of Park Avenue and Colfax, announcing the connection to the historic parkway (and proposed park) and via Franklin Street, the connection to Cheesman Park.

Minor Gateways to the adjoining neighborhoods also occur between the hubs. These gateways will serve as primary enhanced crossing areas to knit the neighborhoods north and south of Colfax together and to serve as “decision points” to direct people to major destinations such as: the Hospital District, Restaurant Row (17th Ave.), and Cheesman and City Parks.

Directional Gateways occur along 14th Avenue and are intended to direct automobile traffic traveling east on 14th to major destinations along Colfax Avenue. These are strategically located on northbound one-way streets (Logan, Clarkson, Downing, and Josephine) as well as Franklin and Race Streets.

“BIG IDEA” CONCEPTS

A “big idea” is presented for each hub to increase public space and connectivity along the corridor. The concepts presented herein are for illustrative purposes only. However, each proposal has a synergy with other city-wide initiatives, or relates to historic patterns, giving them merit to be taken seriously. Further study is required and should be pursued by the City at the request of Colfax Ave.





4.0 PLACEMAKING

“THE CIVIC GATEWAY”

The intersection of Colfax Avenue with Grant Street is the westernmost boundary of the BID - it is where Downtown meets the Capitol Hill neighborhoods. This intersection also includes a future BRT station. Concepts for creating a grand entrance are included on the following page.

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



4.0 PLACEMAKING

GATEWAY FEATURE

Tall, colorful, eye-catching gateway features shall be placed on the east side of the intersection. These vertical elements will announce the entry into a special place and help tell the story of Colfax Ave. They will be unique, yet sophisticated and sleek.

LIGHTING

Enhanced lighting shall occur at this important intersection to portray safety and interest at night. These lights should be different than the existing pedestrian lights, but they should not overpower the gateway feature (which will also be illuminated).

STREET TREES

Street trees shall be placed on the north side of the street only, due the north side of the street receiving more sunlight as well as this area having high pedestrian counts combined with limited right-of-way and sidewalk width. Street trees in this subarea shall be an upright, columnar species in response to the strong architecture and column repetition that can be seen in the State Capitol and Civic Center Park.

WAYFINDING AND SIGNAGE

This is an important place for wayfinding signage and maps to orient pedestrians to specific destinations. And to even out the streetscape, the south side shall receive vertical placemaking elements (see Chapter 5 for more information).

LANDSCAPING

The west side of the Colfax/Grant intersection includes a left turn lane that is not functional due to Grant being a one-way heading south. Therefore, there is an opportunity to include a landscaped median and pedestrian refuge in the center of Colfax Avenue.

PROTECTED BIKE LANE

To assist with “first and last mile” connections to transit, there is an opportunity along Grant Street to provide a two-way protected bike lane by either taking out a parking lane or vehicular lane (Logan Street - the other one-way of this couplet only includes two travel lanes while Grant includes three).

Grant Street leads to Benedict Fountain Park and 21st Street, which is slated to become the beginning of an “urban trail” that connects Benedict Fountain Park to Coors Field and then continue down Wynkoop Street to Union Station and the Cherry Creek Bike Path. Another planned protected bike lane is slated for 14th Avenue from Speer (Cherry Creek Path) to the Capitol. This crucial connection could link these three separate bike and pedestrian systems into one big urban loop that connects major attractions like the State Capitol, Coors Field, and Union Station (see diagram below). A future Broadway bike facility will also play into this network.



- Cherry Creek Bike Path
- Proposed 21st St./Wynkoop Urban Trail
- Planned 14th Avenue Protected Bike Lane
- Proposed Broadway Protected Bike Lane
- Proposed Grant Street Protected Bike Lane
- Proposed BRT Stations



Enhanced lighting shall portray safety and interest at night.



Lighting should be different than existing pedestrian lights.



Wayfinding signage and maps to orient pedestrians are important in this location.



A landscaped median west of this intersection would contribute to the sense of place.



Street trees shall respond to the strong architecture in the area with strong bases and upright, columnar form.



A protected bike lane on Grant could complete a larger “urban loop”.

4.0 PLACEMAKING

PERFORM

“PERFORMANCE PARK”

The big idea for the Perform hub is to create a linear park along the south side of Colfax where the sidewalk becomes the “stage” and the pedestrians become “performers”. This area would be popular for the nearby venues to provide people with activities prior to going to a show at The Fillmore or Ogden. Activities and games are planned for this area to encourage participation and activation.



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

4.0 PLACEMAKING

REMOVE TURN LANE

This section of Colfax includes a dedicated turn lane, however due to one-way streets that intersect with Colfax and an offset street grid, the turn lanes are either restricted or create conflict zones. Therefore, this proposal suggests that the turn lane be removed from the street and that 10-foot space be given to the pedestrian realm to create a better pedestrian environment.

The reasoning for locating the additional space on the south side of the street (as opposed to the north side) is to serve as a catalyst for new development in this area, as well as provide much needed additional pedestrian space at the intersection of Downing and Colfax on the south side, which will become a future BRT station. New development in this area should also include a setback to give the linear park some breathing room.

LINEAR PARK

A linear park is proposed from Clarkson to Emerson, by gaining space from removing the left turn lane. This additional ten feet (approximately) would be used for outdoor performance spaces and activities. Ideas for activation and performance include:

- *Small, informal stage or area for buskers to perform*
- *Bocce ball court*
- *Ping Pong tables*
- *Giant games (chess, Twister, Jenga, pool)*
- *Seating areas*

The BID may be responsible for programming and maintenance, so consideration of time and money for the BID to do this is necessary.

ENHANCED BRT STATION

The future BRT station at Downing Street is located in the Perform hub. The removal of the left turn lane would provide much needed space on the south side where the current 15L stop is located. In addition to creating a mini-plaza with a theme that relates to “perform” in this location, eliminating the left-turns would also help reduce crashes in this section (see Chapter 2).

STREETSCAPE DESIGN MASTER PLAN

“In managing downtown public spaces, good activity overcomes bad activity.”

- Fred Kent, Projects for Public Spaces



- ✓ Left Turn Allowed
- ✗ Left Turn Prohibited
- ! Left Turn Conflict Zone



Games and areas for social interaction create positive activation along Colfax that deter negative behavior.



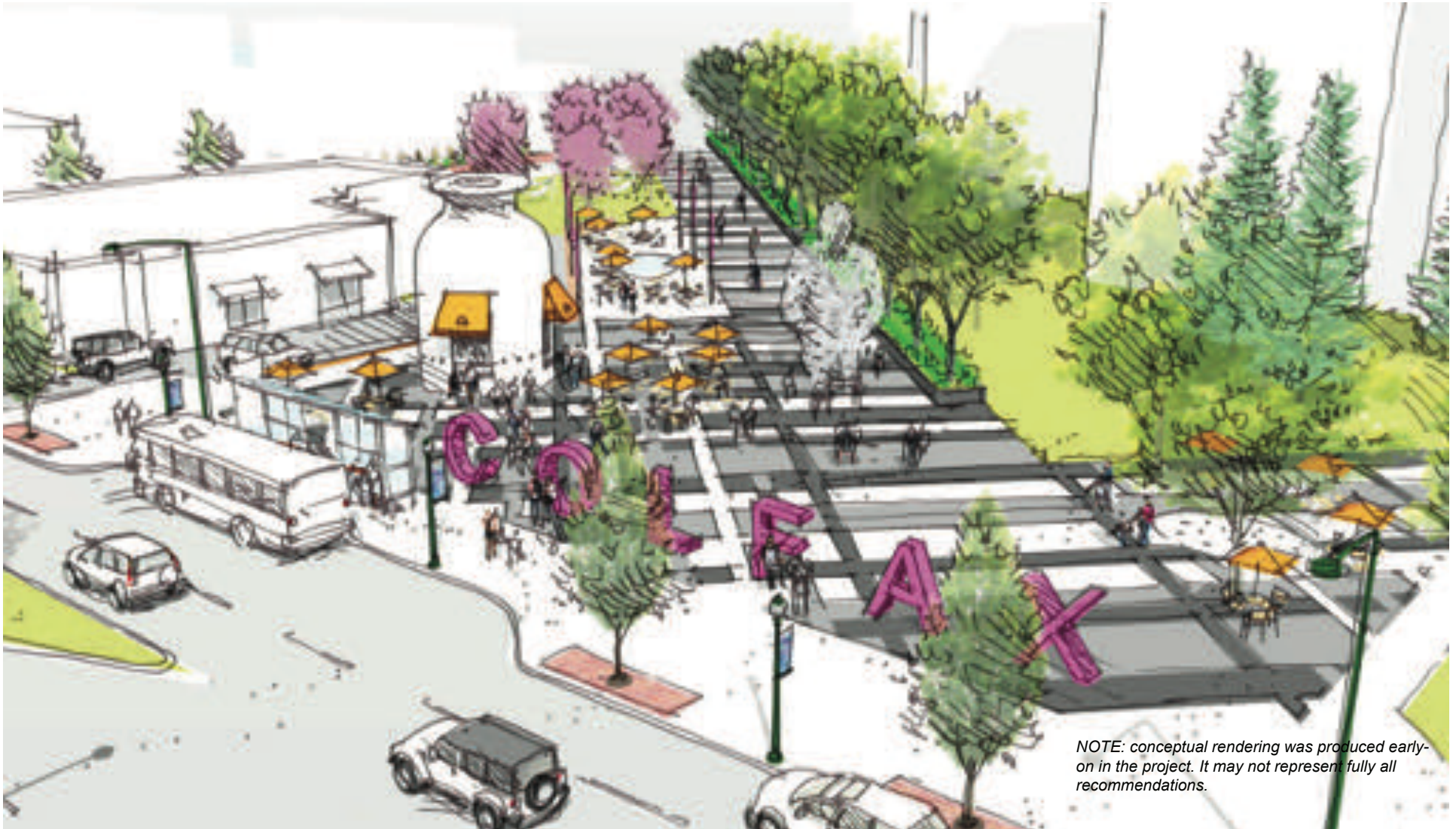
Street performers go with the theme of “Performance Park” and contribute to placemaking and a safe environment.

4.0 PLACEMAKING

MOSAIC

“PARK AVE. PARK”

This big idea reflects the history and original alignment of Park Avenue, while creating a large public gathering space along Colfax Avenue and fixing one of the most dangerous intersections in the city for pedestrians.



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

4.0 PLACEMAKING

SAFER INTERSECTION

This concept came about as a way to solve the conflicting and dangerous intersection where Franklin, Colfax and Park Avenue meet. Turning the intersection into a four-way instead of a five-way stop would alleviate confusion for autos and pedestrians and create a safer alternative.

TRAFFIC IMPLICATIONS

When Colfax becomes a true multimodal street, auto traffic will find other ways navigate through the city rather than using Colfax. The 17th/18th and 13th/14th couplets on either side of Colfax should continue to serve that purpose. With the proposed configuration, traffic heading southeast on Park Avenue en route to 14th Avenue, would be directed onto Humboldt Street (at Park Avenue's proposed terminus) or use Ogden (one-way southbound). Traffic seeking local access would do the same, or use 16th Street to access their desired street.

PLACEMAKING

From a placemaking perspective, repurposing Park Avenue West for one-block between Colfax and Humboldt, would open up a major opportunity to create a significant public park along Colfax, as well as highlight the original intent of Park Avenue's triangular parks that run the length of the parkway.

This urban park would supplement the great, historic public parks nearby (Cheesman, Congress, and City Parks) with active programming for Capitol Hill residents. Farmer's Markets, outdoor games, music and art festivals, clothing swaps or other "sharing economy" ideas and other programming would be necessary to keep the space active, vibrant, and safe. It would also be a premier spot for an oversized public art sculpture piece to add to Denver's iconic collection. Other opportunities exist for private development to orient to the park and help activate it and the other triangle parks on the Avenue.

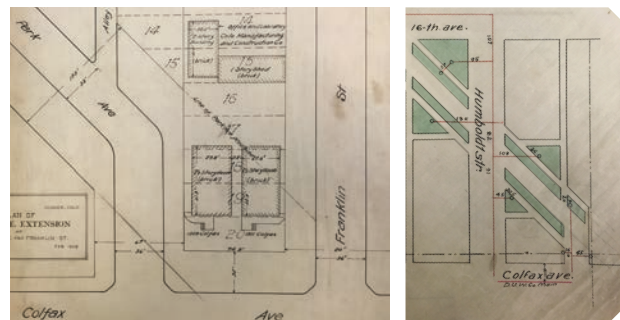
HISTORY

Further research regarding the historic parkway designation of Park Avenue revealed that the original design (1874) of the parkway began at 23rd and terminated around Humboldt Street. The primary purpose of Denver's first parkway was to provide views of Longs Peak, and to create a grand parkway that served as park space, with 12 designated triangular-shaped parks, and as a primary street for Denver - at that time serving a horse car route.

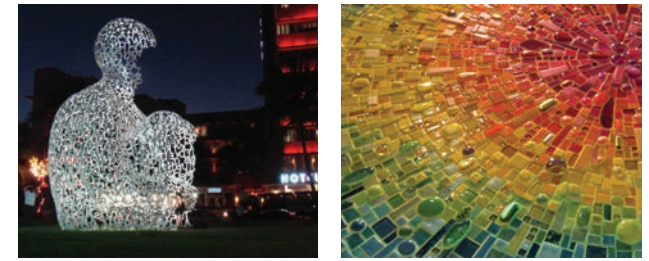
In the 1930s, Park Avenue was widened to accommodate modern vehicular traffic and at that time, the street was extended to Colfax to create the current five-way intersection condition.



Proposal for vacating Park Avenue from the intersection of Colfax to Humboldt Street.



Original drawing from 1909 showing the planned extension of Park Avenue and the two homes that were demolished.



Public art contributes to a sense of place and unique identity. The mosaic theme could be used in public art.



Giant "COLFAX" letters are envisioned in this space.



Places for people to gather and people-watch are desired.



Interactive features and street performers help activate.

CULTURE

4.0 PLACEMAKING

“THE CULTURE GATEWAY”

The gateway for the eastern entrance to the Colfax Ave district is at the intersection of Colfax and Josephine. This gateway concept is similar to the western gateway at Grant in that it includes placemaking vertical signage elements, wayfinding signage, and pedestrian and bike connections to the future BRT station. These concepts are explained further on the next page.



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

4.0 PLACEMAKING

GATEWAY FEATURE

Like the western gateway intersection, this one will also include the same tall, vertical elements that say “Colfax” to portray a sense of place and welcoming. These are to be located at the corners on the west side of Josephine on Colfax.

EXPANDED PLAZA ON SOUTH SIDE

The parcel on the south side of Colfax at Colfax and Josephine is envisioned as a major redevelopment opportunity due to its proximity to the future BRT station and current low building to site value ratio.

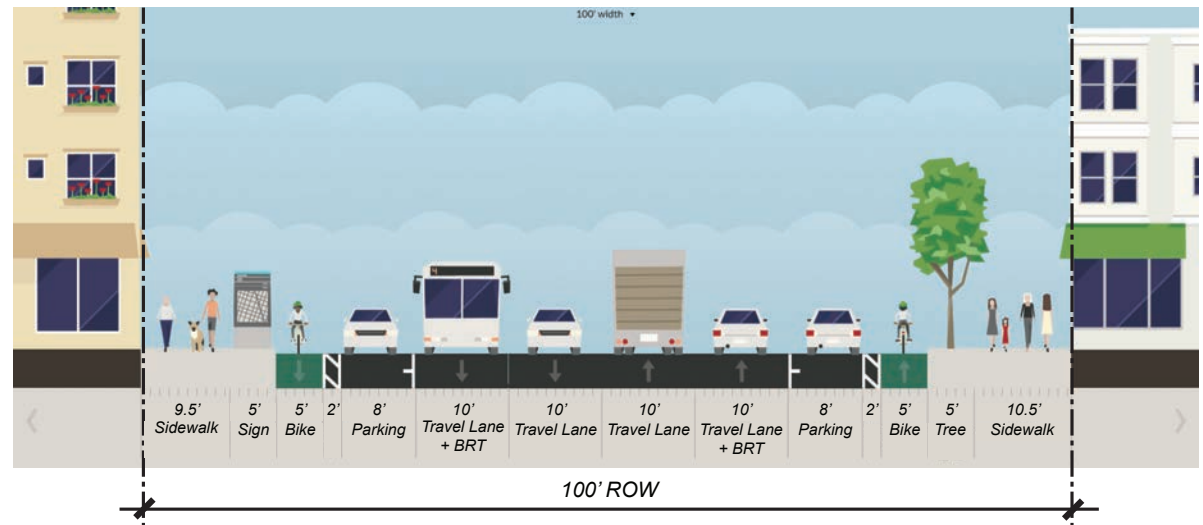
Due to the diagonal orientation of Colfax Avenue on this block, there is an opportunity to align any new structure with that of its neighboring properties to the west (along east-west axis). Doing so will leave a triangular-shaped plaza area between the building and the bus station (as well as protect views to the Storage Castle.) Outdoor cafe seating could help activate the plaza and wayfinding signage and enhanced lighting should also be provided.

PARKING PROTECTED BIKE LANE

This plan proposes a parking protected bike lane on both sides of Colfax from Gaylord Street to the City Park Esplanade. This is to provide safe and efficient “first and last mile” connections to the future BRT station at Colfax and Josephine.

Where a turn lane is not necessary, that space should be used to provide a bike lane and buffer. It is preferred that parking be provided in order to buffer the bike lane. However, where a turn lane is necessary (e.g. York to Josephine), parking could be removed in order to provide the buffered bike facility.

PROPOSED SECTION (when turn lane is not necessary)



Gaylord and Colfax bike facilities would connect the larger network and provide safe access to BRT stations.



The BRT station would be located as an “island” between the bike lane and the driving lane.



Denver has implemented parking protected bike lanes in downtown.



Opening up the southwest corner of Colfax and Josephine by the future BRT stop is desired, as it would allow more room for amenities like cafe seating to provide additional activation.

4.0 PLACEMAKING

ALLEY PLACEMAKING

Another class of opportunities reside in the “other” spaces between buildings - alleys. By looking at alleys differently, there is an opportunity to reclaim a substantial amount of public space. Portions of the alleys abutting Colfax could be transformed into outdoor open spaces that provide café seating for adjacent restaurants and taverns, and/or places for well-crafted, curated and lighted wall art. Such art and informal alley open space can bring another layer of interest and activity to Colfax while eliminating some of the unwanted activities and appearance that occur in the alleys today.

A photo survey of the alleys was conducted during the daytime hours in late August 2016. The survey was not extensive, covering only the first 100 feet or so from the alley's intersection with Colfax. However, several typologies became apparent:

FORM TYPES:

- **A** - One to three story buildings on both sides of the alley.
- **B** - A one to three story building on just one side of the alley.
- **C** - No buildings on alley ROW, but the nearby buildings being on the Colfax ROW property line;
- **D** - One to three story buildings on either one or both sides of the alley ROW, but the buildings being substantially set back from Colfax ROW.



South side alley between Logan and Grant:
Form Type A; Use Type 2; Architecture Type d

USE TYPES:

- **1** - Vehicular access only to parking in the rear or to service farther down the alley;
- **2** - Garbage dumpsters line one side of the alley and pick-up occurs in the alley close to Colfax.
- **3** - Alley is used as a drive aisle for parking located directly off of the alley either on one side or both sides;

A use that is ubiquitous to the alleys is overhead power and communication lines. Some utility lines are major power lines. A few of the alleys have security lighting and cameras.

ARCHITECTURE TYPES:

- **a** - Blank building walls along alley.
- **b** - Building walls have either lower story and/or upper story windows.
- **c** - Colfax oriented storefront windows wrap around into the alley, and/or the alley corners adjacent to Colfax are chamfered (oriented at 45-degree angle) to open up the view into the alley;
- **d** - Alley wall or walls have large scale murals



North side alley between Pearl and Washington:
Form Type C; Use Type 3; Architecture Type N/A

From the alley typologies, it can be seen that only a few of the alleys could be reasonably used for outdoor café seating or other social events. Only those that have buildings on both sides of the alley, are not used for parking, and can have their dumpsters relocated would be good candidates for such uses. Some already have windows and doors on the alley which can be an advantage in using them for more social purposes.

Most alleys would benefit from well-designed alley lighting. This would not only make the alleys safer, it would also make Colfax itself feel safer.

One last observation is that the alleys on the west end of Colfax, closer to the Capitol, are dirtier, smellier, and more unsafe looking than the alleys at the east end near East High and Tattered Cover.



North side alley between Ogden and Emerson:
Form Type A; Use Type 1; Architecture Type c

4.0 PLACEMAKING



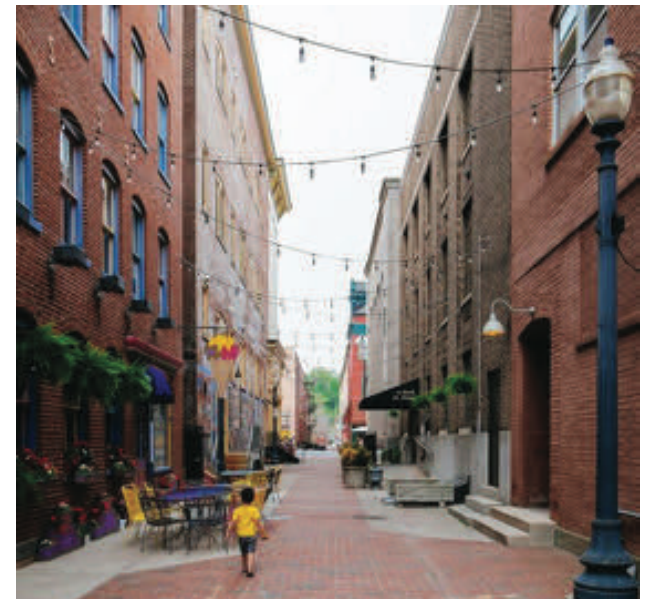
The alley between Cheeba Hut and Office Depot is a primary pedestrian corridor for residents traveling on foot to Vitamin Cottage. Closure of the alley to cars would create a much safer experience. It could also function as a large plaza-like public space for Colfax Avenue.



This alley in downtown Denver is occasionally transformed into "Brewer's Alley" featuring live music, appetizers, and of course...craft beer!



Fort Collins has implemented several successful alley transformation projects in their downtown.



By looking at alleys differently, there is an opportunity to reclaim a substantial amount of public space.

4.0 PLACEMAKING

SIDE STREETS

Due to the limited amount of sidewalk space along Colfax, especially in the western section where the right-of-way is narrower, corner properties should consider utilizing side streets for enhanced placemaking opportunities. Some properties are already utilizing side street right-of-way for cafe seating. Other activities like outdoor retail display areas, seating areas for restaurants, small plaza-like spaces, or areas for outdoor games like cornhole or bocce ball could be implemented. These activities, even though not directly on Colfax, will positively contribute to the overall street and district.



Outdoor display, such as this flower shop display, adds delight to the pedestrian experience.



Sidewalk cafe seating is a popular side street activation tool.

PUBLIC ART

Introducing more public art to the streetscape can reduce crime and provide interest along the street. A goal of Colfax Ave is to make Colfax an "open air art gallery". The streetscape design should plan for opportunities to incorporate planned for and future public art.

One project that has recently been implemented, and should continue, is the paintings by local artists on the transformer boxes on the street. Many communities around the nation have started doing this to make a pleasant sight out of what is normally seen as an "eye sore".



A goal is to make Colfax Ave an "open air art gallery". Colfax would be an excellent location for an oversized sculpture to add to Denver's famous collection.



This side street plaza in the LoHi neighborhood is activated with colorful umbrellas, live music, and an ice cream parlor.



This colorful umbrella installation serves as public art as well as much needed shaded resting area in Portugal.

4.0 PLACEMAKING

PLACEMAKING “STREET SCENES”



Recent efforts have been made to create public art out of abandoned buildings along Colfax.



Some murals help tell the story of Colfax like this Jack Kerouac quote from the author who wrote about Colfax Avenue in his novel “On the Road”.



Murals can be seen on multiple alleys that intersect with Colfax. This trend should be encouraged. Better lighting and neon wall art are also encouraged to make the alleys feel safer.



Some businesses are already utilizing side streets for cafe seating.

PLACEMAKING IMPLEMENTATION TASKS

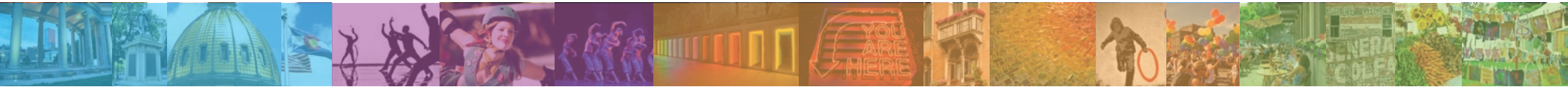
	DESCRIPTION:	DUTY:	ACTION ITEMS FOR BID:
PRE-CONSTRUCTION PHASE: 2017 - Design, Documentation and Mobilization Phase			
P.1 - PARK AVE. PARK STUDY	Study feasibility of closing Park Avenue from Colfax to Humboldt - downstream traffic effects, cost/benefit analysis, programming and conceptual design of park, etc.	PW CDOT PR	Meet with Public Works to present concept and understand process for preliminary design/engineering feasibility study.
P.2 - PERFORMANCE PARK STUDY	Study feasibility of removing center turn lane for 4 blocks in Perform subarea. Preliminary design of linear park.	PW CDOT PR	Meet with CDOT to present concept and understand process for removing turn lanes.
CONSTRUCTION PHASE 1: 2018-19 - Safety and Identity Improvements Phase			
P.3 - CIVIC GATEWAY	Create a "grand entrance" to the district with enhanced intersection, protected bike lane connection to bus station, wayfinding and signage, and streetscape enhancements	PW CDOT BID	Include in Streetscape design documentation process (see chapter 6 action items)
P.4 - CULTURE GATEWAY	Create a "grand entrance" to the district with enhanced intersection, parking protected bike lane connection to bus station, wayfinding and signage, and streetscape enhancements	PW CDOT BID	Include in Streetscape design documentation process (see chapter 6 action items)
CONSTRUCTION PHASE 2: 2020-22 - Beautification and Build-Out Phase			
P.5 - IMPLEMENT PERFORMANCE PARK	Reclaim additional space for south sidewalk to provide a "linear park" to catalyze redevelopment in the area and provide much needed additional space in front of eastbound 15L station at Downing.	PW CDOT PR BID	Work with adjacent property owners. Ongoing programming and maintenance.
P.6 - IMPLEMENT PARK AVE. PARK	Close Park Avenue from Colfax to Humboldt; turn into Park Ave. Park (see conceptual design).	PW PR BID	Work with adjacent property owners. Seek out specific vendors. Ongoing programming and maintenance.
ONGOING: As Resources Become Available or Properties Redevelop			
P.7 - IMPLEMENT ALLEY TRANSFORMATION(S)	Transform an alley that currently operates as a "utility" into a place by redirecting auto access and trash pick up to behind building(s).	BID PW	Work with adjacent property owners. Priority locations = south side of Colfax between Pennsylvania and Pearl (Lost Highway Brewery) and between Pearl and Washington (Cheeba Hut/ Natural Grocers)
P.8 - PUBLIC ART	Continue to curate and promote public art throughout the corridor by way of murals, sculpture, and other means.	BID	Work with property owners who may be interested in locating a mural on the side of their building facing alleys. Hire local artists. Include lighting.

PW = Public Works Department
 BID = Colfax Ave Business Improvement District
 CDOT = Colorado Department of Transportation

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 RTD = Regional Transportation District
 CPD = Community Planning and Development

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 CC = City Council
 HD = Historic Denver

5.0 WAYFINDING



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5.0 WAYFINDING

OVERVIEW

A major part of creating a unique identity for Colfax Ave includes implementing a signage package that is unique to the corridor. This signage package on the following pages includes preliminary designs for gateway monumentation, signage and wayfinding elements, and enhanced placemaking features. They are described on the following pages.

SIGN TYPE A: GATEWAY

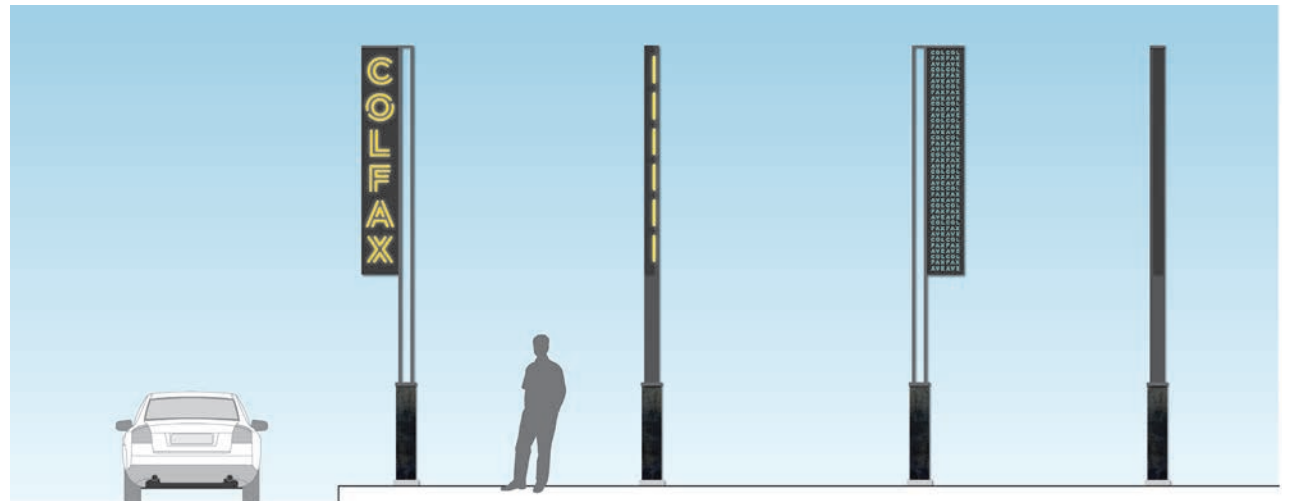
An important element in the placemaking efforts of the new Colfax Ave streetscape plan is fostering a sense of arrival at each end of the district. With iconic gateways that flank each side of the street the new brand is reinforced and a threshold is created. With design elements like neon and colorful illumination, the gateway elements are inviting and friendly, while paying homage to the area's past and creating an impression of newness and progress. Through the use of asymmetry, pedestrians and vehicular traffic will have a clear impression of entering the district from both the Grant/Colfax intersection and the Josephine/Colfax end of the district. It is anticipated that another major gateway will be implemented near Park Avenue as well. This will help distinguish the BID from other adjacent commercial areas in a way that is exciting and encourages repeat visits.



The "COLFAX" letters on the monument sign would be similar to this installation made with neon light.



Street section view showing the asymmetrical design. As one approaches the district from the east or west, the "right" side of the street includes a gateway monument sign with big "COLFAX" letters illuminated with neon (or LED) lighting while the "left" side of the street includes a similar gateway monument sign with repeated pattern of the new "COLFAX AVE" stacked logo.

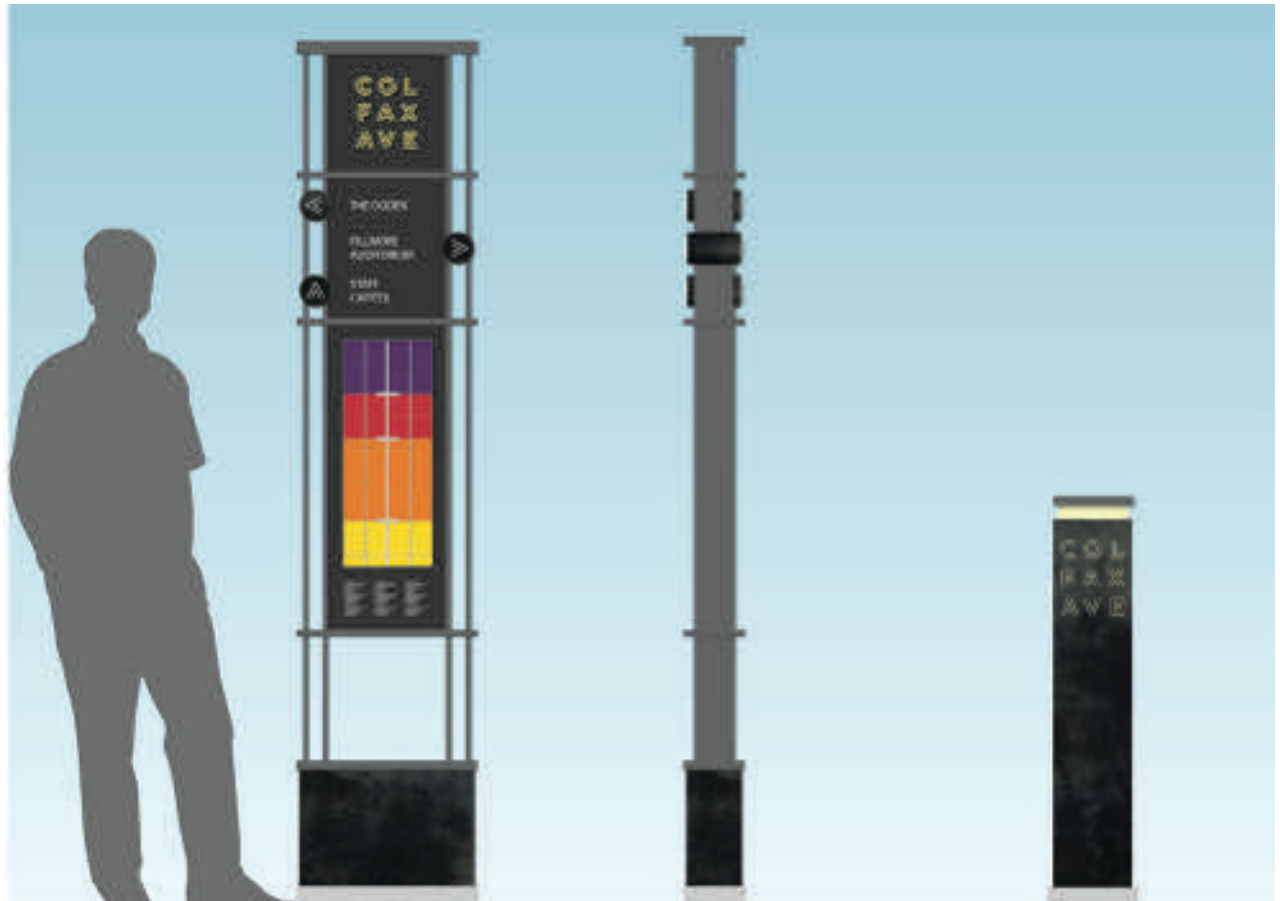


A close up of each sign (front and side views) shows the scale to humans and cars. The sign is approximately twenty feet tall.

5.0 WAYFINDING

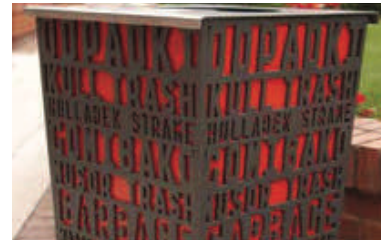
SIGN TYPES B & C: WAYFINDING KIOSKS & BOLLARDS

All of the signage and wayfinding elements incorporate a cohesive palette of materials, colors, forms and geometry to provide visual cues to visitors and residents about where to look for information and branding. Due to the linear nature of this commercial district, wayfinding and map kiosks will be important to highlight key attractions, list business and provide direction on one face as well as provide opportunities for advertising for events or businesses on the other (presenting the BID with an opportunity to generate further income, similar to the 16th Street Mall IKE Kiosks). Illumination, splashes of color and key wayfinding destinations add to the safety and pedestrian friendliness of the district, while bollards provide additional illumination and subtly reinforce the district brand. Depending on which hub you are in, the kiosks and bollards could include color-matching features that represent each hub as well.



Sign Type B includes a wayfinding kiosk with arrows directing people to major destinations as well as a map of the district highlighting the subareas and individual business locations.

Sign Type C includes a custom bollard with the "COLFAX AVE" stacked logo punched out of the steel and light at the top.

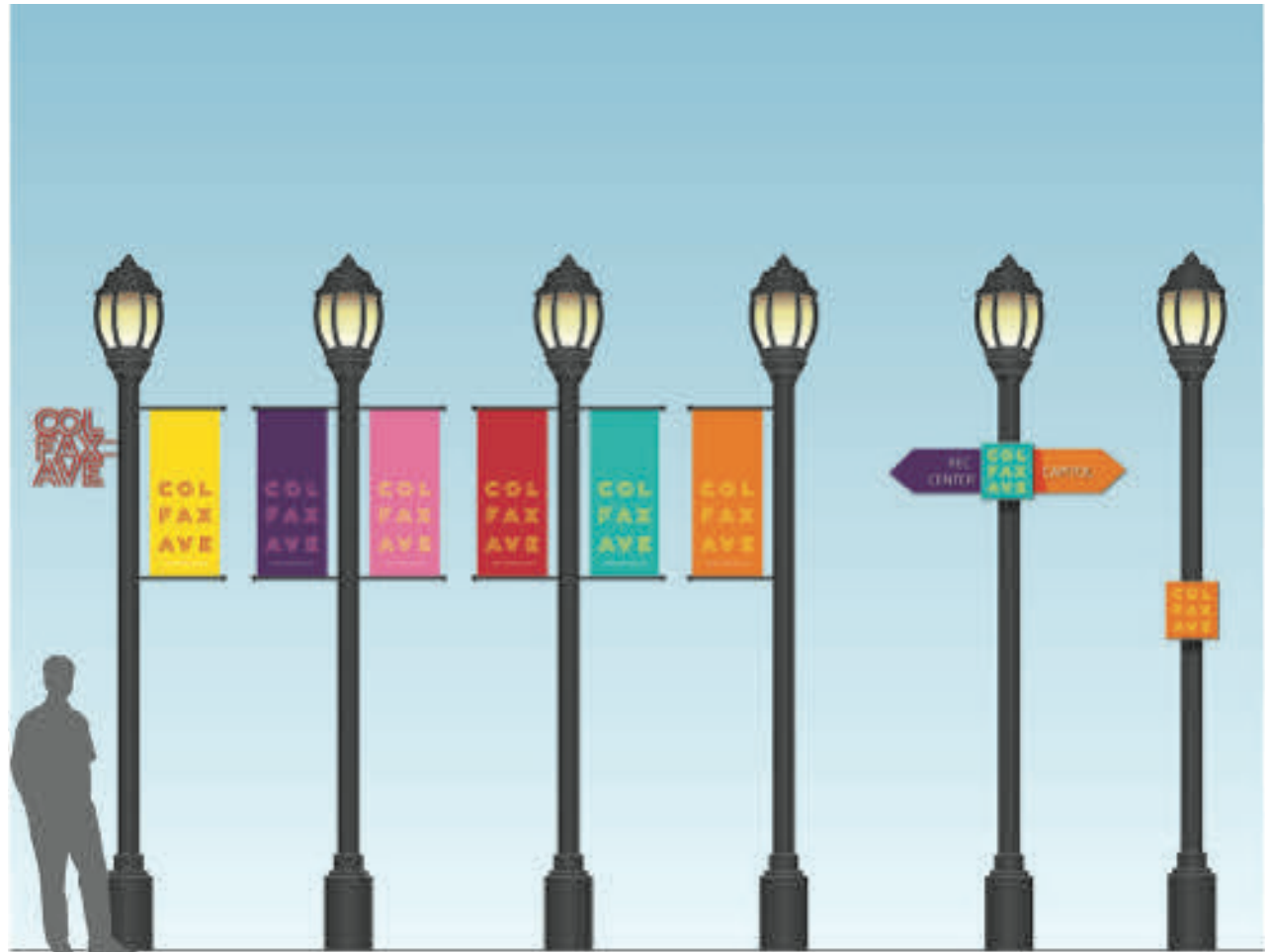


5.0 WAYFINDING

SIGN TYPES D: POLE MOUNTED ELEMENTS

Pole mounted elements play a significant role in the branding and placemaking of Colfax Ave due to the space constraints that the narrow sidewalks afford. Through the continued use of banners, pole mounted wayfinding and other permanent branding elements, visitors, residents and local businesses will have a keen sense of place and excitement, as well as a sense of pride in their neighborhood and district as a destination.

The new “COLFAX AVE” banners should be rolled out immediately to start to promote the new brand of the district. Other pole-mounted signs and logo features shall follow as funding is identified. Again, color can play a role depending on which subarea you are in.



Pole mounted elements play a significant role in the branding and placemaking of Colfax Ave due to the space constraints that the narrow sidewalks afford.



5.0 WAYFINDING

SIGN TYPE E: LARGE-SCALE TYPOGRAPHIC INSTALLATION

The proposed inclusion of a large scale, iconic, vibrant typographic installation is a simple way to generate excitement and social media buzz and to create a tourist destination for the district. This installation would help to launch the Colfax Ave BID into the forefront of the city's mind, allowing local businesses to capitalize on the increased tourism and reinforcing the new dynamic and fresh brand.



This large scale, iconic, vibrant typographic installation would help to launch the Colfax Ave BID into the forefront of the city's mind, allowing local businesses to capitalize on the increased tourism and reinforcing the new and dynamic brand.



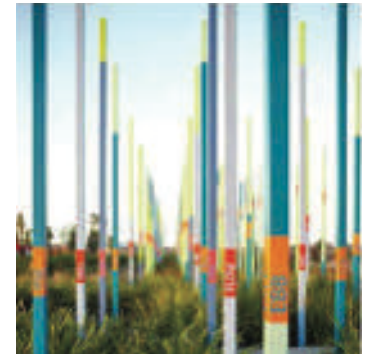
5.0 WAYFINDING

SIGN TYPE F: VERTICAL “CHOPSTICKS”

Similar to the large scale Colfax type installation, these poles could be clustered in medians, pocket parks and other key areas throughout the district to provide color and placemaking where there may currently be none. Their bright color and small footprint allows for maximum impact with minimal space being taken. They will also help reinforce the boundaries of the district and can be located near BRT stations, B-Cycle stations and other key destinations as a subtle landmark for people passing through or visiting the district. These poles can also be installed in a linear fashion to provide a visual screen in front of less aesthetically pleasing surface parking lots as redevelopment gets underway.



These poles help to establish identity for the hubs and should be located at key destinations, medians, and parks or plazas to enhance the brand and identity of the corridor.



WAYFINDING IMPLEMENTATION TASKS

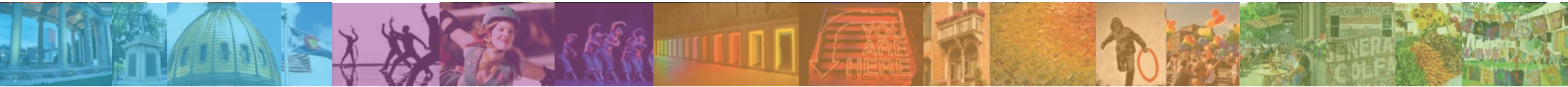
	DESCRIPTION:	DUTY:	ACTION ITEMS FOR BID:
PRE-CONSTRUCTION PHASE: 2017 - Design, Documentation and Mobilization Phase			
W.1 - ROLL OUT NEW LOGO ON BANNERS (SIGN TYPE D)	<i>As a way to generate knowledge of the new "Colfax Ave" logo, the BID should roll-out the new design on the banners and metal accent features that attach to light poles.</i>	<i>BID</i>	<i>Design and order banners; fabricate and install metal logo accent features.</i>
CONSTRUCTION PHASE 1: 2018-19 - Safety and Identity Improvements Phase			
W.2 - GATEWAY SIGNS (SIGN TYPE A)	<i>Implement gateway signs at Grant and Josephine intersections to spark interest and enhance placemaking for the corridor.</i>	<i>BID</i>	<i>Final design of gateway signs using conceptual designs from this package. Fabricate and install.</i>
W.3 - WAYFINDING SIGNS (SIGN TYPE B)	<i>Implement wayfinding sign kiosks at identified locations (see Chapter 5).</i>	<i>BID</i>	<i>Final designs and fabrication of wayfinding sign kiosks using conceptual designs from this package.</i>
CONSTRUCTION PHASE 2: 2020-22 - Beautification and Build-Out Phase			
W.4 - OTHER PLACEMAKING SIGNS/ELEMENTS	<i>Implement bollards, Sign Type E (giant COLFAX letters at major public space) and F (vertical "chopsticks").</i>	<i>BID</i>	<i>Final designs and fabrication of bollards, Sign Type E, and giant COLFAX letters.</i>

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6.0 STREETSCAPE DESIGN



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6.0 STREETSCAPE DESIGN

DESIGN COMMUNICATIONS

The following pages outline specific recommendations for streetscape design alterations for the coming years. Due to the length of the study area, this chapter is organized by hub in order to “zoom in” on each area to better understand the specific recommendations.

These recommendations relate to specific topics, for which the design guidelines at the end of the chapter correspond to. Placement for the features shown in the diagrams are arbitrary at this stage of design. Therefore, the reader shall refer to the design guidelines for guidance on placement, spacing, and design criteria for each element.

Each hub includes the following design communications:

EXISTING CONDITIONS PLAN DIAGRAM

This diagram highlights existing (approximate) locations for:

- *One-way streets*
- *Alley access and curb cuts*
- *Signalized intersections and crosswalks*
- *Trees*
- *Street and pedestrian lights*
- *Bus stops*
- *On-street parking*
- *Benches, bike racks and trash receptacles*

PROPOSED CONDITIONS PLAN DIAGRAM

This diagram highlights proposed (approximate) locations for:

- *Enhanced art crosswalks*
- *Where corner “bulb-outs” are possible*
- *Potential mid-block curb extensions*
- *Bike facilities*
- *New Trees (general placement)*
- *Landscaped medians*
- *Enhanced bus stops/stations (including shelters)*
- *Benches*
- *Wayfinding and signage elements*

FEATURED BLOCK ILLUSTRATIVE PLAN

A rendering of a featured block in each hub is included to show the illustrative nature of the streetscape recommendations, as well as highlight some of the “big ideas” that were developed for this plan. Each block plan includes notes that highlight key elements. Again, the reader should refer to the design guidelines for more information.

TYPICAL BLOCK STREET SECTIONS

These street sections include a comparison of the existing versus future conditions so the reader may compare recommendations and changes side-by-side. In some instances an alternative preferred section is shown that illustrates an “if, then” condition, such as “if mid-block curb extensions were to occur, then the street section would look like this.”

PREMIUM AND STANDARD TREATMENT ZONES

This plan recommends implementing streetscape improvements in two phases with two standards of treatment:

PREMIUM TREATMENT ZONES

The Premium Zones are areas within each hub that already have a good degree of positive activity occurring that could be built upon. They also tend to be located where more historic buildings are and are less likely to redevelop in the near future. The quality of streetscape treatment proposed is a slight enhancement above the standard zones. They are anticipated to be implemented in the first phase of construction as a catalyst for future improvements. The upgraded treatment includes:

- *Paver grate system for street trees.*
- *Stone slabs for seating areas.*
- *Enhanced surface treatment, such as sandblasted patterns in sidewalk.*
- *Public art is encouraged in these zones for enhanced placemaking.*
- *Placemaking features from signage package (pole-mounted signs and features, bollards, and vertical placemaking poles to call out individual hubs)*

The Premium Treatment Zones are indicated in each hub’s proposed conditions diagram.

STANDARD TREATMENT ZONES

These zones include everything in between the premium zones and shall be completed in the second phase of construction, along with the BRT build-out. The differences in these zones include:

- *Corten steel grate (as opposed to paver grates) for street trees.*
- *No custom seating.*
- *Standard concrete sidewalks.*
- *Not as much public art or placemaking features.*

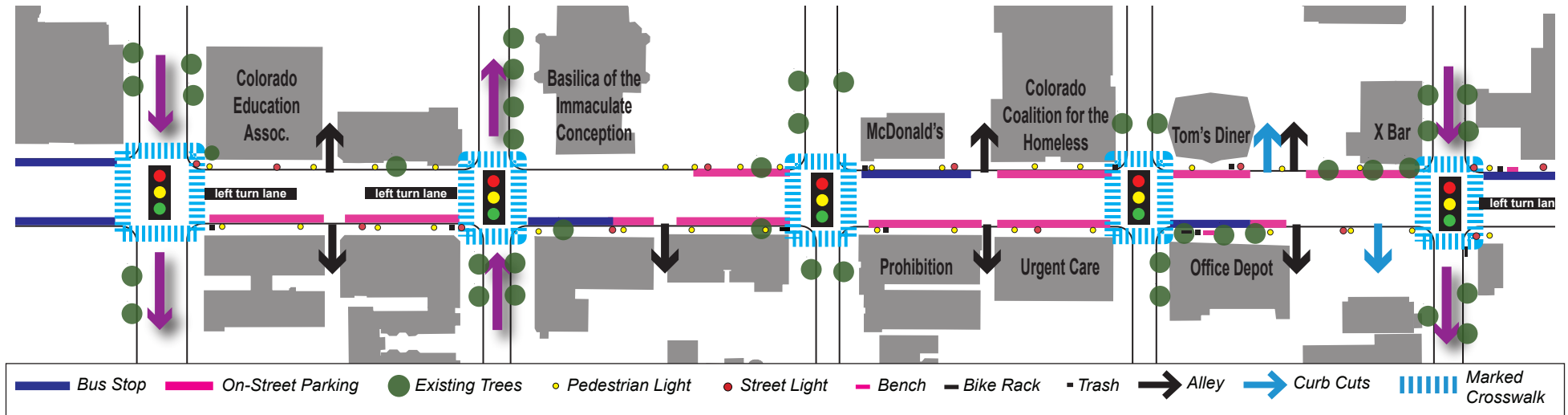
CIVIC

6.0 STREETSCAPE DESIGN

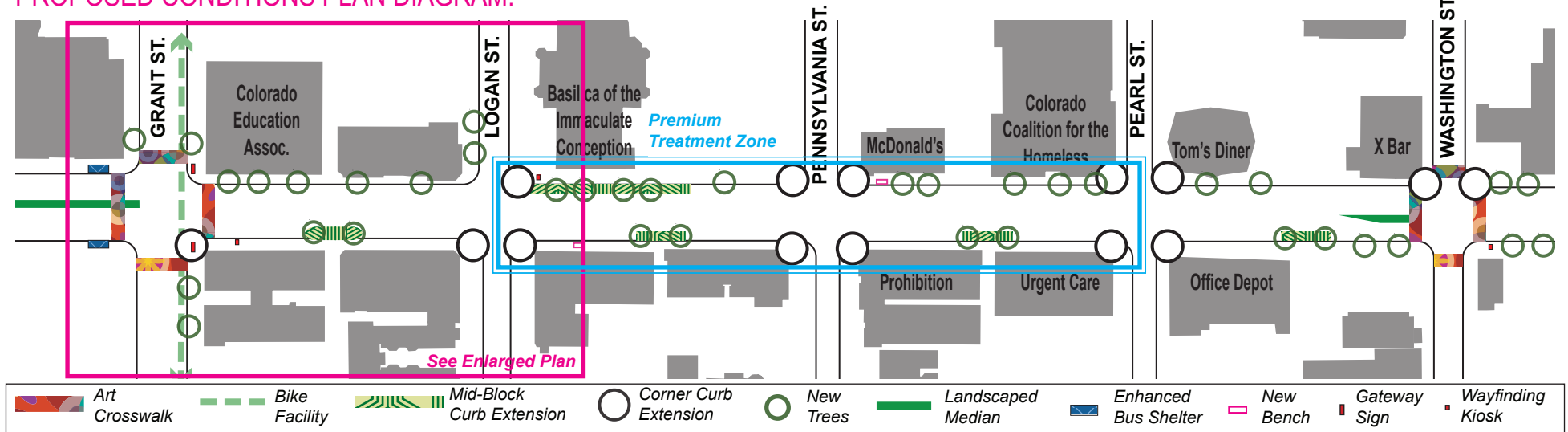
CIVIC HUB STREETSCAPE

The Civic hub shall become a prominent place within the district, due to its proximity to the State Capitol and Downtown. This area includes good urban form with historic buildings addressing the sidewalk edge. However, space is very limited in this section of the corridor, so creative use of space is encouraged. For example, this plan recommends only placing street trees on the north side due to space constraints. Additionally, cafe seating may be found on side streets or repurposed alleys, rather than on Colfax.

EXISTING CONDITIONS PLAN DIAGRAM:

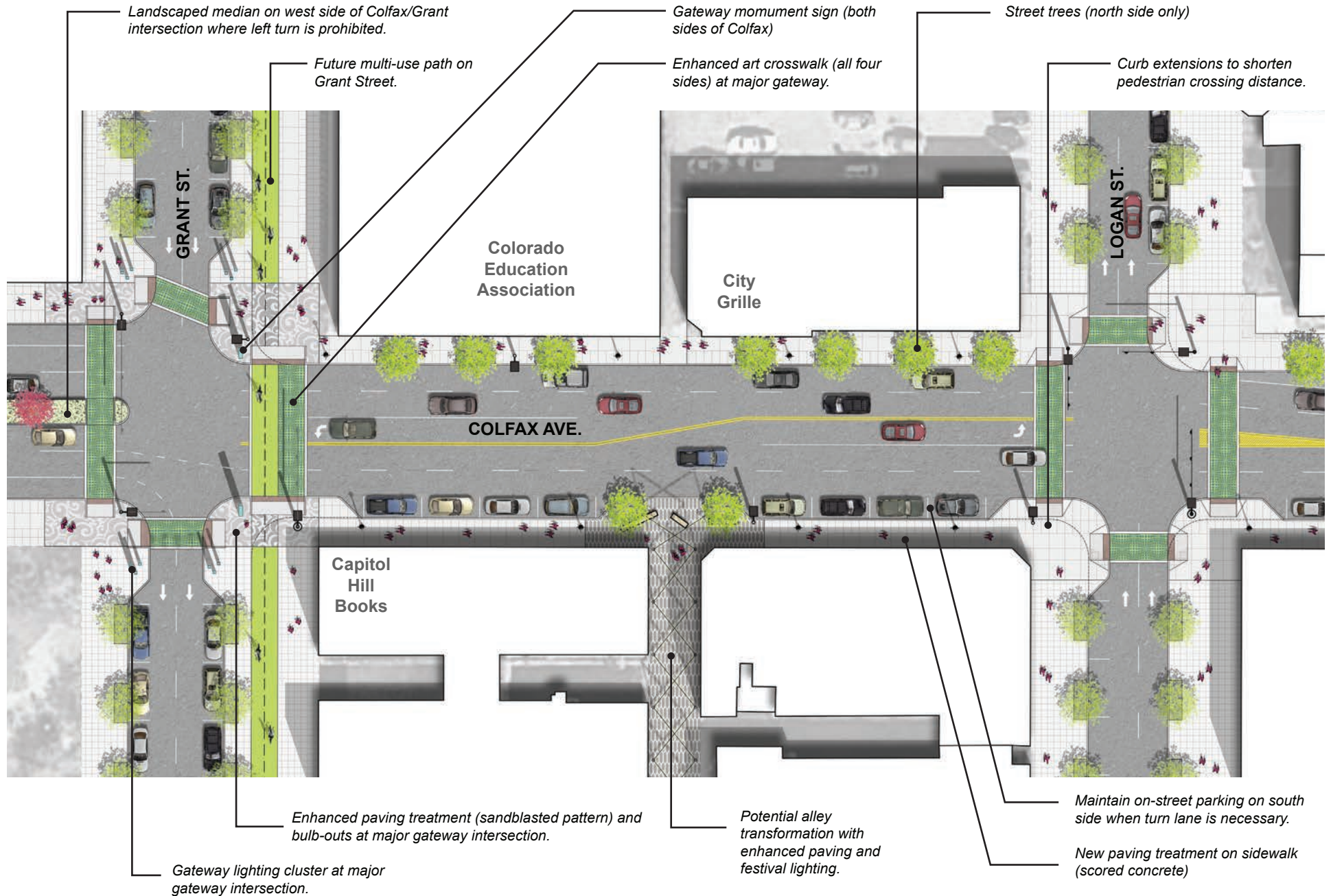


PROPOSED CONDITIONS PLAN DIAGRAM:



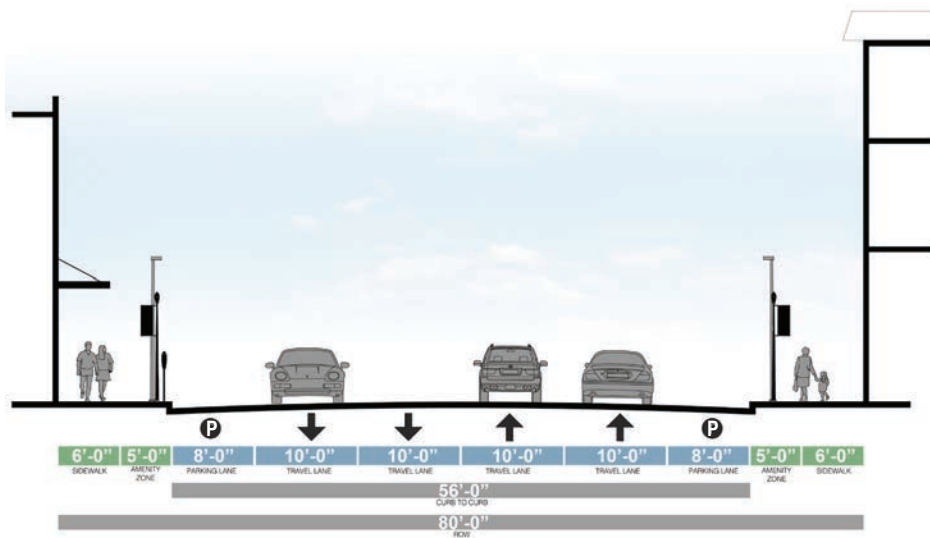
FEATURED BLOCK ILLUSTRATIVE PLAN

6.0 STREETSCAPE DESIGN



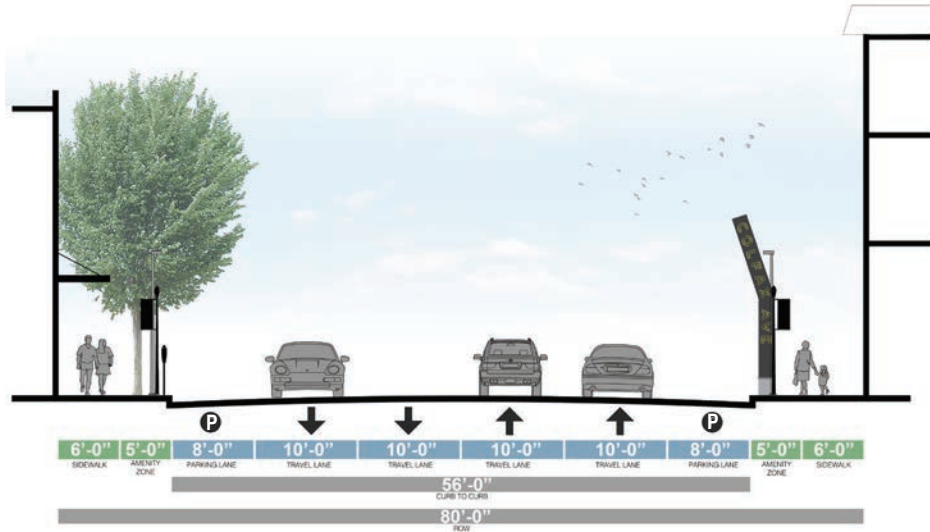
6.0 STREETSCAPE DESIGN CIVIC

TYPICAL BLOCK STREET SECTION (EXISTING)



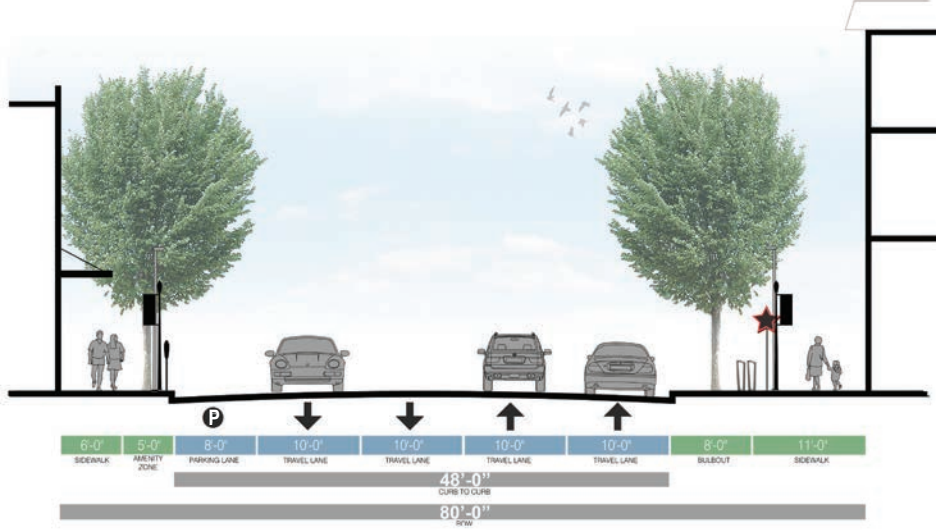
The typical street section in this subarea includes two travel lanes in each direction and on-street parking on both sides of the street. Sidewalks are narrow and include limited amenities.

TYPICAL BLOCK STREET SECTION (PROPOSED)



The proposed street section includes street trees on the north side (left) and vertical placemaking features on the south side (right)

TYPICAL BLOCK STREET SECTION (ALTERNATE)



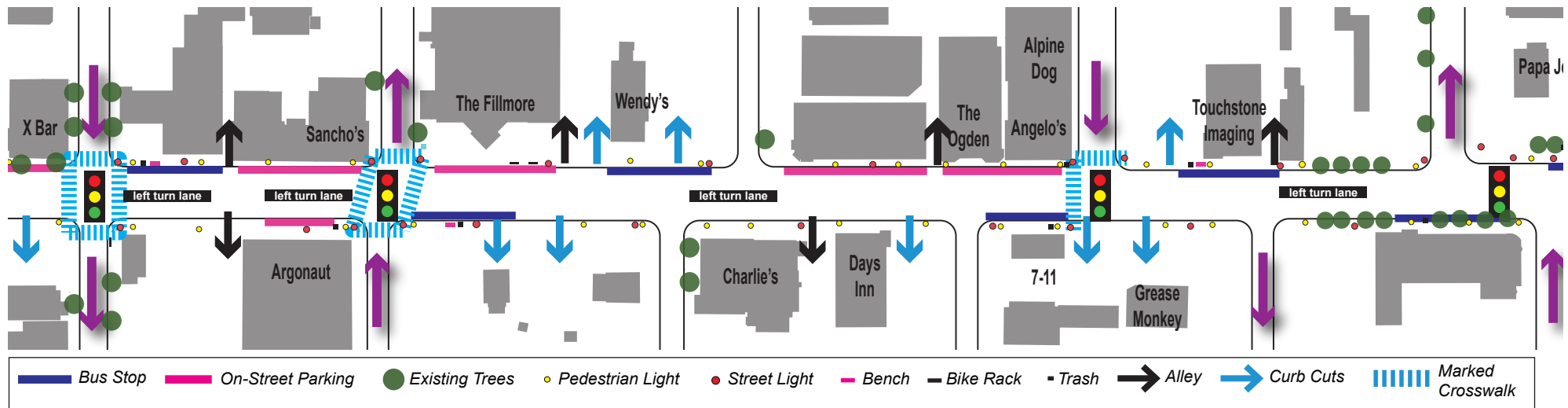
An alternate includes a mid-block curb extension on the south side (right) when an alley transformation occurs. This area can be used for ornamental trees and other amenities.

PERFORM 6.0 STREETSCAPE DESIGN

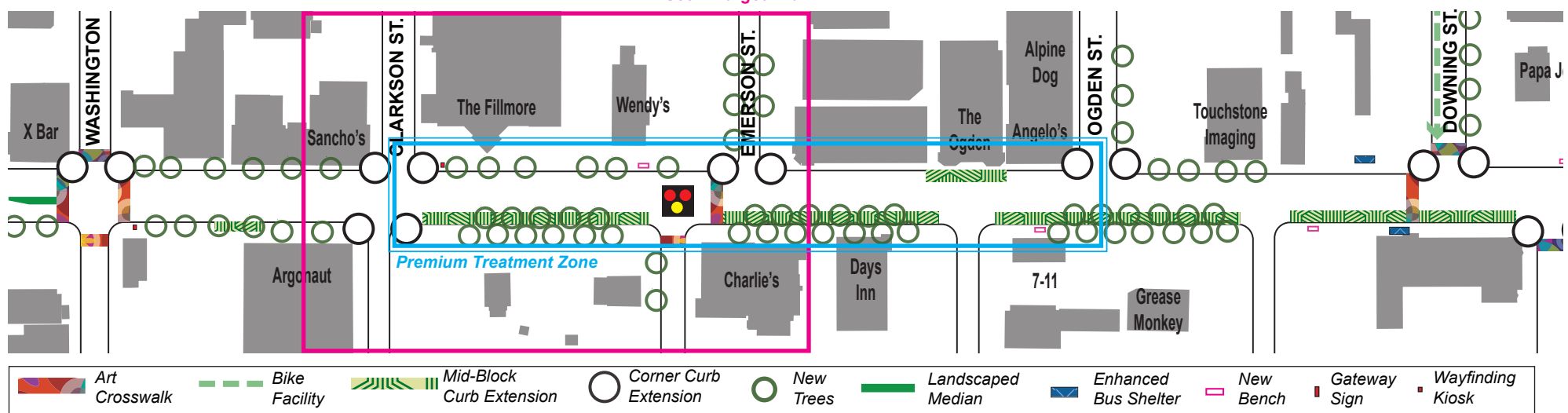
PERFORM HUB STREETSCAPE

The Perform hub shall become a playful place along the corridor, highlighting the performance venues and bringing much needed life to the street. Turn lanes should be removed in this section of the corridor and the additional space should be given over to the pedestrian realm.

EXISTING CONDITIONS PLAN DIAGRAM:



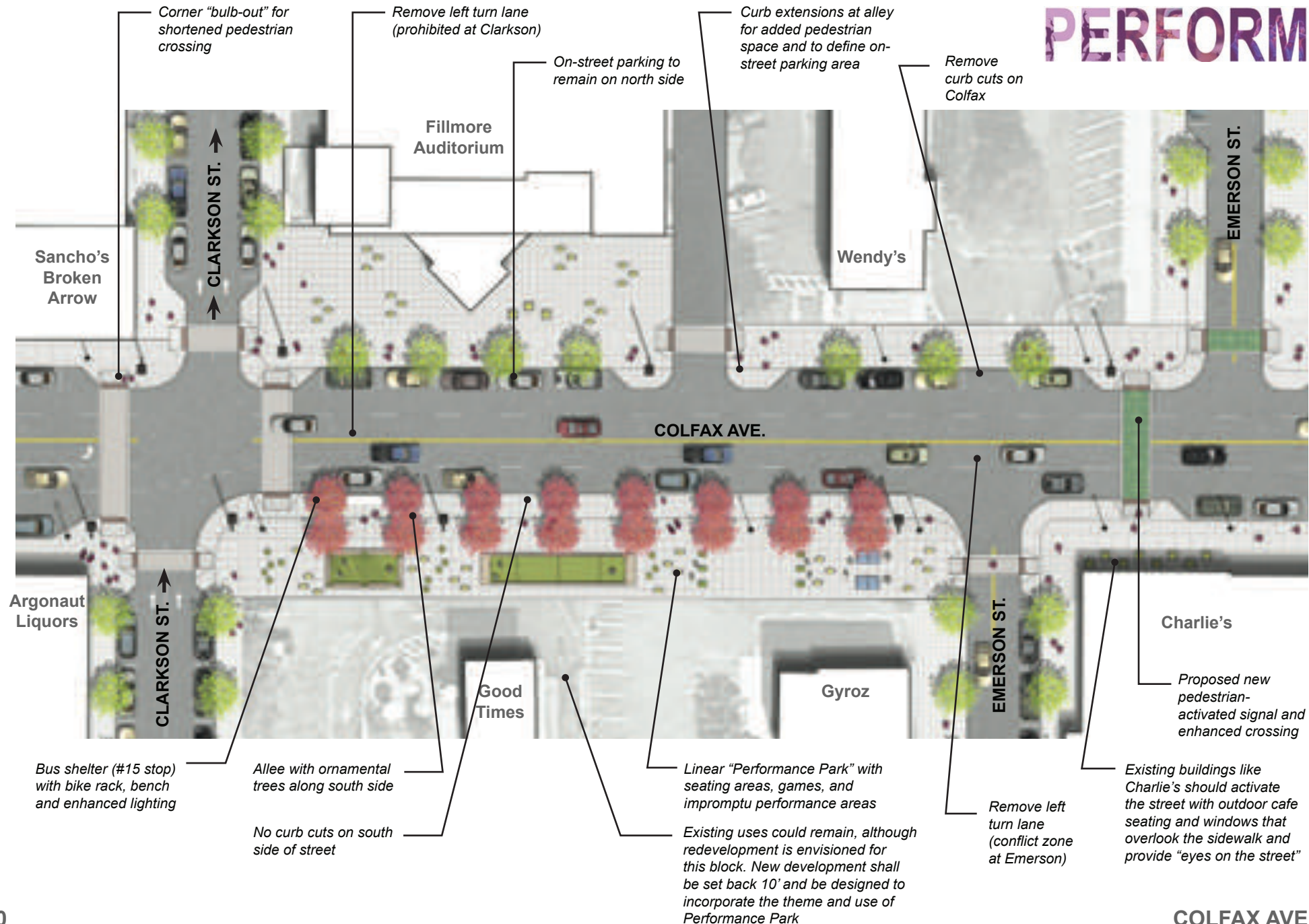
PROPOSED CONDITIONS PLAN DIAGRAM:



6.0 STREETSCAPE DESIGN

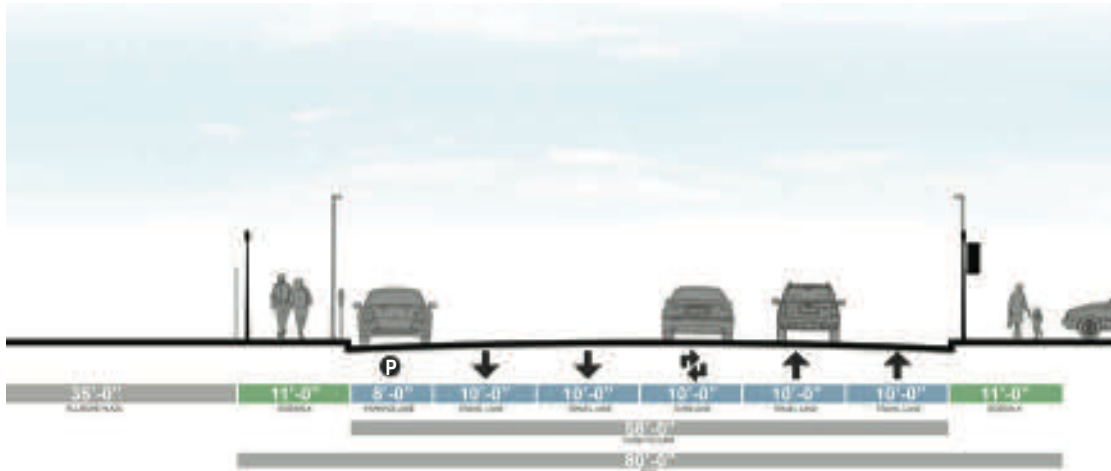
PERFORM

FEATURED BLOCK ILLUSTRATIVE PLAN



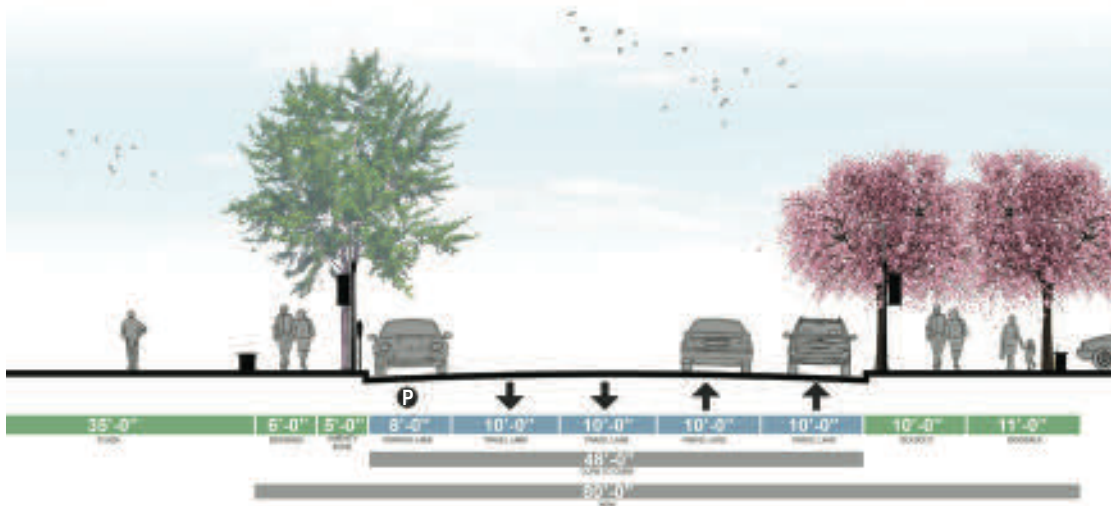
6.0 STREETSCAPE DESIGN PERFORM

TYPICAL BLOCK STREET SECTION (EXISTING)



The existing street section includes a continuous left turn lane and two travel lanes in either direction with on-street parking provided on the north side only (left). Sidewalks are bare, including only lighting and parking meters. Both sides of the street in this area are lined with curb cuts and many properties include parking between the sidewalk and the building, creating an unpleasant pedestrian environment.

TYPICAL BLOCK STREET SECTION (PROPOSED)



The proposed street section includes street trees and amenities on the north side (left) and an allée with ornamental trees on the south side (right). On street parking is provided on the north side only (as is the case today) and the left turn lane is removed.

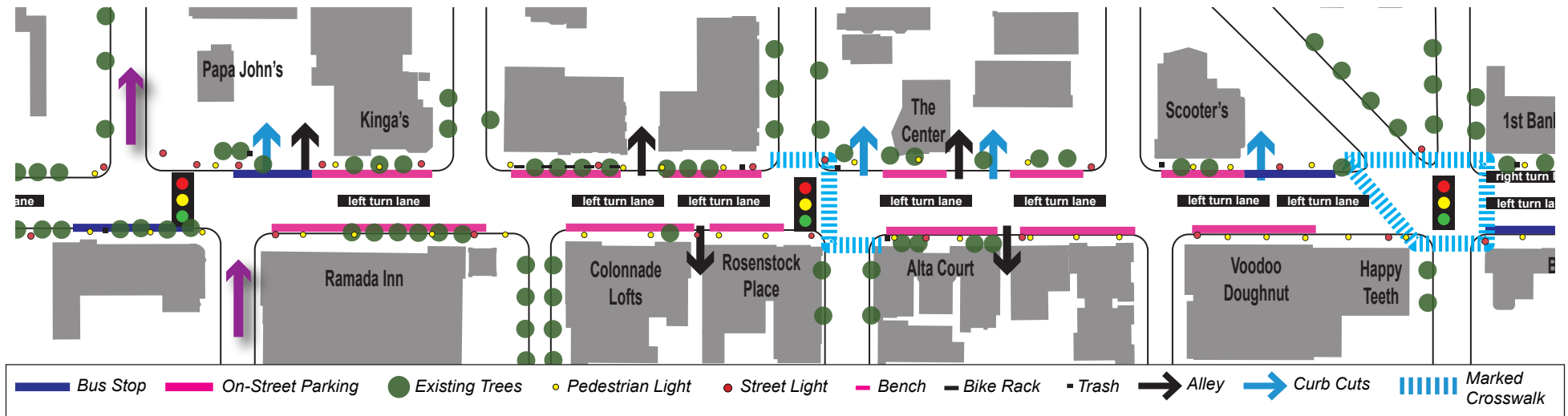
MOSAIC

6.0 STREETSCAPE DESIGN

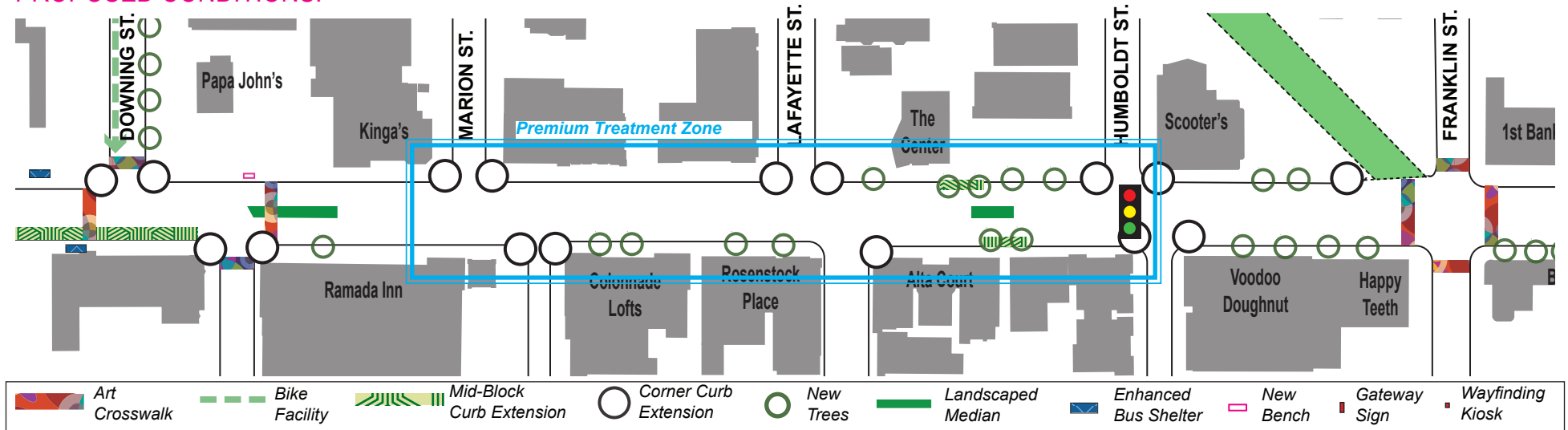
MOSAIC HUB STREETSCAPE

The Mosaic hub shall continue the playful theme, with a focus on public art and placemaking features. In addition to streetscape upgrades, this subarea includes major interventions such as mid-block landscaped medians, enhanced intersections, and the repurposing of Park Avenue at the intersection of Colfax for a public park.

EXISTING CONDITIONS:



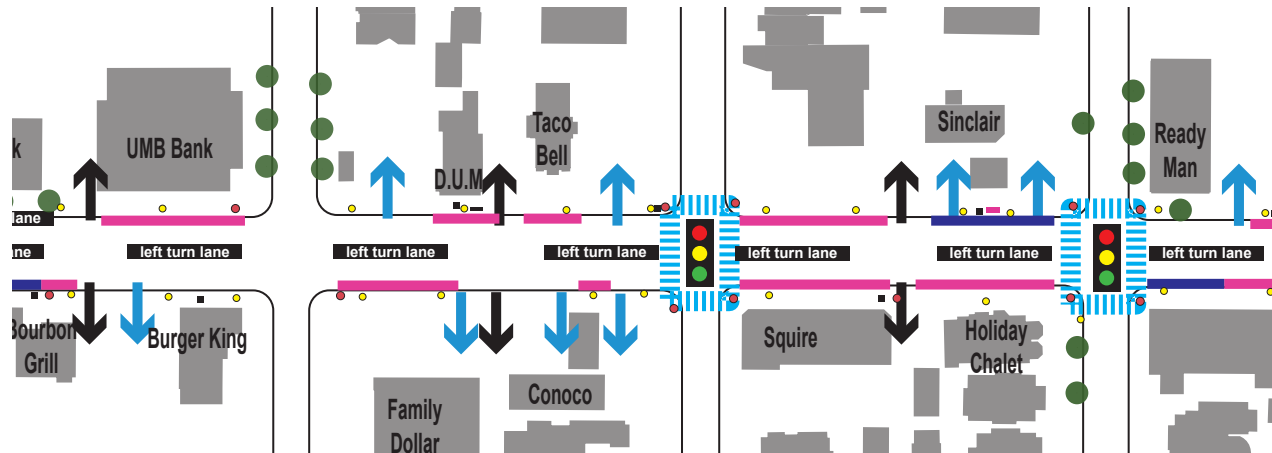
PROPOSED CONDITIONS:



6.0 STREETSCAPE DESIGN

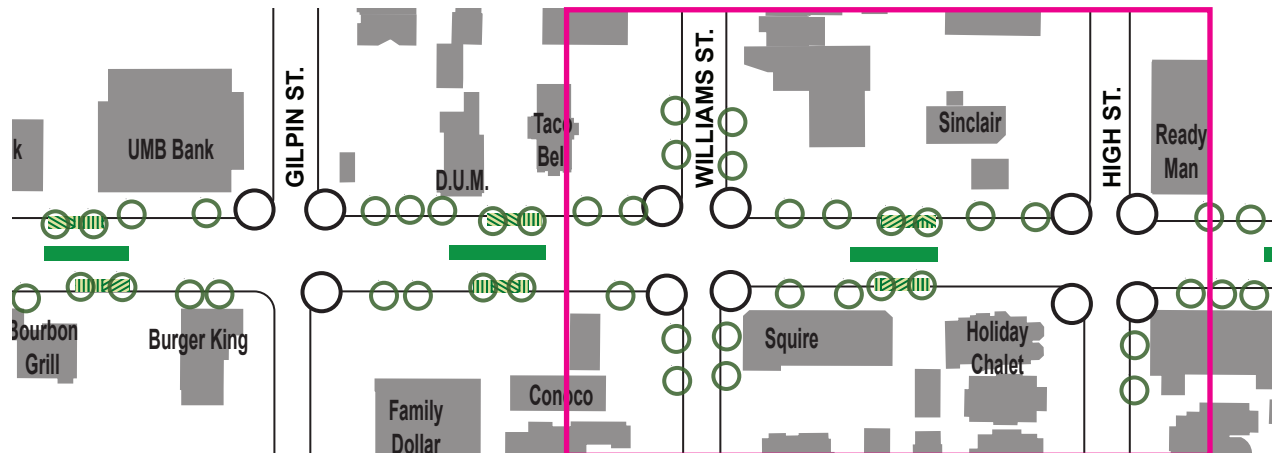
MOSAIC

EXISTING CONDITIONS:



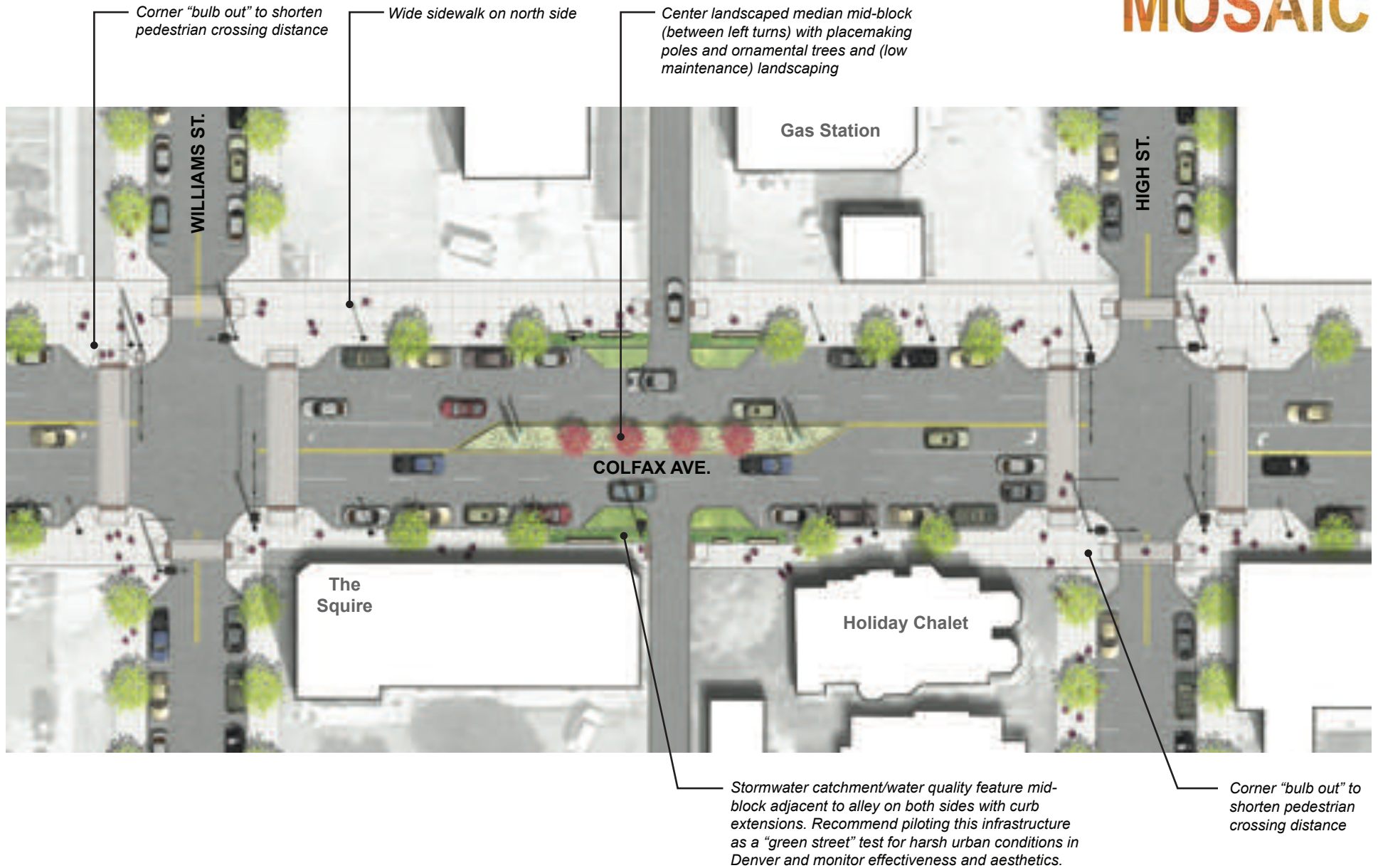
PROPOSED CONDITIONS:

See Enlarged Plan on Next Page



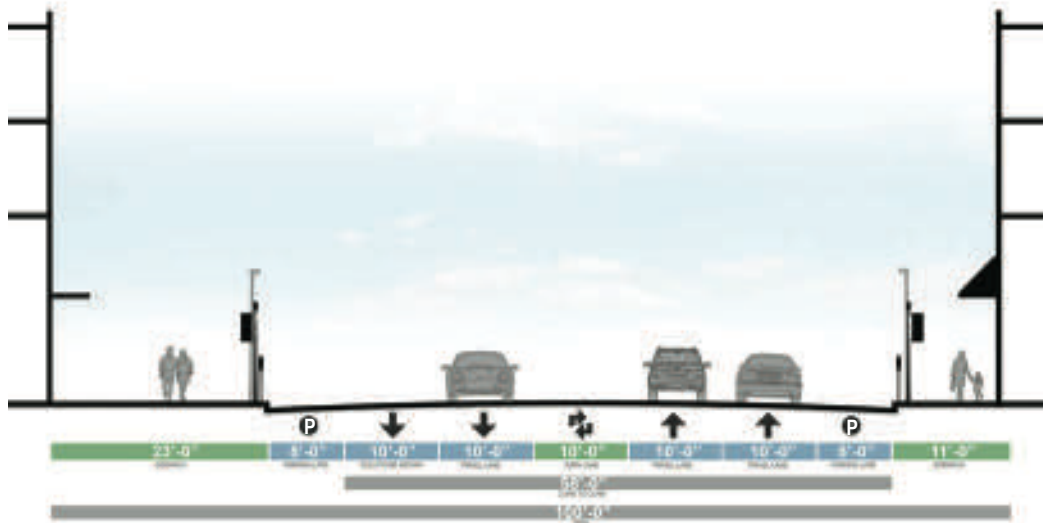
FEATURED BLOCK ILLUSTRATIVE PLAN

6.0 STREETSCAPE DESIGN MOSAIC



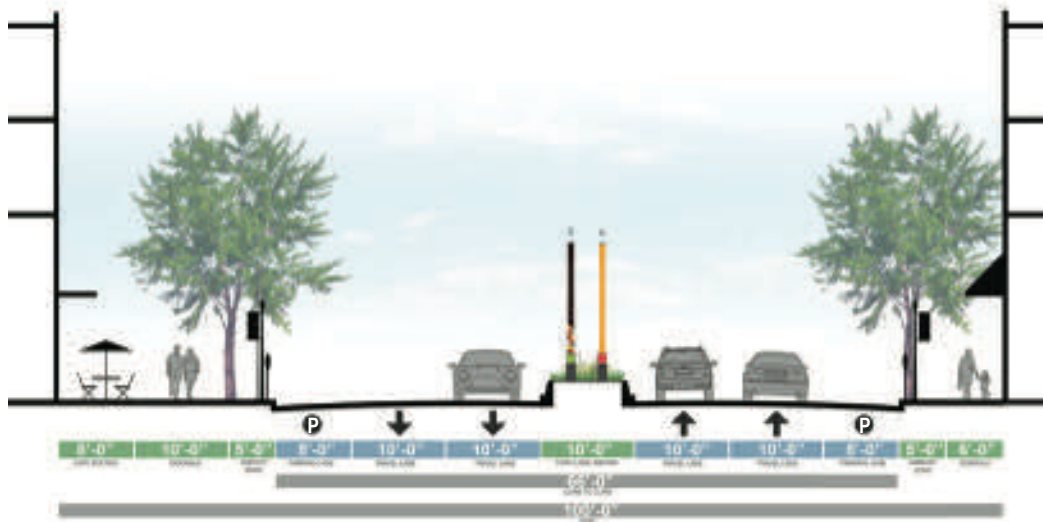
6.0 STREETSCAPE DESIGN MOSAIC

TYPICAL BLOCK STREET SECTION (EXISTING)



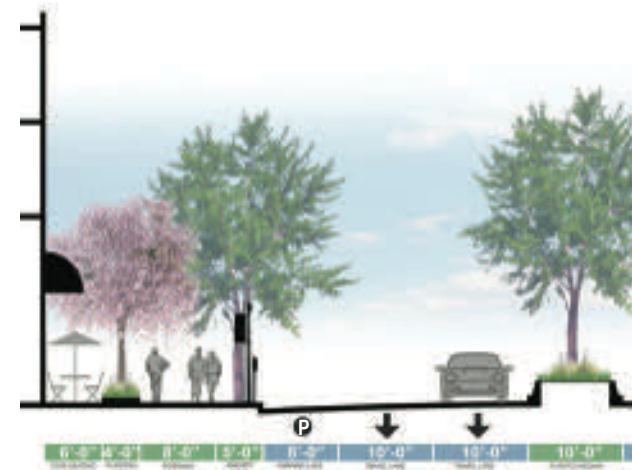
The existing street section is asymmetrical, with double the sidewalk space on the north side (left) than the south (right). A continuous left turn lane is present and on-street parallel parking is provided on both sides of the street.

TYPICAL BLOCK STREET SECTION (PROPOSED)



The proposed street section includes a mid-block raised median that would highlight each hub with unique placemaking poles. Street trees are provided on both sides of the street, along with other amenities.

TYPICAL BLOCK STREET SECTION (ALTERNATE)



An alternate includes more landscaping, with street trees in the center median and ornamental trees and landscaping strip on the north sidewalk.

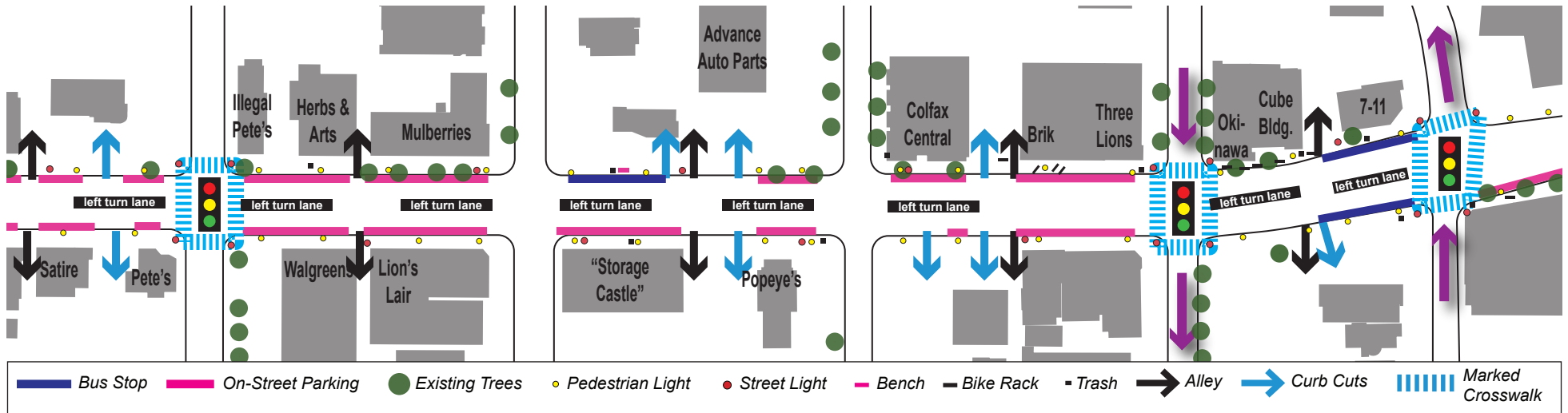
CULTURE

6.0 STREETSCAPE DESIGN

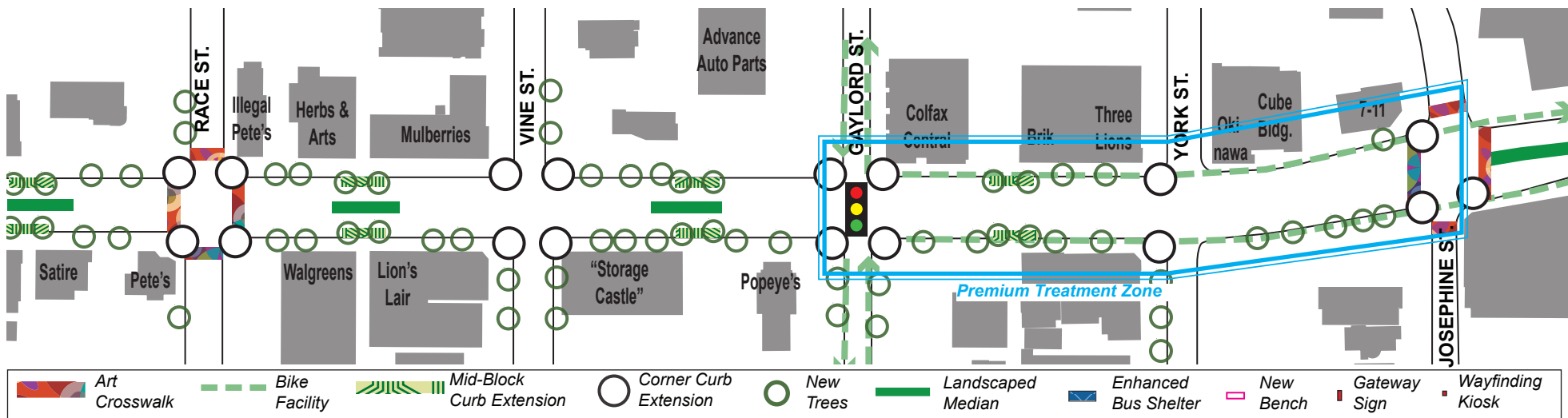
CULTURE HUB STREETSCAPE

The Culture hub shall serve as the eastern entrance to the district and the larger cultural amenities the city has to offer. This hub includes a more abrupt transition to residential neighborhoods, and therefore, a “softening” of the streetscape with more landscaping is presented.

EXISTING CONDITIONS:



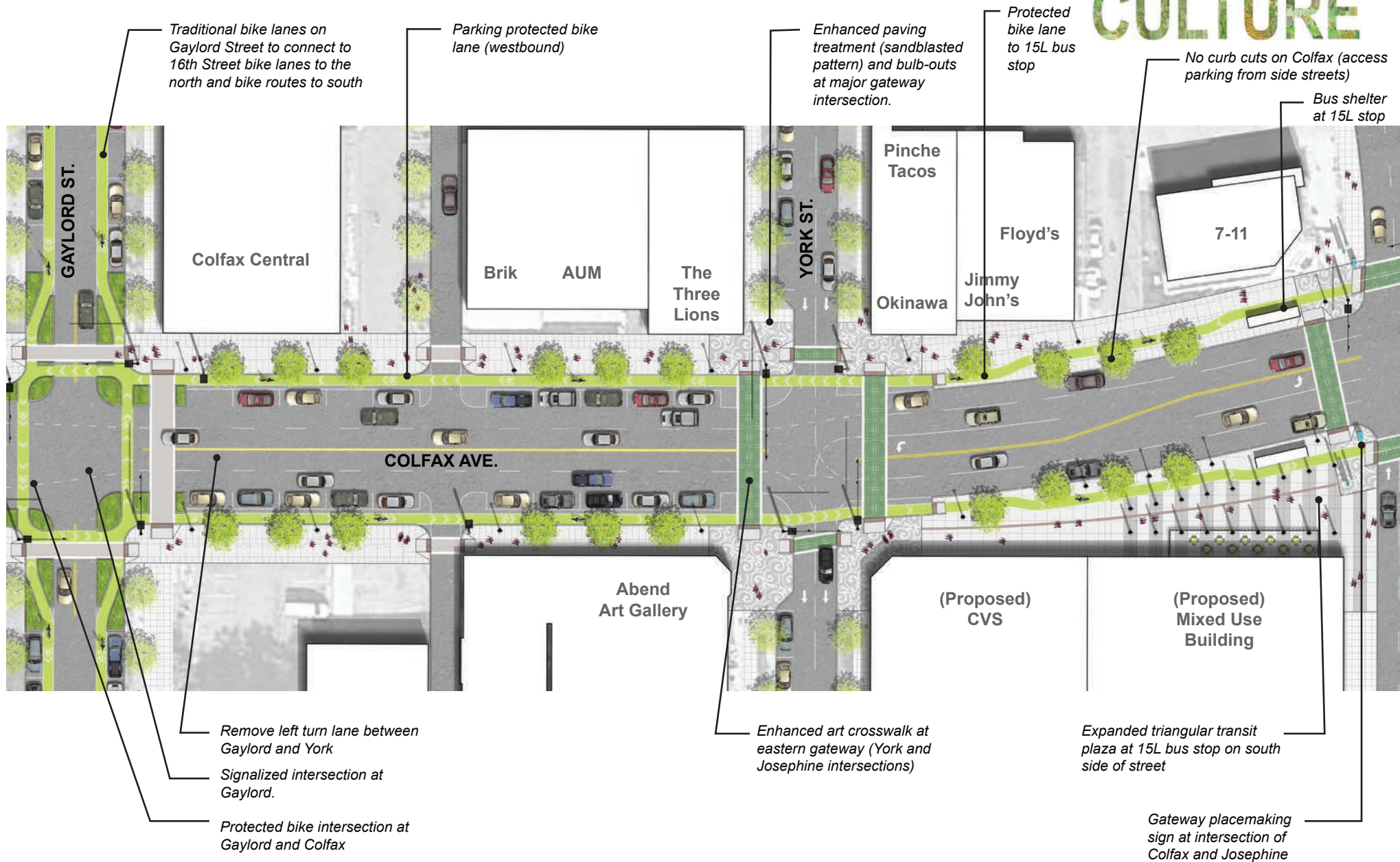
PROPOSED CONDITIONS:



FEATURED BLOCK ILLUSTRATIVE PLAN

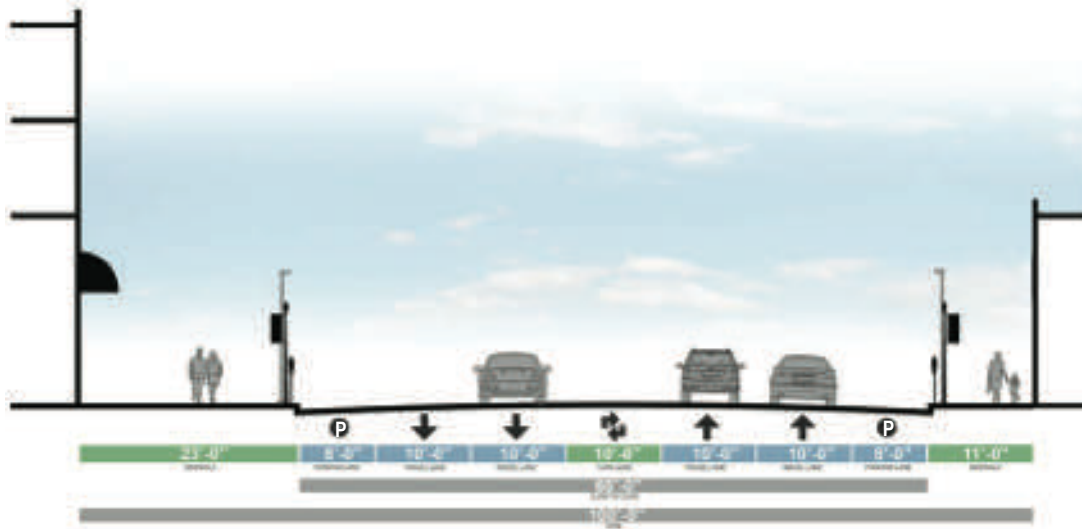
6.0 STREETSCAPE DESIGN

CULTURE



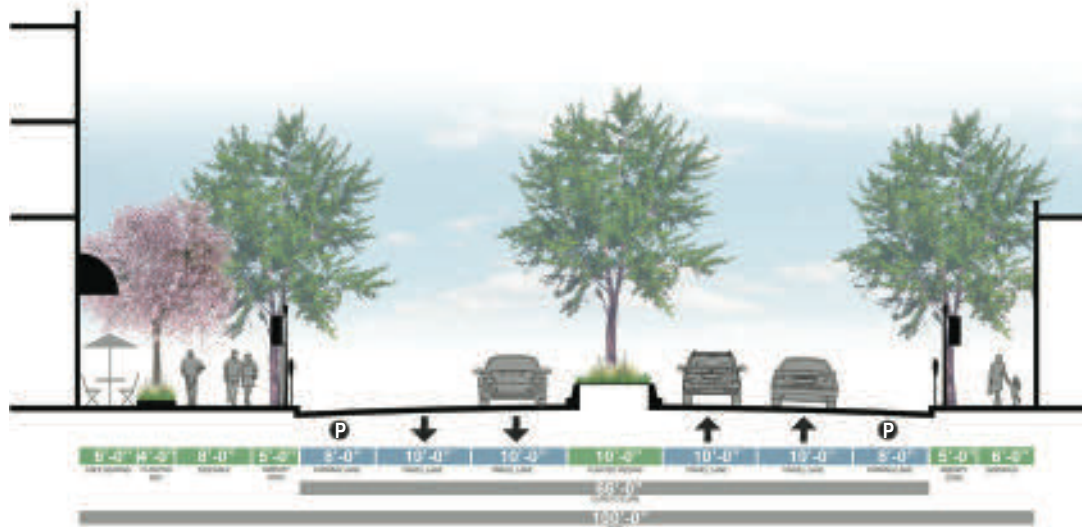
6.0 STREETSCAPE DESIGN CULTURE

TYPICAL BLOCK STREET SECTION (EXISTING)



The typical street section in this subarea includes two travel lanes in each direction and on-street parking on both sides of the street. Sidewalks are narrow and include limited amenities.

TYPICAL BLOCK STREET SECTION (PROPOSED)



The proposed street section includes street trees on the north side (left) and vertical placemaking features on the south side (right)

6.0 STREETSCAPE DESIGN

STREETSCAPE GUIDELINES

The following guidelines are intended to serve as a reference for the streetscape elements specified. This plan is a “high level” look at the entire corridor study area, with specific focus on only one featured block per subarea. Therefore, more design and engineering is anticipated, but this document should serve as the foundation for the next phase of work.

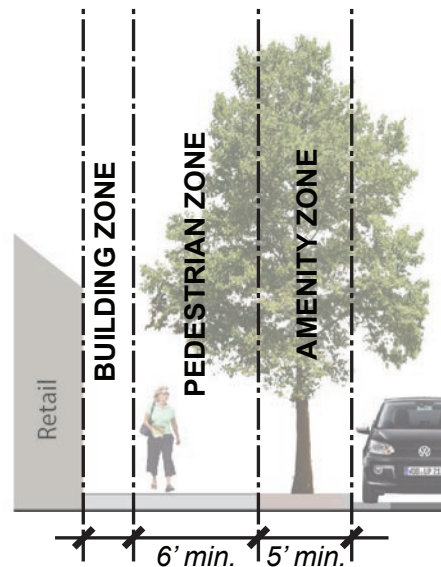
These guidelines highlight the primary elements covered in this document, but other design elements may come up through further vetting and design/engineering. Images and diagrams are used to help explain various topics. These elements are covered:

- Crosswalks
- Sidewalks
- Street Trees
- Signage and Wayfinding
- Medians
- Curb Extensions and “Bulb-Outs”
- Lighting
- Seating
- Bike Racks
- Parking Meters

Wherever feasible, existing mature and healthy trees, and lights, benches, and bike racks in good shape shall be preserved.

When referencing the streetscape, it shall have at least two “zones” and where feasible three zones:

- **Amenity zone** - nearest the curb where trees, parking meters, bike parking, benches or seats (where applicable), lighting and signage shall go.
- **Pedestrian zone** - a “clear” space where two people or more can walk side-by-side.
- **Building zone** - adjacent to the building where cafe seating, sidewalk sales displays, outdoor furnishings, or landscaping (pots) may occur.



CROSSWALKS

» LOCATION

1. Start with major gateway intersections (Grant, Logan, Park Avenue, York, and Josephine) and minor gateway intersections between subareas (Washington, Downing, and Race Streets)
 - a. Ideally, these would be coordinated and implemented the same time CDOT repaves the street, but should at least be constructed in the first construction phase.
2. Remaining intersections shall be completed in the second construction phase.

» DESIGN

3. Major and Minor Gateways = thermoplastic inlaid designs thermally applied to asphalt.
 - a. Recommend DuraTherm or similar.
 - b. Utilize a combination of available patterns plus custom surface design, such as the new “COLFAX” logo.
 - c. Do not use faux brick patterns.
 - d. Colorful applications are recommended, but use a maximum combination of 2 colors per intersection.
 - e. Colors should relate to the subarea themes.
4. Other crosswalks (between major and minor gateways) shall remain as standard white striping.



This image was consistently preferred in an online survey, public event, and stakeholder sessions. The colorful application and unique design appealed to the audience as opposed to more traditional crosswalk applications.

6.0 STREETSCAPE DESIGN

SIDEWALKS:

» STANDARD PAVING

1. Standard concrete (french gray) with light sandblast shall be the standard material used.
2. Use 5' x 6' scoring pattern in Pedestrian Zone.
 - a. Designed to align with the 5' x 15' tree grates.
 - b. Note Pedestrian Zone shall be a minimum of 6' wide.
 - c. Where right-of-way allows, such as on the north side of the street east of Downing, use 10' Pedestrian Zone.
3. Use 2.5' x 5' scoring pattern in Amenity Zone between tree grates.
 - a. This is meant to accent the horizontality of the surface in perspective, but also delineate clear "zones" for amenities such as bike racks, signs, lighting and trees.
 - a. In the sidewalk space between an intersection and street tree, the 5' x 5' pattern shall be used throughout to accentuate the area as a larger pedestrian zone.
4. Use 2.5' x width (varies) in Building Zone (where applicable).



Use a 5' (by width) scoring pattern in the pedestrian zone and a 2.5' (by width) scoring pattern in the amenity and building zones to accent the horizontal and make the sidewalk feel wider, but still differentiating the distinct "zones".

» ACCENT PAVING

5. Use sandblasting technique to highlight custom patterns at all four corners of Major and Minor Gateway intersections.
 - a. Use local artist(s) to design patterns and fabricate template.
 - b. Generally, the sandblasted pattern shall occur where the outer line of a crosswalk on Colfax meets the outer line of a side street crosswalk at a right angle.
6. When alley transformations occur, consider using a sandblasting technique for them as well to accent hierarchy and visual appeal for low cost.



Templates are used to create the patterns.



A finished product shows the subtle definition of the pattern.



Sandblasted patterns can also be tinted with a darker color for higher contrast and definition.

CORNER BULB-OUTS:

» LOCATION

1. Start with major gateway intersections (Grant, Logan, Park Avenue, York, and Josephine) and minor gateway intersections between subareas (Washington, Downing, and Race Streets).
2. Only applicable where on-street parking is located on Colfax or side street.

» DESIGN

3. Reference sidewalks guidelines for paving treatment.
4. Where a corner bulb-out would hinder stormwater flow, consider a detached bulb-out design with a steel grate that connects the bulb-out to sidewalk, allowing stormwater to pass through the two.
5. Use bulb-outs for additional amenity space for bike racks, planters, signage, benches, etc. but do not over clutter the space.
6. Permanent, intensive landscaping or stormwater features are not appropriate in this context.



Use bulb-outs for additional amenity space, but do not over clutter.



Permanent, intensive landscaping or stormwater features are not appropriate in this context.

6.0 STREETSCAPE DESIGN

MID-BLOCK CURB EXTENSIONS

» LOCATION

1. Locate mid-block curb extensions at alleys.
 - a. When alley is to remain operable to vehicular traffic, implement curb extensions on either side of the alley to delineate on-street parking.
 - a. When alley is vacated or repurposed, implement a full curb extension that stretches across the width of the (former) alley.
2. These are particularly relevant in Mosaic and Culture subareas.

» SIZE

3. Minimum 6' wide (ideally 8')
4. Minimum 12' long (ideally 15')

» DESIGN

5. In Mosaic and Culture hubs, consider implementing stormwater features between the alley and parking area
 - a. This could be a pilot program for the City to test stormwater features in harsh, urban conditions.
 - b. Start with a small test area to assure feature works and is aesthetically pleasing.
6. Other curb extensions shall become simple extensions of the sidewalk and serve as much-needed additional pedestrian space, or space for amenities such as bike parking, planters, signage, or seating.



In Mosaic and Culture hubs, consider implementing stormwater features between the alley and parking areas.

STREET TREES:

» SPECIES AND SIZE

1. CIVIC & CULTURE HUB = Use columnar, upright species such as: Columnar English Oak, Princeton Elm, or Shademaster or Skyline Honeylocust
 - a. This is to accent the "civic" uses and significant architecture in these areas.
2. PERFORM & MOSAIC HUB = Use spreading species with four season color, such as: English Hawthorn, Turkish Filbert, Katsura Tree, Texas Red Oak, or Buckley Oak
3. PERFORMANCE PARK = Use colorful ornamental species such as: Sargent Cherry, English Hawthorn, or Purpleleaf Plum
4. All trees to be planted at 3" minimum caliper.
 - a. This is both for quick visual appeal and growth/survival.
 - b. Note that planting larger trees will require more maintenance up front.

» PLACEMENT

5. CIVIC HUB = North side of street adjacent to curb; South side of street at curb extensions, where feasible.
6. OTHER HUBS = Both sides of street adjacent to curb.
7. Save existing healthy and mature trees, wherever feasible.

» CONSTRUCTION

8. PREMIUM ZONE = 5' x 15' Paver grate system; slate-colored 6" x 6" concrete pavers atop steel grate.
9. STANDARD ZONE = 5' x 15' Corten steel grate system; 3-panel system with 2 standard grates and 1 custom grate (design TBD).
10. Each tree system shall incorporate a 6" continuous concrete "lip", flush with sidewalk, with a 4' x 14' inner area for pavers or steel grate.

» SPACING

11. Shade Trees = 35' minimum / 50' maximum
12. Ornamental Trees = 25' minimum
13. From Curb at Intersections = 30' minimum
14. From Street Lights = 17'-6" minimum
15. From (operable) Alley = 10' minimum



Shademaster Honeylocust



Princeton Elm



Katsura Tree (fall color)



Purpleleaf Plum



Tree Grate panel system



Paver Grate system

6.0 STREETSCAPE DESIGN

LANDSCAPED MEDIANS:

» LOCATION

1. West of Grant Street near State Capitol (where left turn is restricted).
2. In Mosaic and Culture Subareas.
 - a. *These shall be located mid-block between operable turn lanes, where feasible.*

» DESIGN

3. Include low, xeriscaping or drought tolerant plants and shrubs with small ornamental trees.
 - a. *Minimum 2 trees per median.*
 - b. *Maximize visibility to businesses.*
4. Include public art and vertical placemaking elements (see signage package).

» SIZE

5. Width shall be at least 10-feet.
6. Height shall be no more than 1.5-feet.



Include low, xeriscaping or drought tolerant plants and shrubs with small ornamental trees.



Include public art and vertical placemaking elements in medians.

SIGNAGE AND WAYFINDING:

» SIGN TYPE A - GATEWAY

1. Locate at major gateway intersections (Grant, Josephine, and Park Ave.)
2. As one approaches Colfax Ave from each gateway, the right side shall read “COLFAX” whereas the left side shall show the mosaic, stacked COLFAX logo in a repeated pattern.

» SIGN TYPE B - WAYFINDING/MAP KIOSK

3. Locate on gateway blocks, near major destinations and at BRT stations.

» SIGN TYPE C - BOLLARD

4. Locate at major gateway intersections (all four corners).
5. Locate at minor gateway intersections (all four corners).

» SIGN TYPE D - POLE MOUNTED ELEMENTS

6. Roll out new logo on custom designed banners as soon as feasible.
7. Custom Steel (or aluminum?) stacked COLFAX pole-mounted logos to be placed on light poles nearest major and minor gateway intersections.
8. Locate pole-mounted wayfinding arrows near major destinations.
9. Locate pole-mounted logo “sleeves” on light poles nearest minor gateway intersections with colors matching each subarea theme.

» SIGN TYPE E - LARGE SCALE TYPE

10. Locate (1) oversized type “COLFAX” placemaking feature in the district.
 - a. *Potential locations identified include: Park Ave. Park or Performance Park.*
 - b. *Allow ample room around letters for people to congregate and take pictures without disrupting the regular pedestrian flow.*
 - c. *Color to match that of subarea theme color.*

» SIGN TYPE F - VERTICAL PLACEMAKING FEATURE

11. Locate in medians mixed in with landscaping.
12. Locate in corner “bulb-outs” or mid-block “curb extensions” where feasible.
13. Group in clusters of 2 or more.

PEDESTRIAN LIGHTS:

» SPECIFICATIONS

1. Manufacturer = Spring City Electrical Manufacturing (Spring City, PA)
2. Description = The Washington #12 Standard Lamp Post with LED Franklin Square (M19) Luminaire

» PLACEMENT

3. Place in Amenity Zone.
4. COLFAX = Minimum 4 per block face
5. SIDE STREETS = Minimum 2 per block face (half of block closest to Colfax)
6. Follow manufacturer's specifications for placement from curb and installation.
7. Utilize/maintain existing pedestrian lights wherever possible.



6.0 STREETSCAPE DESIGN

ACCENT LIGHTING:

» VEHICULAR OR HYBRID ALLEYS

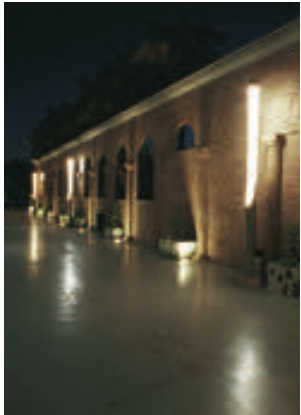
1. Wall mounted down lights on buildings fronting alleys at 25 feet on center.
2. Where buildings are not present facing alleys, incorporate pedestrian lighting.

» PEDESTRIAN ALLEYS

3. Vertical, cylindrical illuminating columns (example: HESS Worldwide Cento)
4. Height = 8' tall.
5. Spacing = 25' - 35' on-center
6. Overhead festival or catenary lighting is also appropriate if vehicular access is not necessary.

» ARCHITECTURAL

7. Buildings should incorporate lighting on buildings that help to illuminate the sidewalk. This is especially important on Colfax and alleys.
8. Down lighting is preferred, especially when residential uses are on upper floors.
9. Storefronts on ground floor with internal lighting is also preferred to help illuminate the pedestrian realm on sidewalks at night.



Use vertical, cylindrical illuminating columns in transformed pedestrian alleys.



Storefronts on ground floor with internal lighting is preferred to help illuminate the pedestrian realm on sidewalks.

SEATING:

» LOCATION

1. In Premium Treatment Zones and at Bus Stops.
2. Popular restaurants or other businesses with long wait times or lines may locate seating adjacent to their buildings.

» DESIGN

3. PREMIUM ZONES = Stone slabs (white or slate-colored)
 - a. *Landscape Forms / Escofet Fortunato or Socrates (or similar).*
 - b. *No back rests - these shall serve as "sculpture" for the streetscape when not being used as a seat.*
 - c. *Black color preferred to contrast sidewalk and deter graffiti or vandalism.*
4. BUS STOPS = Upgraded park bench with back and arm rests.
 - a. *Landscape Forms Austin bench (or similar).*
 - a. *Prefer wood and metal to bring "warmth" to streetscape.*



Escofet Socrates long bench.



Escofet Fortunato short bench.



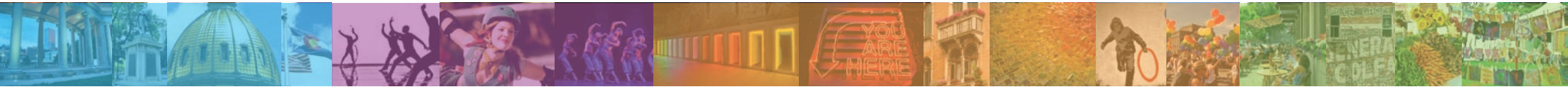
Austin bench in wood.

6.0 STREETSCAPE DESIGN

STREETSCAPE DESIGN IMPLEMENTATION TASKS

	DESCRIPTION:	DUTY:	ACTION ITEMS FOR BID:
PRE-CONSTRUCTION PHASE: 2017 Design, Documentation and Mobilization			
S1.1 CDOT REPAVING DISCUSSIONS	<i>To delay repaving project within study area so that it can coincide with Construction Phase 1 projects.</i>	<i>City BID</i>	<i>Meet with CDOT to discuss opportunity to collaborate and build at-once to limit disturbance to businesses and residents.</i>
S1.2 STREETSCAPE DESIGN (CONSTRUCTION DOCUMENTS)	<i>Full documentation for Construction Phase 1 improvements.</i>	<i>City BID</i>	<i>Meet with City to determine timing of CPD and PW projects such as 30% Streetscape/Intersection Safety Designs and the Colfax TOD and Neighborhood Plan studies. Determine how much can be covered in those plans and how much the BID needs to assume ownership of.</i>
S1.3 SIGNAGE & WAYFINDING DESIGN (CONSTRUCTION DOCUMENTATION)	<i>Full documentation for Wayfinding package.</i>	<i>BID</i>	<i>Hire consultant to take preliminary design concepts into final design. This will include map design and placement of signage types.</i>
S1.4 ESTABLISH FUNDING MECHANISM	<i>Feasibility study to determine best financing mechanism - extending/restructuring BID or new GID overlay or both</i>	<i>BID</i>	<i>Hire special district consultant and legal counsel to manage engagement, concept development and implementation.</i>
CONSTRUCTION PHASE 1: 2018-19 Safety and Gateway Improvements			
S2.1 ENHANCED INTERSECTIONS AND CROSSWALKS	<i>Construct enhanced intersections at Major and Minor Gateways (Grant, Logan, Washington, Downing, Park/Franklin, Race, York & Josephine) including: bulb-outs, enhanced paving (sandblasted patterns), ramps, and thermoplastic art crosswalks.</i>	<i>City BID</i>	<i>Lobby for these intersections to be included in the 2017 Streetscape/Intersection Safety Improvement Design project (Public Works).</i>
S2.2 PREMIUM TREATMENT ZONE SIDEWALK AREAS	<i>Construct new sidewalks in Premium zones (Logan to Pearl; Clarkson to Ogden; Marion to Humboldt; and Gaylord to Josephine) including: new paving, street trees, seating, bike racks, signage and wayfinding, and medians and mid-block curb extensions and stormwater features (where applicable).</i>	<i>City BID</i>	<i>See S1.2 - determine if this could be included in Colfax TOD/ Neighborhood Plan project.</i>
S2.3 WAYFINDING AND SIGNAGE	<i>Implement vertical gateway elements, wayfinding signs, and vertical placemaking elements.</i>	<i>BID</i>	<i>Fundraise or bond (through GID) to pay for signage package.</i>
S2.4 STREETSCAPE DESIGN DOCUMENTATION (PHASE 2)	<i>Full documentation for Construction Phase 2 improvements.</i>	<i>City BID</i>	<i>See S1.2 - coordinate with other City projects</i>
CONSTRUCTION PHASE 2: 2020-22 - Beautification and Build-Out Phase			
S3.1 STANDARD TREATMENT ZONE SIDEWALK AREAS	<i>Construct new sidewalks in Standard zones including: new paving, street trees, bike racks, signage and wayfinding, medians and mid-block curb extensions and stormwater features (where applicable)</i>	<i>City BID</i>	<i>See S1.2 - coordinate with other City projects</i>
S3.2 CORNER BULB-OUTS AT OTHER INTERSECTIONS	<i>Construct bulb-outs at other intersections along the corridor.</i>	<i>City BID</i>	<i>See S1.2 - coordinate with other City projects</i>

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7.0 FUNDING

FUNDING STRATEGY

The funding strategy for implementing this master plan includes a multi-tiered approach. The BID will not be able to fund everything alone, but also cannot expect the City to fund everything. It has to be a joint effort. Construction will also need to be phased.

This chapter outlines a strategy by considering what the city is likely to fund and how, and what will most necessarily be born out of the BID operating budget, or other means outlined in this chapter. Two critical elements to the strategy include:

- **Timing** - *timing streetscape improvements to coincide with other Colfax-related projects related to safety, transit and transit oriented development.*
- **Leveraging** - *leveraging the BID's ability to self-fund or bond for specific improvements as a way to receive other monies. This also includes leveraging the BID's commitment to this project through diligence and ongoing outreach to stakeholders about the benefits of much-needed streetscape improvements.*

In general, the funding strategy includes three tiers:

- **City Funding** - *prioritize and prepare some improvements for 2017 General Obligation (GO) Bond, and Capital Improvement Plan (CIP) cycle.*
- **BID Funding** - *utilize operating budget, some reserve funds, as well as a restructuring of the existing BID and/or including a General Improvement District overlay.*
- **Other Funding** - *look to agencies like Denver Urban Renewal Authority (DURA) for use of tax increment financing (TIF) funds, Office of Economic Development, and grants such as for green infrastructure, public art, or special pedestrian/bike facilities. Another potential revenue source could come from CDOT when/if Colfax is ever "devolved" from a state highway to a city street.*

COST OF IMPROVEMENTS

The costs for implementing this plan are presented in three sections:

- **Phase 1 Streetscape = \$2,703,000**
- **Phase 2 Streetscape = \$3,795,000**
- **Phase 2 Parks = \$2,450,000**

The park improvements include two new enhanced open space amenities along the corridor - Park Place and Performance Park. They are assumed to be completed along with phase 2 of the streetscape improvements (2022), but may take on different design and feasibility tracks, so they are included as a separate line item. The park cost estimates were also done at a "higher level", as the designs for them are not as specific as the streetscape elements for the corridor.

Therefore, the total "hard" costs (not including design/engineering fees) for implementing this plan are approximately **\$8,948,000**. The "soft" costs for design and engineering each phase are estimated at approximately **\$1,683,000**.

Note that this only includes streetscape improvements within the study area - within Colfax right-of-way from Grant to Josephine and approximately 100-feet to the north and south along side streets, as well as the two parks. Other improvements and recommendations in this plan such as bike facilities and zoning changes are not included.

WHAT THE CITY OR CDOT WILL LIKELY FUND

It is most likely that the city or CDOT would fund the streetscape improvements in this plan that are related to overall safety rather than identity or placemaking enhancements (unless a corridor-wide "placemaking" strategy evolves and warrants more attention).

To play it safe, this plan assumes that the city or CDOT could fund most of the improvements **within the roadway** (curb to curb) area as well as basic concrete sidewalks, as listed below:

ITEM:	REASONING:
✓ Standard Crosswalks	safer pedestrian crossings
✓ Bulb-outs at Intersections	to shorten pedestrian crossing distance
✓ Medians	traffic calming and pedestrian refuge
✓ Pedestrian or traffic signals	proper spacing - more opportunities for pedestrians to cross
✓ Pedestrian lights	nighttime visibility
✓ Standard sidewalks and ADA ramps	general pedestrian safety and ADA compliance

7.0 FUNDING

WHAT THE BID LIKELY NEED TO FUND

The BID or other source of funding will likely need to cover everything from the curb to building face and things above and beyond standard practice:

ITEM:	REASONING:
√ Art Crosswalks	above and beyond standard practice
√ Street Trees	considered "placemaking" feature
√ Stormwater/green infrastructure*	above and beyond standard practice
√ Signage, Wayfinding and Identity Features	considered "placemaking" feature
√ Seating	above and beyond standard practice
√ Accent lighting	above and beyond standard practice
√ Accent paving	above and beyond standard practice

* = highest potential for grant funding

PROJECT COSTS:

The following chart breaks down funding by phase:

PHASE	TIMING	TOTAL COST	BID FUNDS LIKELY NEEDED	OTHER FUNDS TO LEVERAGE
PRE-CONSTRUCTION PHASE				
F1.1 District Funding Assessment	2017	\$100,000	\$100,000*	n/a
F1.2 Phase 1 Streetscape Design Costs	2017	\$433,000	\$108,250**	\$324,750***
F1.3 Park Place Feasibility Study	2017	\$50,000	n/a	\$50,000***
CONSTRUCTION PHASE 1				
F2.1 Phase 1 Construction	2018-19	\$2,703,000	\$985,000****	\$1,718,000
F2.2 Phase 2 Streetscape Design Costs	2018	\$610,000	\$125,500**	\$457,500
F2.3 Phase 2 Parks Design Costs	2018	\$490,000	\$122,500	\$367,500
CONSTRUCTION PHASE 2				
F3.1 Phase 2 Construction	2020-22	\$3,795,000	\$1,424,000****	\$2,371,000
F3.2 Phase 2 Parks Construction	2020-22	\$2,450,000	\$612,500**	\$1,837,500
TOTALS		\$10,631,000	\$3,477,750	\$7,126,250

* To be repaid to BID through first year of operations of new district.

** Assuming that if BID can come up with 25% to advance design, that can leverage city support.

*** Some improvements related to intersection safety could be included in 2017 Colfax Intersection Safety Design (name TBD) or Colfax TOD/Neighborhood Plan project

**** Amount determined by adding costs associated to placemaking and identity that are likely to be funded by BID

7.0 FUNDING

FUNDING STRATEGY FOR DESIGN BUSINESS IMPROVEMENT DISTRICT

PHASE 1 DESIGN:

The above chart estimates that the BID will need to come up with just under **\$210,000** for pre-construction phase. We recommend the BID allocate the following funds from the 2017 operating budget and existing reserves (currently \$300,000):

- Take **\$100,000** out of reserves to pay for F1.1. This can be repaid through the district in the 1st year of operations.
- Take approximately **\$60,000** out of reserves to assist with advancing design (F1.2).
- Allocate **\$50,000** from annual operating budget in 2017 to assist with advancing design (F1.2).

PHASE 2 DESIGN:

The \$248,000 estimated to be paid by the BID will come out of the future district (discussed on following page).

FUNDING BY OTHERS

PHASE 1 DESIGN:

The other funds needed to advance design for Phase 1 streetscape improvements and feasibility study for Park Place are just under **\$375,000**. We recommend pursuing the following:

- Assume 4-5 intersections are elevated to 30% design through 2017 Colfax Intersection Safety Design project (**\$75,000**).
- Assume Park Place Feasibility Study is conducted through Colfax TOD/Neighborhood Plan project (**\$50,000**).
- Assume rest (**\$250,000**) is paid for by 2017 CIP or GO Bond funds and is combined with \$110,000 from BID to produce 100% construction documents for Phase 1 streetscape improvements.

PHASE 2 DESIGN:

The other \$825,000 will need to come from other sources such as the City's CIP cycle or future grants.

FUNDING STRATEGY FOR CONSTRUCTION BUSINESS IMPROVEMENT DISTRICT

Getting to construction by 2018 is going to require the BID to mobilize quickly to generate resources from within the neighborhood that can be used to leverage funds from elsewhere.

At a minimum, we anticipate that the BID will need to come up with an additional **\$3,000,000** to leverage resources to build the streetscape plan, as envisioned. There are a few key ways to build up to this amount:

BID OPERATING BUDGET:

The BID could allocate approximately \$50,000 to \$75,000 annually toward this number. Over a 5-year time frame, this could generate between \$250,000 and \$375,000 toward construction.

To be conservative, assume **\$250,000** can be met through the BID operating budget over five years. This leaves a gap of about **\$2,750,000**.

7.0 FUNDING

BID RESTRUCTURING:

The BID is currently locked in at a mill levy of 7.48 mills, generating \$360,000 annually. The BID budget goes up slightly each year as values rise and new development occurs in the district, but those small increases mostly cover the cost of ongoing operations and don't give the BID the capacity to generate more funding for special projects such as streetscape.

The BID could opt to run a TABOR election in which they ask their ratepayers to increase the mill levy either permanently or temporarily. This would require holding a ballot election of eligible voters (who include commercial property owners and lessees of commercial property within the BID boundaries). TABOR elections are always held at the same time as general elections (1st Tuesday in November each year) but are done as a mail ballot. Passing such an election would require that a simple majority of ballots returned demonstrate support for the funding change.

The BID could also choose to bond against these additional funds as part of the election. The following table demonstrates what the BID budget would be with additional mill increases, and what excess funding that would generate on an annual basis that could be bonded against, as well as how much could be generated by issuing a 30-year bond against these revenues:

BID Mill Levy	Annual BID Budget	Additional Revenue (to Bond against)	Funds Generated with 30-year Bond (4% interest)
8.5 Mills	\$410,000	\$50,000	\$700,000
10.5 Mills	\$510,000	\$150,000	\$2,000,000
12.5 Mills	\$610,000	\$250,000	\$3,500,000

Note: These bond numbers only demonstrate what could be generated from issuing a bond on the additional revenue above and beyond the \$360,000 current BID budget.

GID OVERLAY:

General Improvement Districts (GIDs) are special-district funding mechanisms that are similar to BIDs but with two key differences:

- *GIDs can assess both residential and commercial property, whereas BIDs can only assess commercial property; and*
- *GIDs can only fund infrastructure and maintenance, whereas BIDs can fund almost anything related to improving an area*

For infrastructure projects such as streetscapes, GIDs are a great tool for neighborhoods to use. GIDs can overlay BIDs and create an additional stream of revenue, in perpetuity or on a time-limited basis, without having to mess with current BID infrastructure. GIDs, like BIDs, can also be bonded against. They can assess via any mechanism desired. For purposes of modeling, the following table demonstrates what a GID overlay could look like (using existing BID boundaries) utilizing a linear front-footage charge:

GID Linear Front Footage Charge	Annual Revenue Generated	Funds Generated with 30-year Bond (4% interest)
\$10 per linear foot	\$140,000	\$2,400,000
\$12 per linear foot	\$168,000	\$2,900,000
\$14 per linear foot	\$196,000	\$3,400,000

Note: This assumes approximately 14,000 linear feet, the entirety of the current BID boundary.

Creating a GID requires three steps:

- *Collecting signatures from qualified electors (commercial and residential property owners as well as residents who rent property within the district boundaries and are registered to vote) - 200 signatures, or signatures of 30% of the total electors (whichever is less) are required.*
- *City Council hearing and ordinance*
- *TABOR election of qualified voters. A simple majority of ballots returned must be in favor.*

LARGER GID BOUNDARY CONSIDERATION:

One additional consideration the GID may want to pursue is working with adjacent BIDs and/or maintenance districts to create a GID larger than the current BID boundaries. Through an agreement, multiple districts could utilize this one funding mechanism to generate funding for projects in all districts.

CAPITAL CAMPAIGN:

Short of creating a special district funding source, raising the amount of capital needed to get the Colfax Streetscape project jumpstarted would be extremely challenging. Obtaining grants, foundation funding, etc. typically requires some sort of match. A capital campaign could be a way to generate funding to obtain a match. A Capital Campaign is likely to be more successful for projects which include amenities that can serve a broader population, such as the parks.

7.0 FUNDING

LEVERAGED FUNDING

The BID will not be able to generate all the funding needed to build all of the elements in this proposed plan without assistance. The funds the BID does generate, however, should be leveraged to obtain additional funding from a variety of sources. These may include:

2017 GENERAL OBLIGATION (GO) BOND:

Roughly every 10 years, the City and County of Denver authorizes general obligation (GO) bonds to restore, replace and expand existing capital assets across the City. Denver will present the next GO Bond authorization to voters in November 2017, with a focus on major rehabilitation of city assets and new investments in capital infrastructure. The process to prioritize projects for the GO Bond is underway currently and the package of projects is likely to be ready in the 1st quarter of 2017. We would recommend that the BID include the following in the GO Bond request as the mostly likely items to be funded:

√	Intersection Improvements for Pedestrian Safety and Connectivity
√	Bicycle Facilities for Bicycle Safety and Connectivity
√	Park Place Park
√	Performance Park

CAPITAL IMPROVEMENT PLAN (CIP):

CIP dollars are awarded during an annual budget process for citywide capital maintenance and infrastructure needs. The City charter mandates a 6-year capital planning process and creation of a Capital Improvement Plan (currently, that plan's term is 2013 to 2018). It is then the responsibility of City departments, the Budget and Management Office, the Mayor's Office and City Council to identify funding and select projects that can be undertaken within the funds available each budget year. The Mayor's Office and City Council can also identify critical needs that are not currently funded and develop plans to address them. Around 20% of funds appropriated to CIP are typically for "discretionary projects." Budget requests for discretionary projects are brought to the City's Executive Development Council, who uses the following criteria to prioritize projects:

- Complete a project (or meaningful project phase)
- Leverage non-City funding
- Implement multi-departmental major plan (or plan component)
- Facilitate partnerships with regional or local jurisdictions
- Address one-time significant structural need or maintenance supplemental to meet minimum levels of service.

Executive Development Council (EDC)

recommendations are forwarded to City Council as part of the annual budgeting process with budget hearings in September and adoption of budget in November. The typical CIP budgeting calendar is set out below:

DATE	DELIVERABLE
April/May	Agencies manage internal process to develop capital needs and request lists
Early June	One-year capital budget submittals due to Budget and Management Office (BMO)
June/July	EDC makes funding recommendations
July 1	BMO submits budget requests to City Council
July/August	Meeting with Mayor's Office to discuss requests
Sept. 15	Draft Budget
September	City Council Budget Hearings
October	Revised Budget to City Council

CDOT DEVOLUTION:

One of the recommendations within this plan is to "devolve" Colfax Avenue, meaning the City of Denver would take over ownership of the street as well as operations and maintenance. The devolution process does frequently come with a funding transfer from CDOT and there may be opportunity to consider that funding be put towards infrastructure improvements, but that would be at the discretion of the City of Denver.

7.0 FUNDING

DENVER URBAN RENEWAL AUTHORITY (DURA):

DURA works with developments and neighborhoods to establish Tax Increment Financing (TIF) areas. TIF is different than BIDs or GIDs, in that TIF is **not an additional assessment or tax**. Rather, TIF captures future increases in taxes within a boundary area which can be directly reinvested into a project instead of going into the City's general fund. There are three steps required to establish a TIF area:

- *First, a blight study must be conducted and “blight” must be found. The “but for” argument must also be upheld, which means that development wouldn’t happen “but for” the use of TIF. Passing a blight study and the “but for” test can be challenging for developing areas.*
- *Next, DURA works with the property owner to develop a complete financial analysis that looks at the return on investment to determine what DURA can commit to a project.*
- *Ultimately, any DURA deal must go through the DURA board and City Council to be approved.*

It's unlikely that TIF could be used on a neighborhood-wide basis but may be useable for certain properties/ areas to move forward redevelopment within the plan. The first step to understanding that is a meeting and potentially a blight study in coordination with DURA. TIF monies are often used for things like streetscape improvements, but as stated, might only be applicable to a single development project and not the entire neighborhood.

GRANTS:

Grants are often available for portions of streetscape projects such as this, but the BID is likely to have more success with grants if it targets funding certain enhancements to the streetscape and proposed parks. Items that could be a good fit for grant funding include:

- **Green stormwater:** *The BID may want to explore becoming a part of the Sustainable Neighborhoods Network and/or the national EcoDistricts program which provides training and support as well as access to additional funding sources to support implementation of these projects.*
- **Creative crosswalks and other art projects:** *Arts & Venues is the agency within the City of Denver which allocates funding to creative projects through grants and other support. Additionally, the BID may want to consider becoming a certified Colorado Creative District through the State of Colorado which brings with it funding of anywhere from \$25,000 to \$50,000 and access to additional funds and support. Grants and foundation support are far-reaching for arts projects. Locally, The Boettcher Foundation and The Denver Foundation are good sources. Nationally, the NEA, Artplace, The Kresge Foundation and The Kauffman Foundation are all good sources for funding.*
- **Pedestrian and cycle improvements:** *Denver Health is a great source for grant funding on pedestrian and cycle improvements. MORE TO COME HERE...*

FUNDING ONGOING MAINTENANCE COSTS:

Based upon current estimates, it appears the maintenance impact for streetscape improvements may be an additional \$100,000 per year (above the \$120,000 currently spent on maintenance.) This may or may not be able to be covered by existing BID revenues, but we can assume there will be at least some increase to maintenance costs. Maintenance is rarely funded from outside sources. The BID will need to plan ahead to cover these costs. A few options to consider:

- **Increasing the BID Mill Levy permanently**
- Whether that happens as part of a complete restructuring of the BID or happens in addition to creating a GID, increasing the BID mill levy to cover increasing maintenance and programming costs is something the BID will want to explore within the next five years. Even adding an additional 1 mill to the budget would substantially help cover the additional operating costs.
- **Creating a two-part GID** – *Creation of a new GID provides the opportunity to establish different funding streams. For example, the GID could be created with a mill levy of 1-2 mills in perpetuity to fund additional maintenance, and could also have a one-time linear front footage charge that could be bonded against for infrastructure. This would save the BID from having to go through an amendment TABOR election.*
- **New organizational components to the BID** – *Many district management organizations have different components. Frequently, BIDs also have membership and/or non-profit arms that raise money in addition to BID revenue. Colfax Ave is long-overdue for exploring an expanded organizational structure. Creation of a 501(c)(6) membership arm or a 501(c)(3) charitable arm could expand the BID's annual revenues substantially and help off-set growing costs while allowing the BID to leverage their funding and do more for the neighborhood.*

CONCLUSIONS AND RECOMMENDATIONS

Completing a project of this nature requires a complex stack of capital, maintenance and programming dollars. Timing and phasing of this is complex as well. The following recommendations summarize the explanations and options listed in this chapter, by year:

IMPLEMENTATION YEAR	BID ACTION ITEMS	BID FUNDING	LEVERAGED FUNDING
2017 (Pre-Construction)	<ul style="list-style-type: none"> ✓ Begin conversations with DURA to explore using TIF for particular projects, such as the District 6 Denver Police Headquarters block to help fund streetscape improvements for that block. ✓ Put together realistic GO Bond project list by February 2017 based on how other Colfax-related city projects move forward. ✓ Put together 2018 CIP project list for planning/design and construction of Phase 1 improvements - submit by April 2017. ✓ Talk to City Council, Community Planning and Development, and Public Works to identify if there are any funds available to invest in further planning and design in 2017. 	<ul style="list-style-type: none"> ✓ Allocate \$50,000 from 2017 operating budget to advance design ✓ Allocate \$60,000 from BID reserves to advance design ✓ Allocate \$100,000 from BID reserves to explore restructuring BID or create GID to fund construction needs by November 2017 (to be repaid to BID in 1st year of operations) 	<ul style="list-style-type: none"> ✓ Lobby for at least \$75,000 worth of city monies for intersection designs within BID (from 2017 Colfax Intersection Safety Improvements project) - to then be listed on 2017 GO Bond for city monies for construction. ✓ Lobby for \$50,000 to be included in the 2017 Colfax TOD/Neighborhood Plans project to study the feasibility for Park Place Park. ✓ Find other \$250,000 needed to complete full construction documentation for Phase 1 improvements (see BID Action Items.)
2018 (Phase 1 Construction)	<ul style="list-style-type: none"> ✓ With restructured BID and/or GID in place, issue bonds/loan to jumpstart Phase 1 construction. ✓ Become part of Sustainable Neighborhoods Network ✓ Major grant application push ✓ Implement new organizational components to BID ✓ Put together 2019 CIP project list for planning/design and construction of Phase 2 improvements - submit by April 2018. ✓ Work with CDOT and City on devolution process. 	<ul style="list-style-type: none"> ✓ Allocate \$50,000 from 2018 operating budget to advance design ✓ Put \$100,000 back in reserves after 1st year of BID/GID operations. ✓ Put \$985,000 from bond monies toward Phase 1 construction. ✓ Put \$125,500 from bond monies toward design and engineering for Phase 2. ✓ Put \$122,500 from bond monies toward design and engineering for Park Place. 	<ul style="list-style-type: none"> ✓ Spend \$1,718,000 from various sources (GO Bonds, CIP funds, grants, etc.) for Phase 1 construction. ✓ Find \$457,500 to advance Phase 2 design and engineering (CIP funds or other planning and design funds) ✓ Find \$367,500 to advance Phase 2 design and engineering for parks (CIP funds, GO Bonds, Capital Campaign, Parks & Recreation funds, or other).

7.0 FUNDING

2019 (Phase 1 Construction)	<ul style="list-style-type: none"> √ Apply to Colorado Creative Districts program. √ Apply to become an EcoDistrict √ Put together 2020 CIP project list for planning/ design and construction of Phase 2 improvements - submit by April 2019. 	√ Allocate \$100,000 from BID restructuring/ GID overlay for increased programming and maintenance.	√ Continue with above funding to finalize design and engineering for Phase 2 streetscape and parks.
2020 (Phase 2 Construction)	√ Put together 2021 CIP project list for planning/ design and construction of Phase 2 improvements - submit by April 2020.	√ Allocate \$100,000 from BID restructuring/ GID overlay for increased programming and maintenance.	<ul style="list-style-type: none"> √ Spend \$2,371,000 from various sources (GO Bonds, CIP funds, grants, etc.) for Phase 2 streetscape construction. √ Spend \$1,837,500 from various sources (GO Bonds, CIP funds, grants, capital campaign, parks and recreation funds, etc.) for Phase 2 parks construction.
2021 (Phase 2 Construction)	√ Put together 2022 CIP project list for planning/ design and construction of Phase 2 improvements - submit by April 2021.	√ Allocate \$100,000 from BID restructuring/ GID overlay for increased programming and maintenance.	√ Continue with above funding to finalize construction for Phase 2 streetscape and parks.
2022 (Phase 2 Construction)	√ Put together 2023 CIP project list for planning/ design and construction of Phase 2 improvements - submit by April 2022.	√ Allocate \$100,000 from BID restructuring/ GID overlay for increased programming and maintenance.	√ Continue with above funding to finalize construction for Phase 2 streetscape and parks.