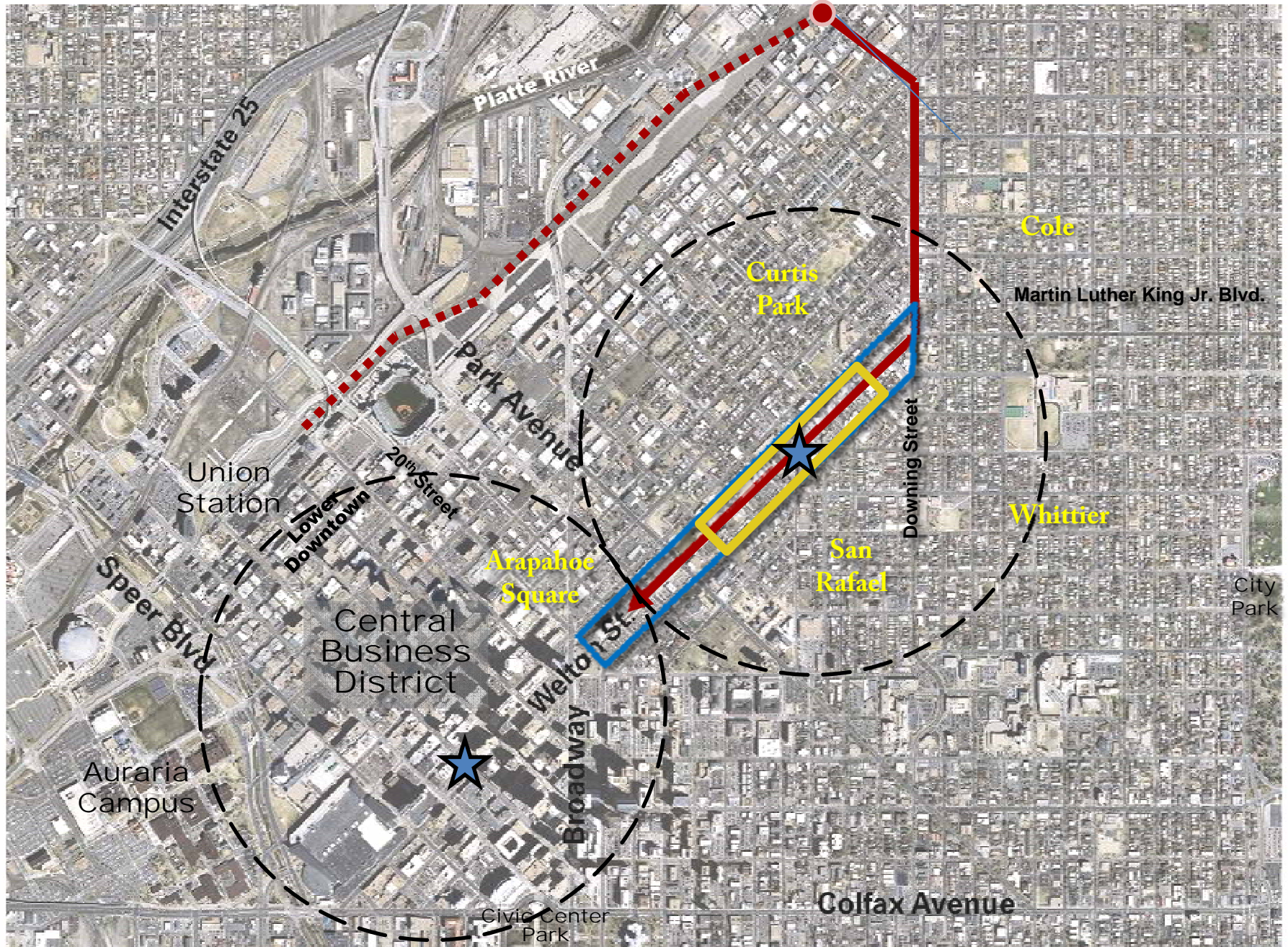


The Five Points Business District Office

**a program of the Sustainable Main Street Initiative
DOLA, HUD, OED**

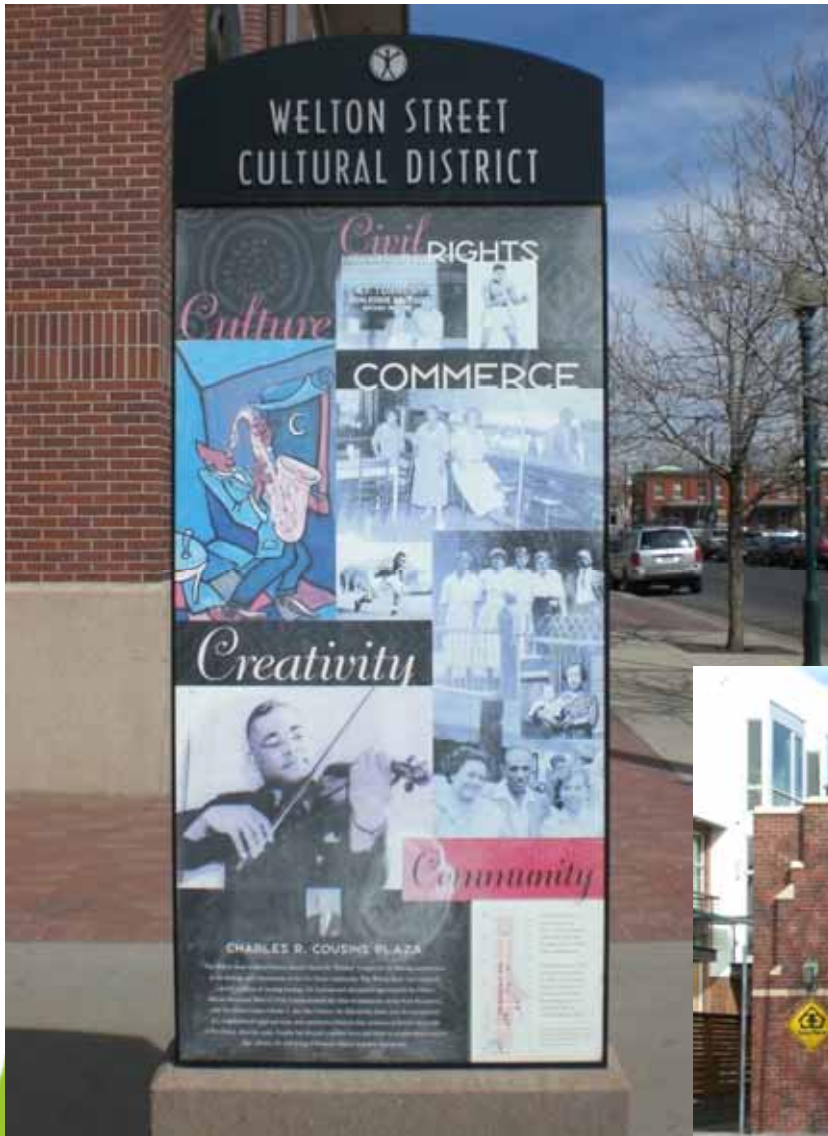
**Five Points Welton Street Marketplace
Revitalization**





Five Points Welton Street Marketplace

History and Authenticity



Traditional Neighborhood: streets, lots, blocks and architecture



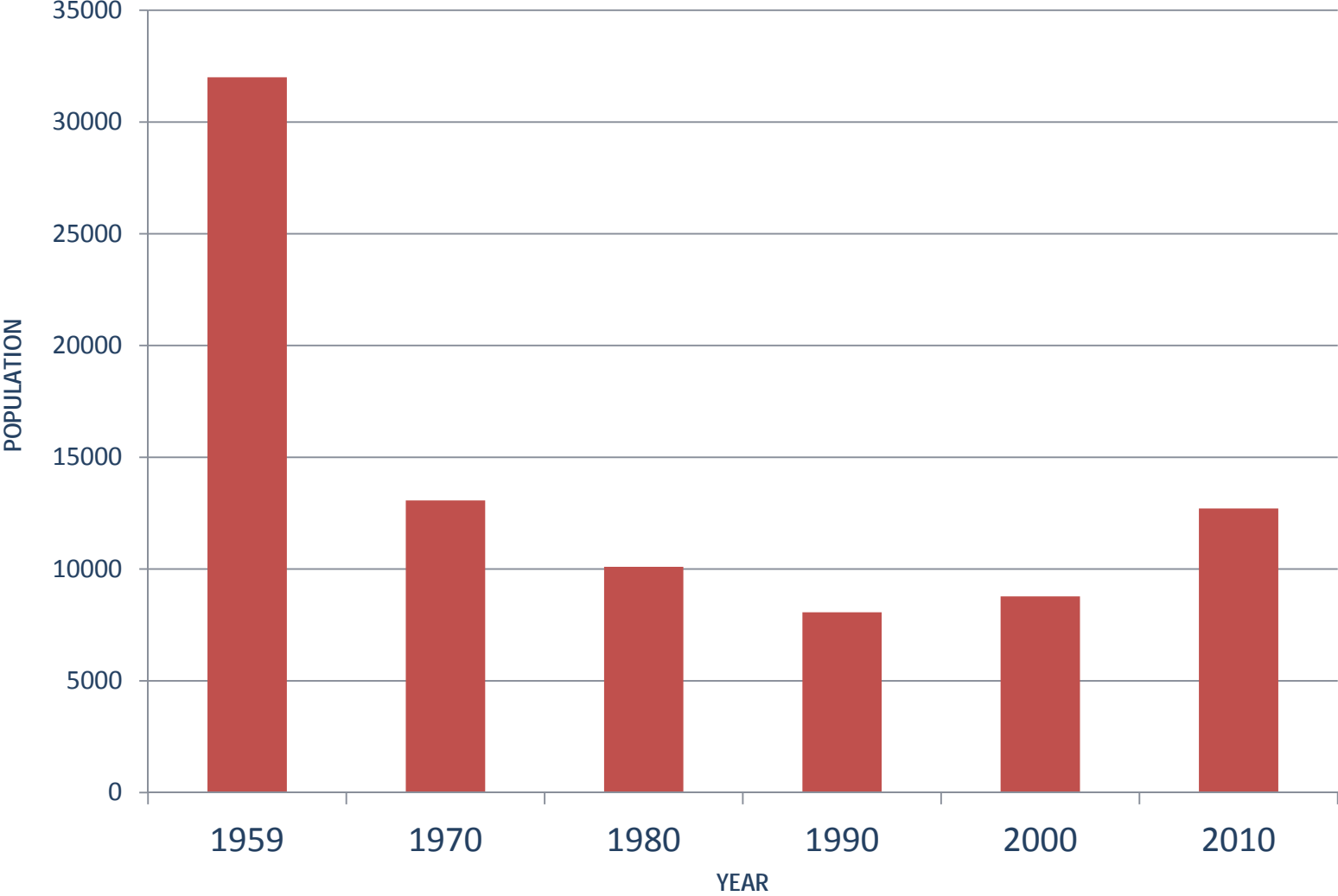
J. Noble



J. Noble



Five Points Neighborhood – population



Data: Piton Foundation

A Growing Neighborhood

*African-American
Jewish
Japanese
Hispanic*



- 2000-2008 Five Points population grew by 42.2% and Households increased by 48.6% (22.4% increase in households for the study area)
- 2000-2010 Five Points population grew 31%
- 2000-2010 Five Points households grew 34%

Demographics of Growth

Unique Attributes of Neighborhoods surrounding the Central Corridor (compared to Denver PMSA and Colorado)

- About 4 times the households without access to a vehicle
 - About 1.7 times more people with disabilities
 - Almost 3 times more people born abroad
 - Almost 3 times more people who speak a language other than English
 - Multifamily housing is 58% of the stock compared with Denver PMSA 31% or Colorado 27%
- (Central Corridor EA, 2010)





Light Rail -1994



The Pointe – Mixed Use Project (Sept 2001)

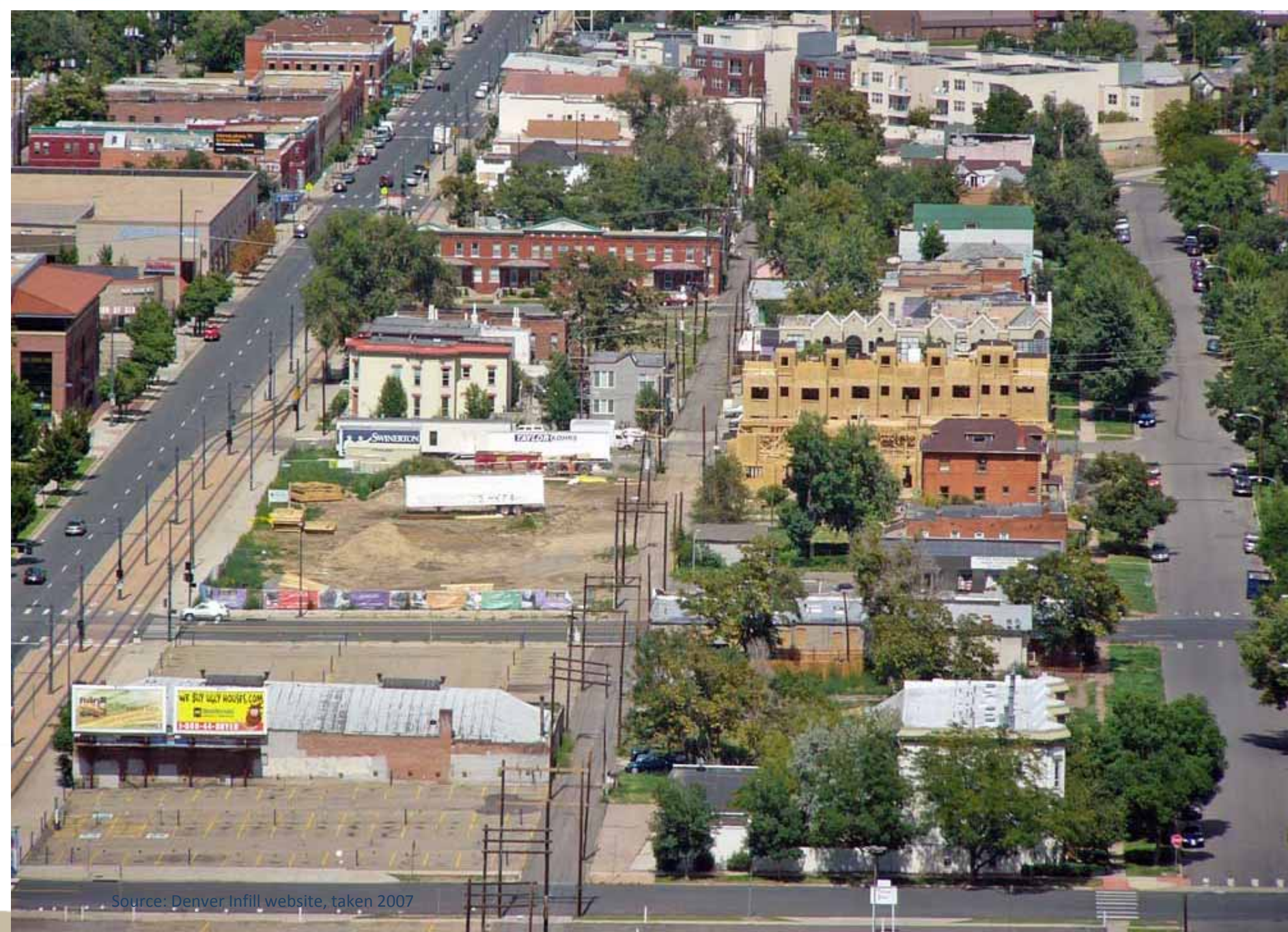
35 affordable rental
33 for-sale residential
13k SF retail
121 parking spaces





Blair-Caldwell African American Research Library 2003

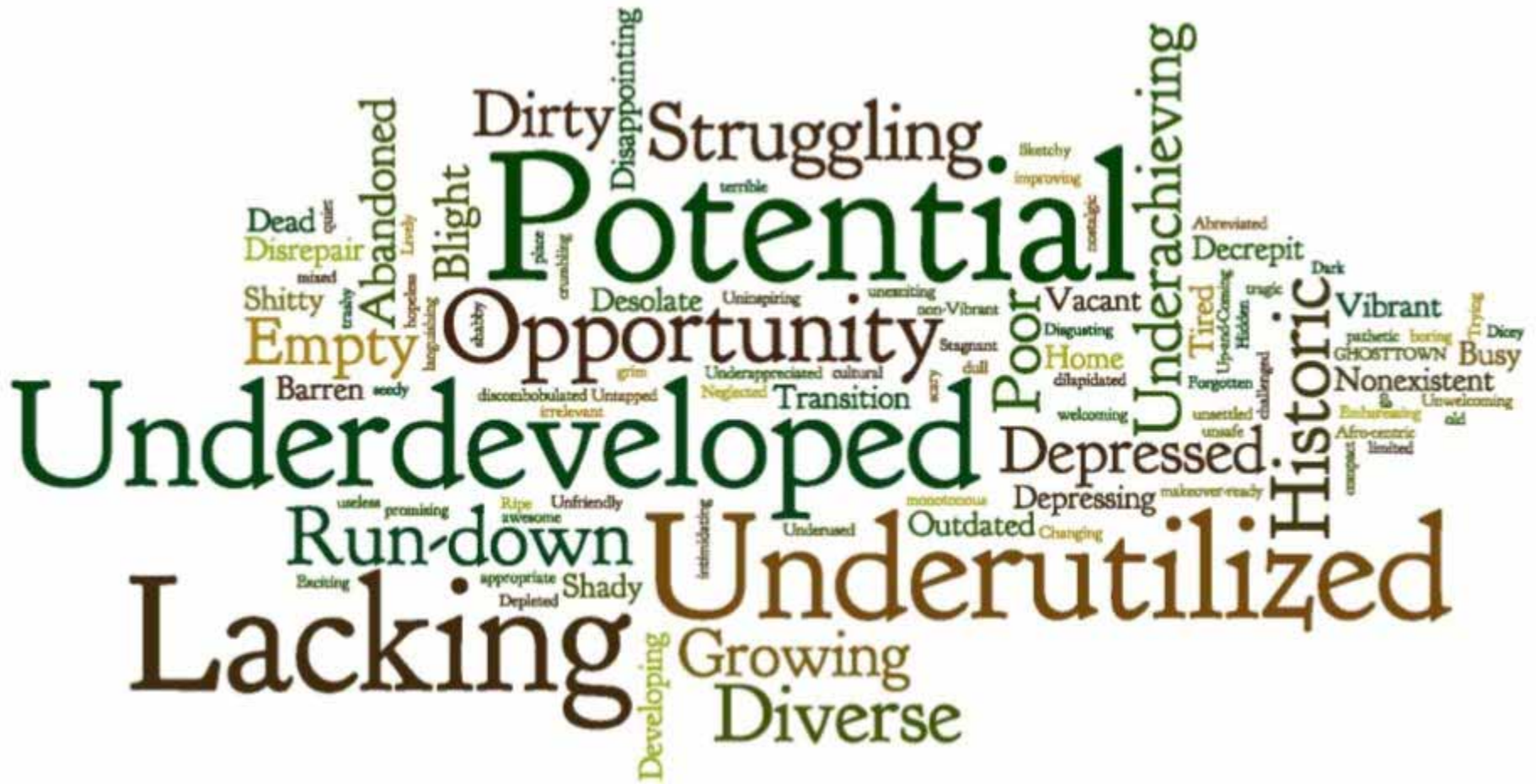




Source: Denver Infill website, taken 2007

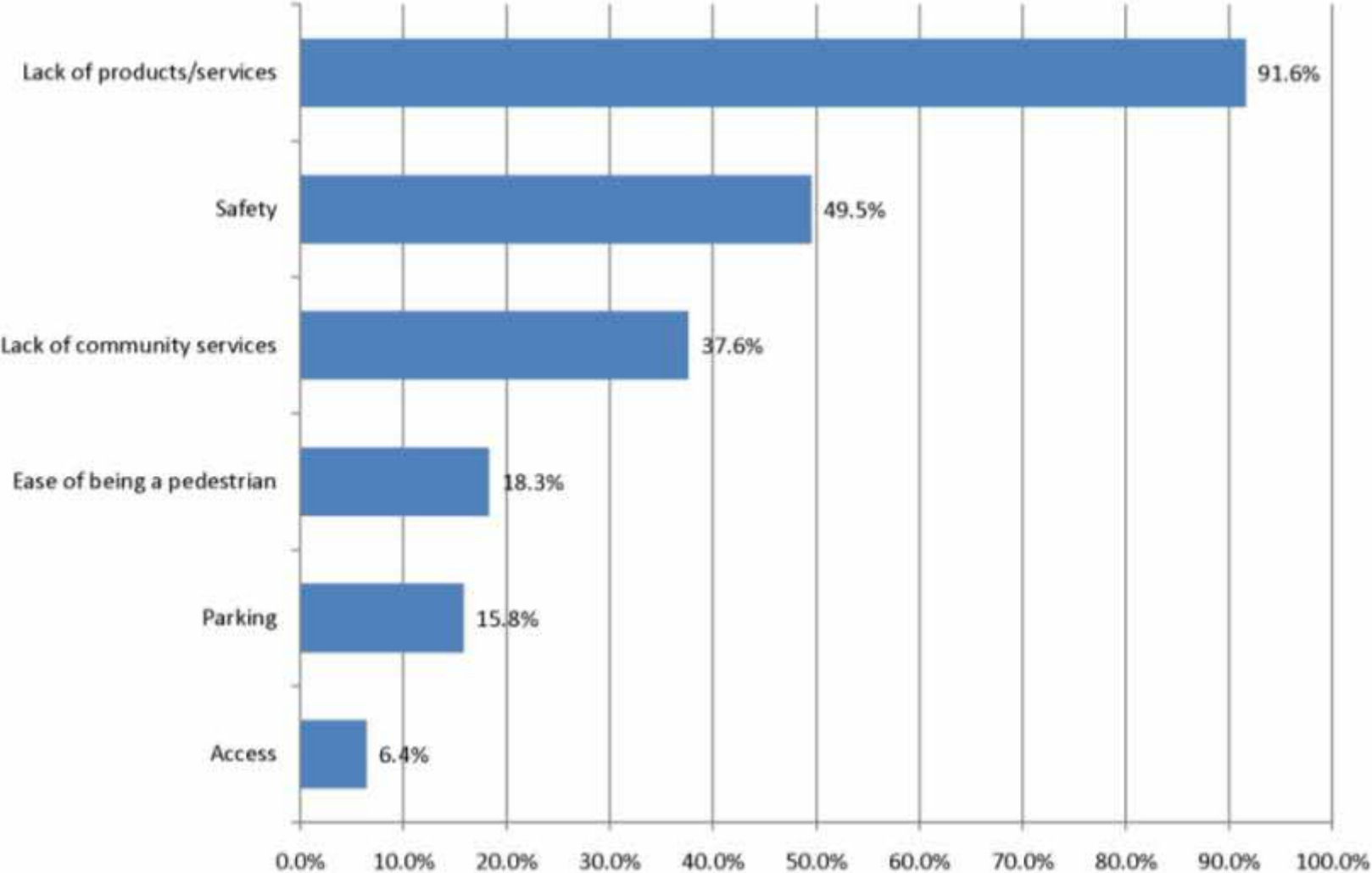
Survey

Describe the FPWS Marketplace in one word.



Survey

What factors might keep you from regularly using the Five Points Welton Street Marketplace? (mark all that apply)



Why now?

1. City of Denver (DNMI), private and State investment
2. Steady residential growth
3. Neighborhood involvement, Vision and Plan
4. Fewer historic property owners (12 owners 80%)
5. Central Corridor route transitioning to a circulator route & City evaluation of one-way streets
6. Stronger support for the endeavor of restoring Village Square with neighborhood services
7. Demand for destination that is urban, multicultural, authentic, sustainable



It takes a Community...



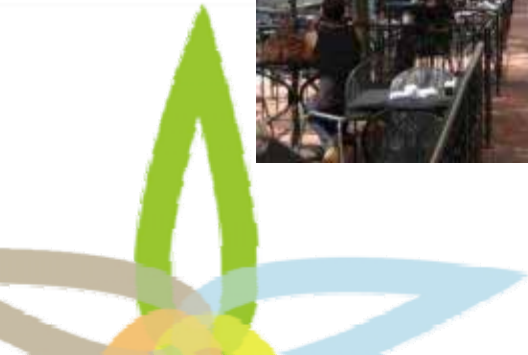
What We Have Heard

Community Visioning



What We Have Heard

Land Use and Placemaking



What We Have Heard

Identity and Programming



Vision & Goals



ULI Technical Advisory Panel (TAP)

Problem Statement:

- 1. What projects will be the most catalytic and what criteria/metrics should be used to prioritize catalyst projects critical for launching revitalization*
- 2. How might the FPBDO reposition and rebrand the Corridor to attract development? and*
- 3. What are the critical first steps for the phase 2 redevelopment planning?*



What now?

- Community Vision Plan (Jan 2010)
- Neighborhood Plan (June 2010)
- Phase 2 Redevelopment Planning (July 2011-
- ULI Technical Advisory Panel (Aug 2011)
- DURA blight study
- ULI/RTD TOC site program studies
- Streetcar Potential
- Private property investment strategies
- Key Partnerships
- Funding Mechanisms for Dev & infrastructure
- Catalyst Projects
- ???



Thank you.

