



ULI Healthy Corridors National Study Visit

South Broadway – Englewood, CO



January 29th - 31st 2018

 Urban Land
Institute
Building Healthy
Places Initiative

Urban Land Institute

Mission: Provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide

Membership: 40,000 members globally, comprised of real estate industry professionals (developers, design, financial services, public sector)

Convenings | Research | Best Practices | Education

ULI Building Healthy Places Initiative

The Building Healthy Places Initiative advances the ULI mission and promotes **healthy, thriving communities** by **engaging, informing, and inspiring** ULI members.

ULI members and all land use professionals can promote health:

- Through their organizations
- Through their investment and project decisions
- Through their influence in communities

uli.org/health

Why Corridors?



Healthy Corridors Project: Goals

Reimagining the future of urban and suburban arterials

1. **Advance a new, healthier vision for urban and suburban corridors**
2. **Working with “Demonstration Corridors” throughout the country, via ULI District Councils, develop and implement healthy corridor strategies**
3. **Define typologies for holistically healthy corridors**
4. **Nurture a new community of practice, by sharing knowledge – change the conversation and expectations around what corridors can be**



The Healthy Corridor Approach

A **healthy corridor** is a place that reflects the culture of the community, promotes social cohesion, inspires and facilitates healthy eating and active living, provides and connects to a variety of economic and educational opportunities and housing and transportation choices, and adapts to the needs and concerns of residents.



Local Leadership Group

Co-chairs

Chris Dunn, Dunn + Kiley

Brad Power, City of Englewood

Tim Anderson, METLA

JJ Folsom, Progressive Urban Management Associates (PUMA)

Mike Fordyce, Craig Hospital

Brian Hart, Frame de Art

Darren Hollingsworth, City of Englewood

Sheila Lynch, Tri-County Health

Ryan Simpson, Swedish Medical Center

Harold Stitt, City of Englewood

Cate Townley, Colorado Department of Public Health



National Study Visit Participants

National Chair

Marilee Utter | Founder, Citiventures Associates LLC (Denver, CO)

Dan Eernisse | Economic Development Director, City of Shoreline (Shoreline, WA)

Terra Ishee | Director, Pedestrian Projects Group – NYC Dept of Transportation (NYC)

Jane Jenkins | President and CEO, Downtown Oklahoma City Partnership Inc.
(Oklahoma City, OK)

Win King | Founder, King Commercial Real Estate, LLC (Denver, CO)

Ken Little | Commercial Corridor Manager, City of Milwaukee (Milwaukee, WI)

Dan Parolek | Principal, Opticos Design, Inc. (Berkeley, CA)

Chris Ronayne | President, University Circle Inc (Cleveland, OH)

National Study Visit: The Assignment

1. How can we transform the vehicular character of the corridor to achieve more **pedestrian focus and walkability**?
2. The City of Englewood has limited capacity and funds to make large scale capital improvements. What **low-cost, high-impact improvements** could be made to **improve health**, community cohesion, safety, and mobility?
3. How do we **effectively link** the South Broadway corridor to the community activity areas to the west (City Center) and the east (Medical District)?
4. The transition between the commercial uses along the corridor to the established residential neighborhoods is abrupt. What is the **appropriate scale for future development** along the corridor?
5. What strategies can be used to **promote new uses on underutilized sites** to create a healthier, more vibrant place?
6. How can we **bring the business community together** to share in the future development of the South Broadway corridor?

National Study Visit Process

- Briefing materials, including health data
- Tour of corridor area
- Stakeholder interviews, including Local Leadership Group members and local residents
- Development of actionable recommendations
- Public presentation to stakeholders



First Impressions: Artistic



First Impressions: Friendly



First Impressions: Historic



First Impressions: Health Opportunities...



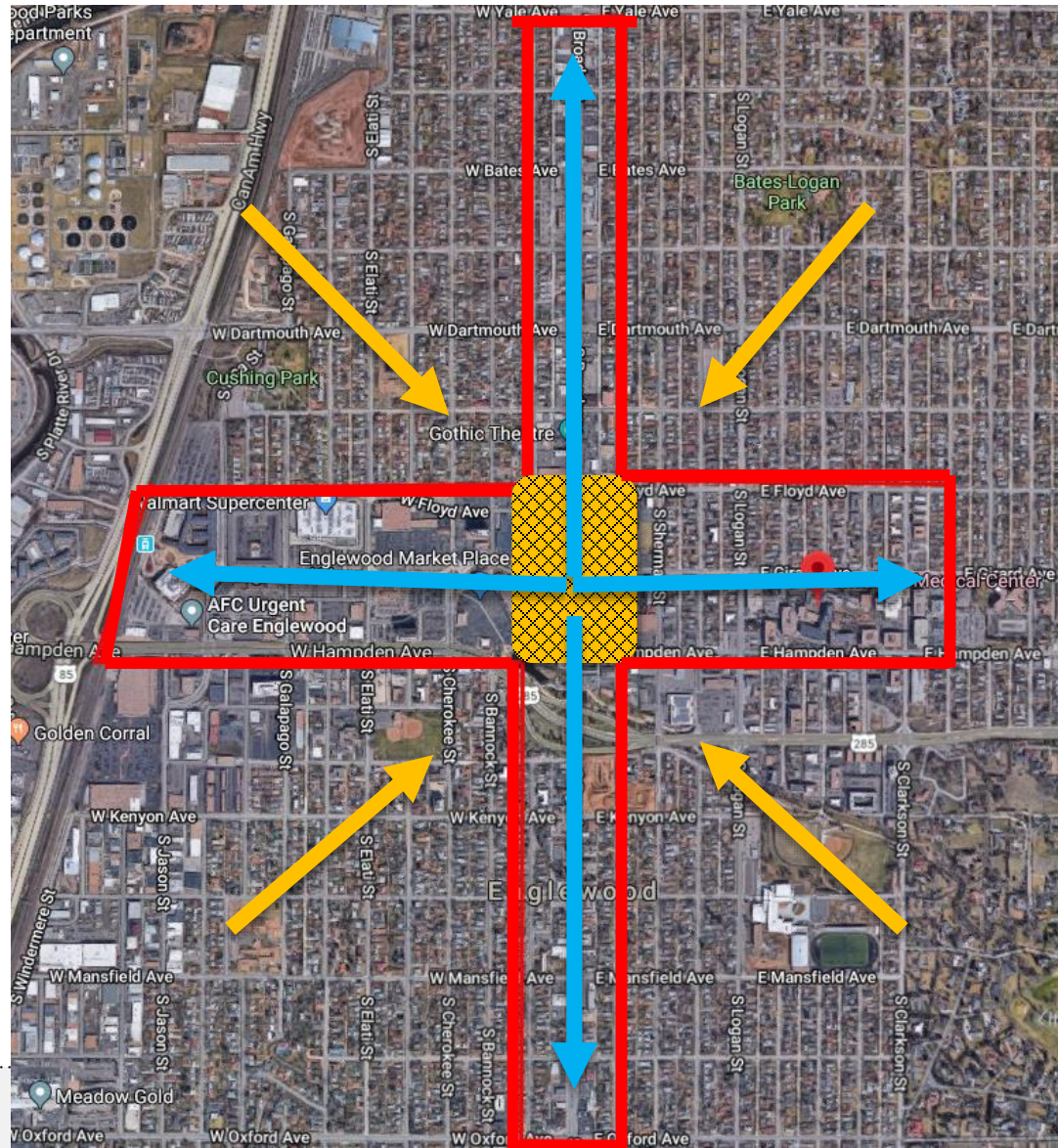
First Impressions: Challenges



The Big Idea

Behind Englewood's Corridor Redevelopment

- 2 corridor solution:
North/South AND
East/West
- A new “Main and Main”
where they intersect
- Strong neighborhoods in
all four quadrants to
feed the corridors



The Big Idea

Behind Englewood's Corridor Redevelopment

- South Broadway is a beloved corridor—quirky, moderate scale, local and entrepreneurial
- However, its length, high speed traffic, and relative low density make it hard to attract many desired uses.
- Therefore, we encourage stakeholders to support the special character of Broadway with bigger anchors in the Englewood Parkway/Girard corridor



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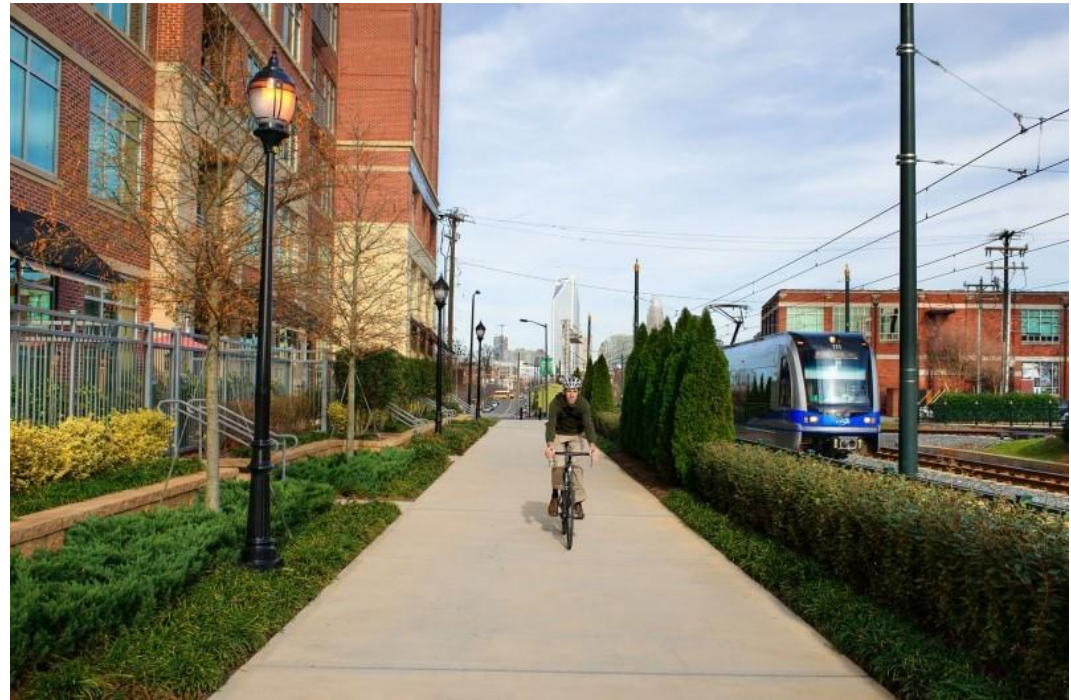
Envision an “East-West Health Corridor”



Envision an “East-West Health Corridor”

Invest in TOD from Civic Center to Hospitals

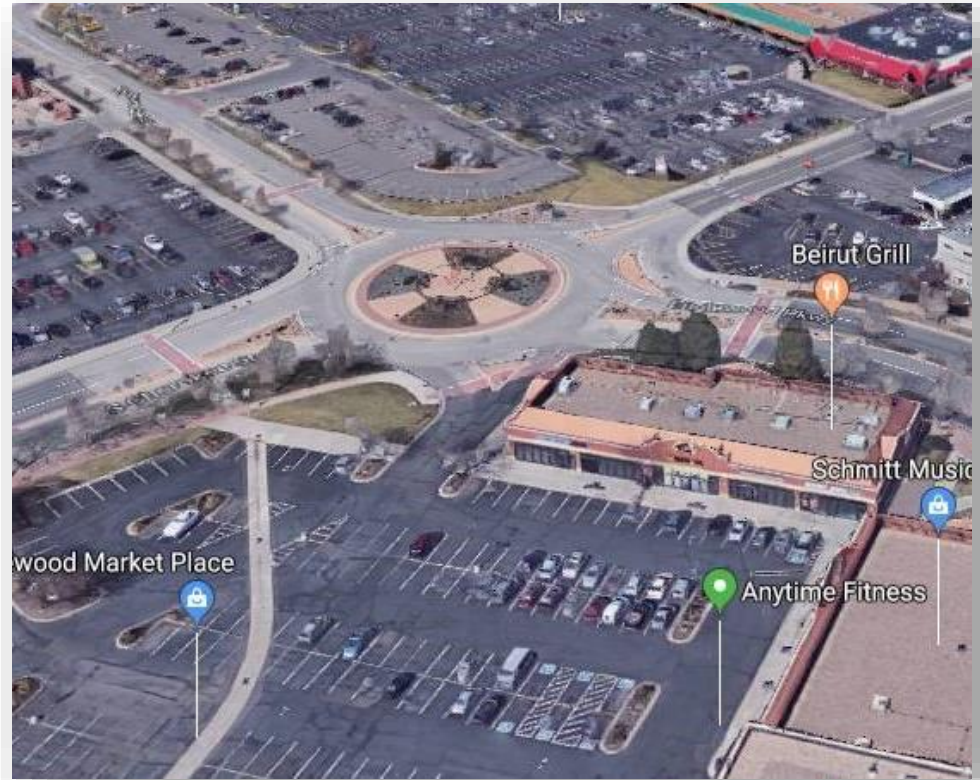
1. Develop a clear walking path from transit platform to hospital front door
2. Position the health corridor as a bike friendly corridor with necessary bike facilities and sharing locations at:
 - Transit center
 - Hospital and medical district
 - Intersections of Girard and Hampden Ave



Envision an “East-West Health Corridor”

Reconstruct a Street Grid

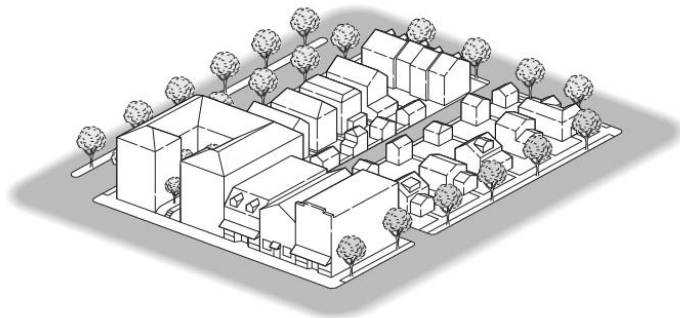
1. Extend Girard west of Broadway (connected to Englewood Parkway)
2. Straighten Englewood Parkway
3. Extend W Hampden Avenue with connected bike/ped facilities



Envision an “East-West Health Corridor”

Reshape Parking Lots with Buildings that Meet the Street

1. Line big box parking lots with active mixed-use buildings that meet the street
2. Allow place-based zoning accommodation (PUD, pedestrian overlay district)



Envision an “East-West Health Corridor”

Leverage Health-Related Anchor Institutions

Partner with Swedish & Craig Hospitals to...

1. Establish a Hospitality District

- Destination hotel
- Longer term patient stays
- WeLive model

2. Provide Employee Housing Alternatives

- Conduct neighborhood “fam” tours
- Orient HR managers on local area housing options

3. Enhance Community Program Connections

- Farmers markets (healthy eating)
- School programs
 - Health education (nutrition/healthy lifestyle)
 - Vocation training



Envision an “East-West Health Corridor”

Leverage Health-Related Anchor Institutions

4. Pursue a “Live, Hire, Buy” local initiative campaign that provides..

- **Live**
 - Mortgage/rental assistance for employees within walk to work radius
- **Hire**
 - Transit incentives
 - Daycare provisions
 - Ex-offender initiatives
- **Buy**
 - Facilitation of local supply chain forums
 - Ex: Caterers, janitorial, motor vehicle maintenance, etc.



Envision an “East-West Health Corridor”

Form a Transportation Management Association

Ensure the association is employer driven and...

1. Synchronizes shuttle service to workforce shift changes
2. Effectuates smart parking programs (e.g., smart parking apps)
3. Creates transportation alert system



Envision an “East-West Health Corridor”

Connect Health District to City Neighborhoods

1. Enhance trail connections (Platte River, Little Dry Creek)
2. Provide community sponsored signage and wayfinding to neighborhood parks and greenspaces





Advance the North-South Broadway Corridor



Advance the North-South Broadway Corridor

Enhance the Gateway into the City

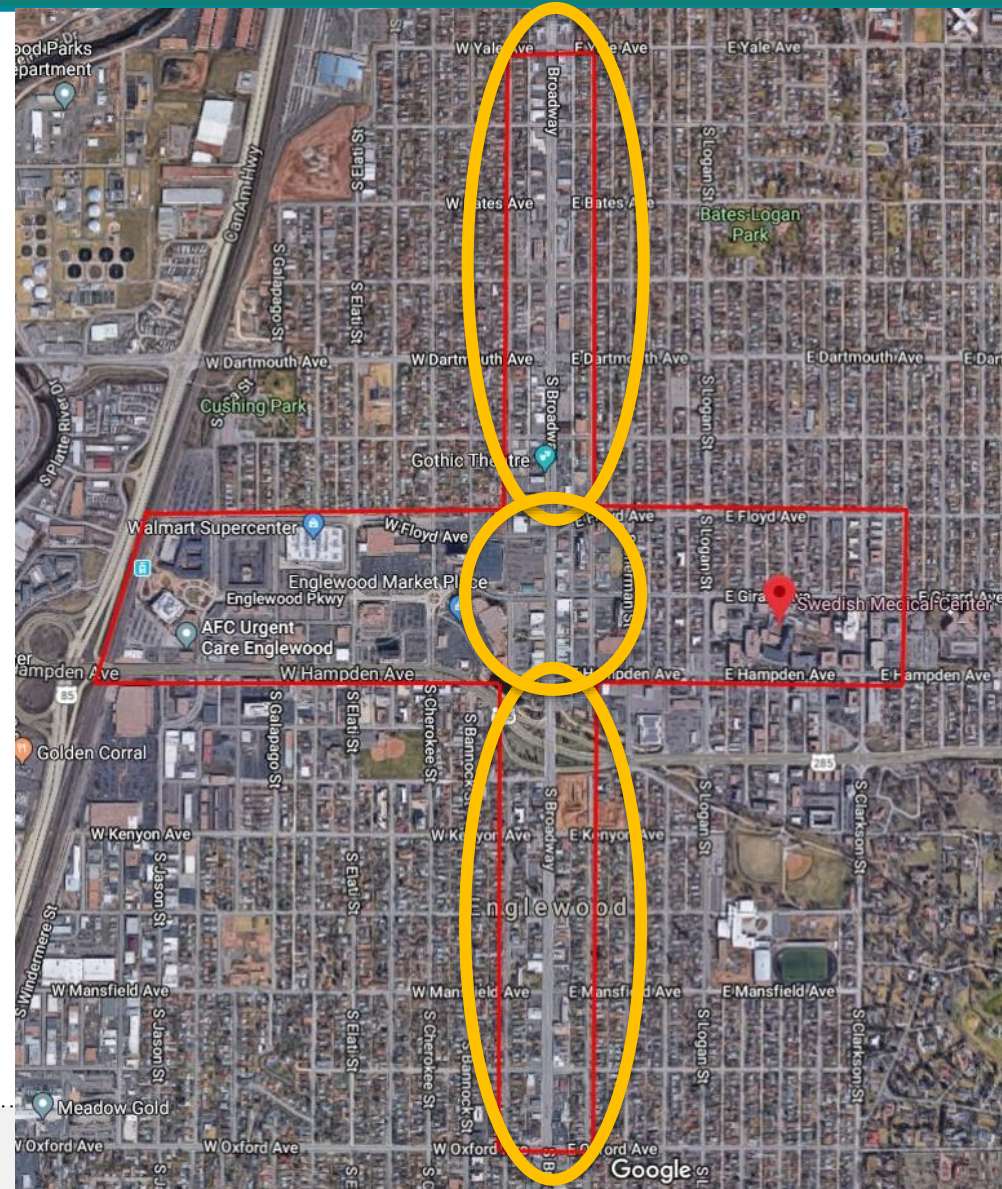
- Establish venues for additional sculpture along corridor



Advance the North-South Broadway Corridor

Recognize Three Distinct Areas of South Broadway

1. North section (from Denver)
2. Old Downtown
3. South section (to W Oxford)



Advance the North-South Broadway Corridor

Reclaim the Corridor from Through-traffic

Possible Tactics to Slow Speed:

- Reduce to one travel lane in each direction
- Reallocate lane to other mode of transportation using quick materials (paint on asphalt)
 - Expanded pedestrian/gathering space
 - Bike lanes
 - Bus lanes



Advance the North-South Broadway Corridor

Enhance pedestrian-oriented design features

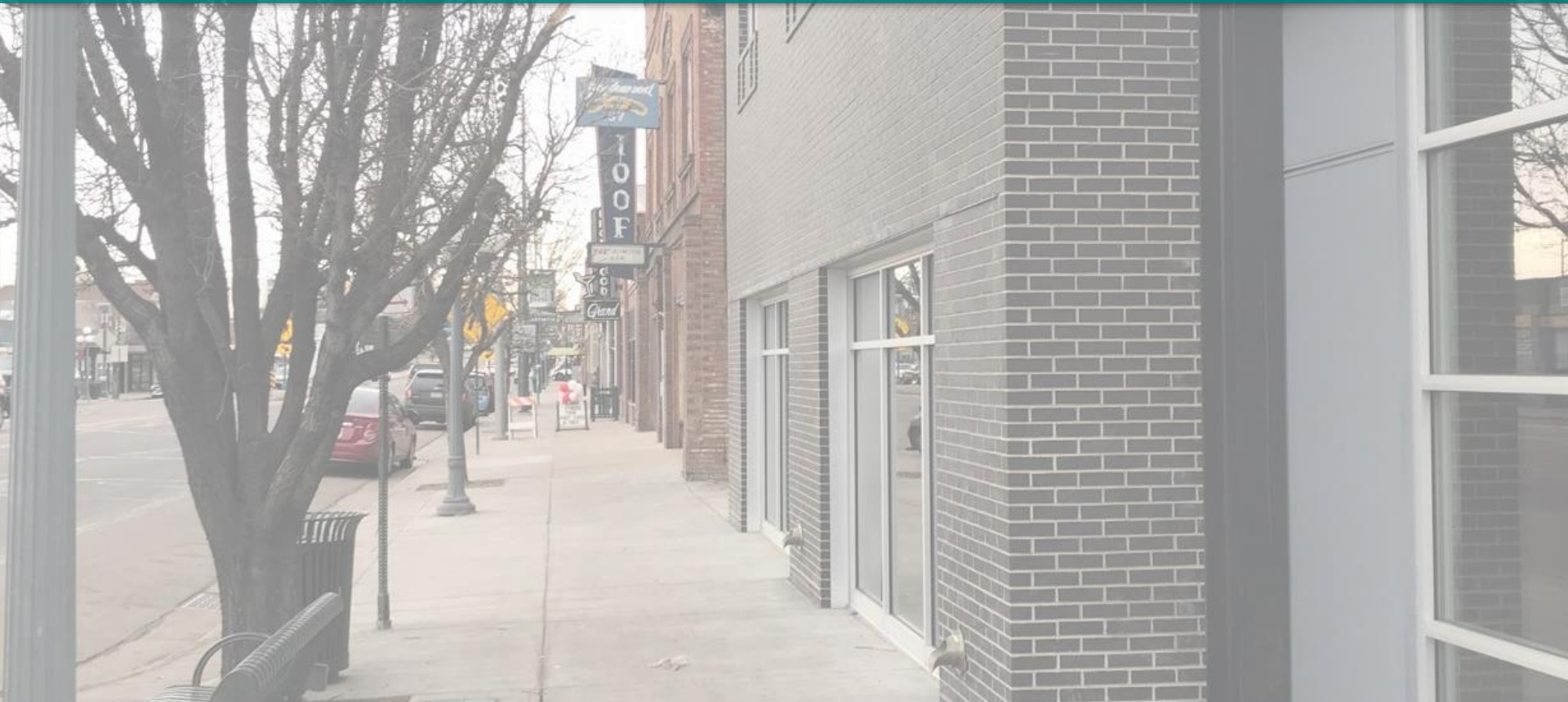
Integrate More Crosswalks at Appropriate Locations

- Intersections
- Mid-blocks
- Signalized
- Enhanced pedestrian signage



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Treasure the Heart of South Broadway



Treasure the Heart of South Broadway

Celebrate South Broadway's Assets



Treasure the Heart of South Broadway
Mark the Spot with an Icon



Treasure the Heart of South Broadway
Mark the Spot with an Icon



Treasure the Heart of South Broadway
Make it “Postable” on Social Media



Treasure the Heart of South Broadway

Make it “Postable” on Social Media



Treasure the Heart of South Broadway

Reduce Old Hampden to Floyd to Two Lanes



Treasure the Heart of South Broadway

Reduce Old Hampden to Floyd to Two Lanes



Treasure the Heart of South Broadway

Make it FEEL safe, not just be safe



Treasure the Heart of South Broadway

Make it FEEL safe, not just be safe



Treasure the Heart of South Broadway

Activate! Create Events, Programming & Placemaking

*Placemaking is about turning a place you
can't wait to get through into one you
never want to leave.*

- Fred Kent

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Refine The Rules for Predictability and Character





Refine The Rules for Predictability and Character

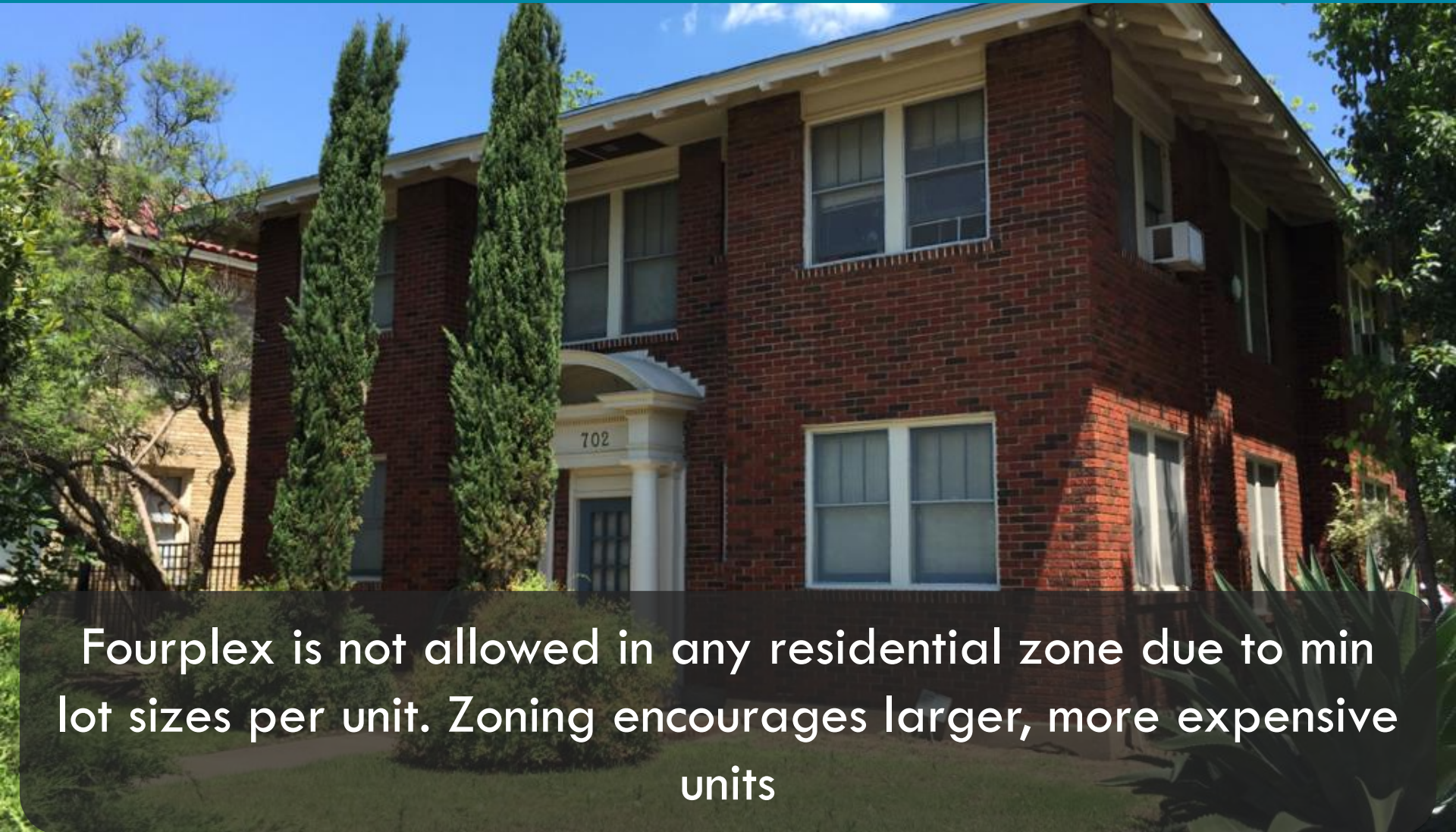
Promote Diverse Housing Choices

- Provide Multiple Options:
 - Aging in Place
 - Broader Affordability/Attainability
 - Rental and For Sale
- Be Sensitive to Scale, Knowing Evolution is Necessary/Desired



Refine The Rules for Predictability and Character

Promote Diverse Housing Choices



Fourplex is not allowed in any residential zone due to min lot sizes per unit. Zoning encourages larger, more expensive units

Refine The Rules for Predictability and Character

Reframe the Way You Talk About Housing

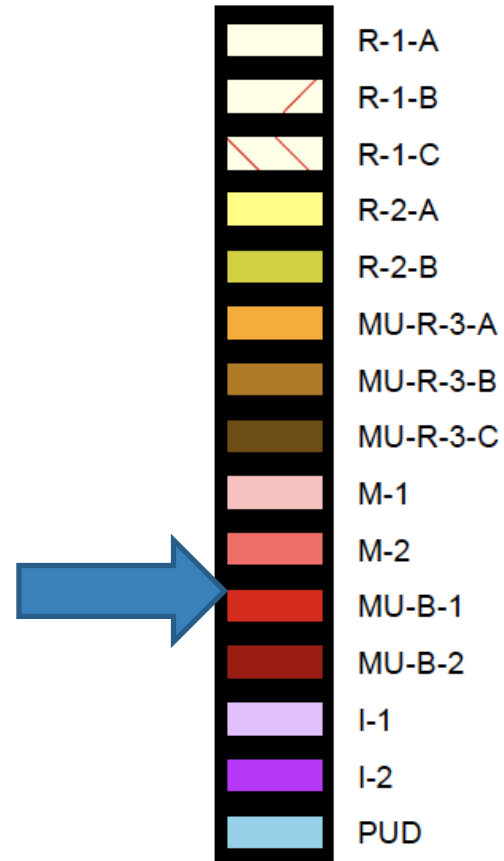
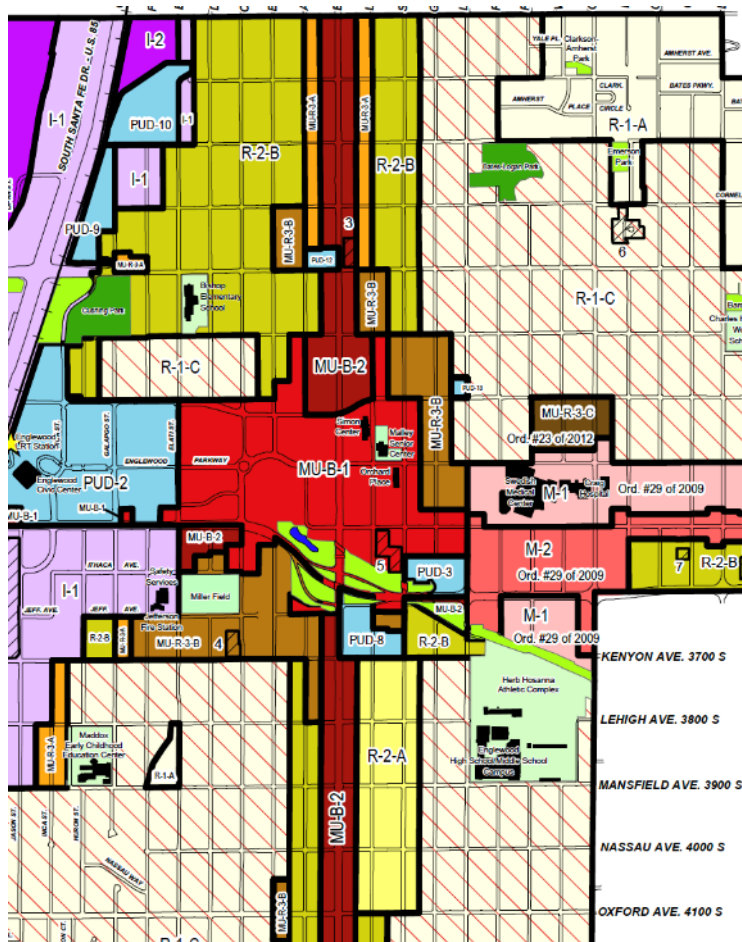
Stop using terms like density and multi-family



These are both high density, both multifamily, but very different forms.

An Example...

MU-B-1 & MU-B-2



Refine The Rules for Predictability and Character

Do Not Let Auto-Dependent Uses and Forms Compromise the Character



Refine The Rules for Predictability and Character

Carefully Define Desired Built Form



Vertical Mixed Use Required? Horizontal Mixed Use Ok?
Differentiate with Different Zones or Overlay

Refine The Rules for Predictability and Character

Refine Rules for Transition Area



Repair Connections into Neighborhoods from
Corridor

Refine The Rules for Predictability and Character

Refine Rules for Transition Area



Visualize these transitions

Refine The Rules for Predictability and Character

Some Other Recommendations

- Some Easy, Short-Term Fixes:
 - Simplify Use Tables
 - Consider increasing rear setbacks in R zones
 - Don't regulate different form by use in the same zoning district
 - Allow ADUs

Specific to Transect Zones

1703-2.70

T4 Neighborhood Small Footprint (T4N.2)

1703-2.70

T4 Neighborhood Small Footprint (T4N.2)



A. Intent

To provide variety of urban housing choices, in small-to-medium footprint, medium-to-

Detached or Attached

Narrow-to-Medium Lot Width

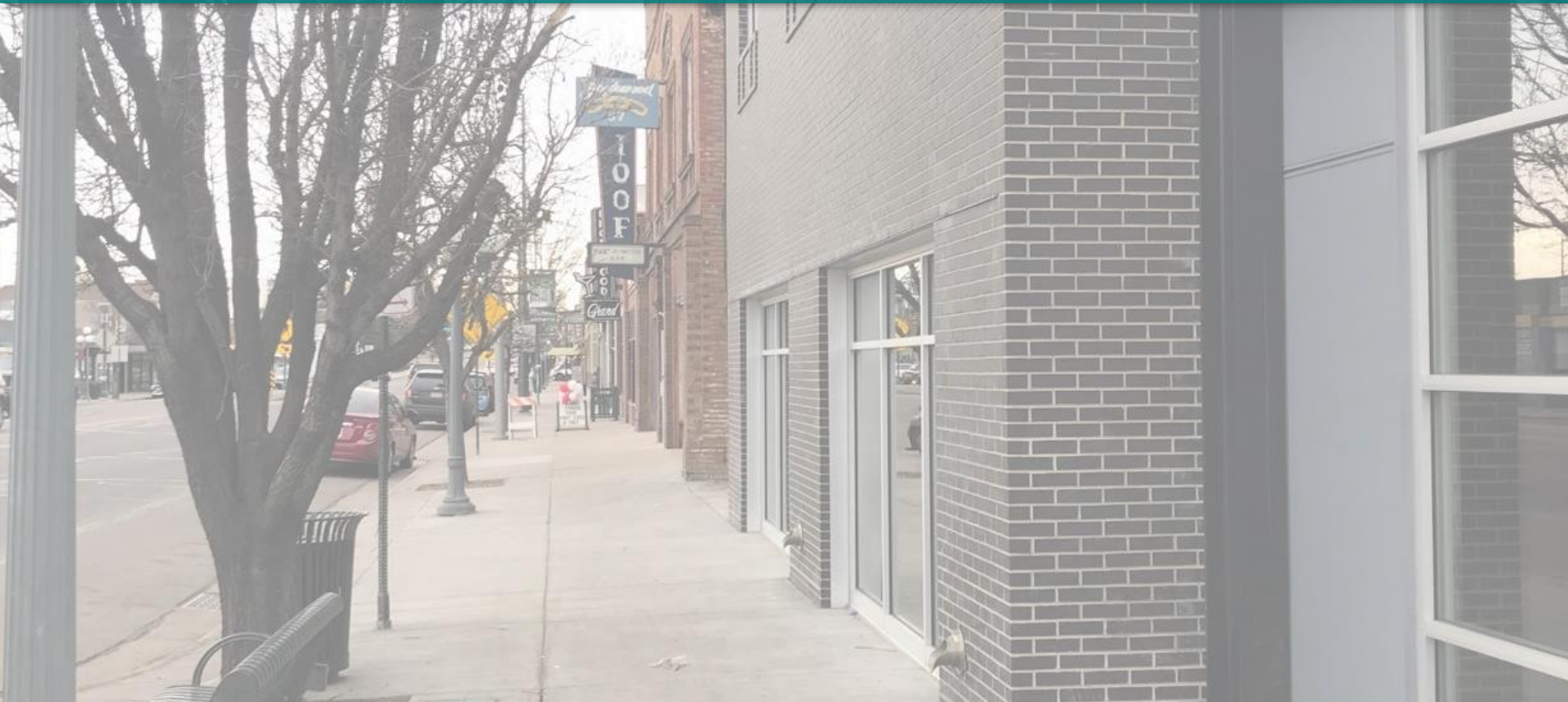
B. Sub-Zone(s)

T4N.2-Open Zone (T4N.2-O)

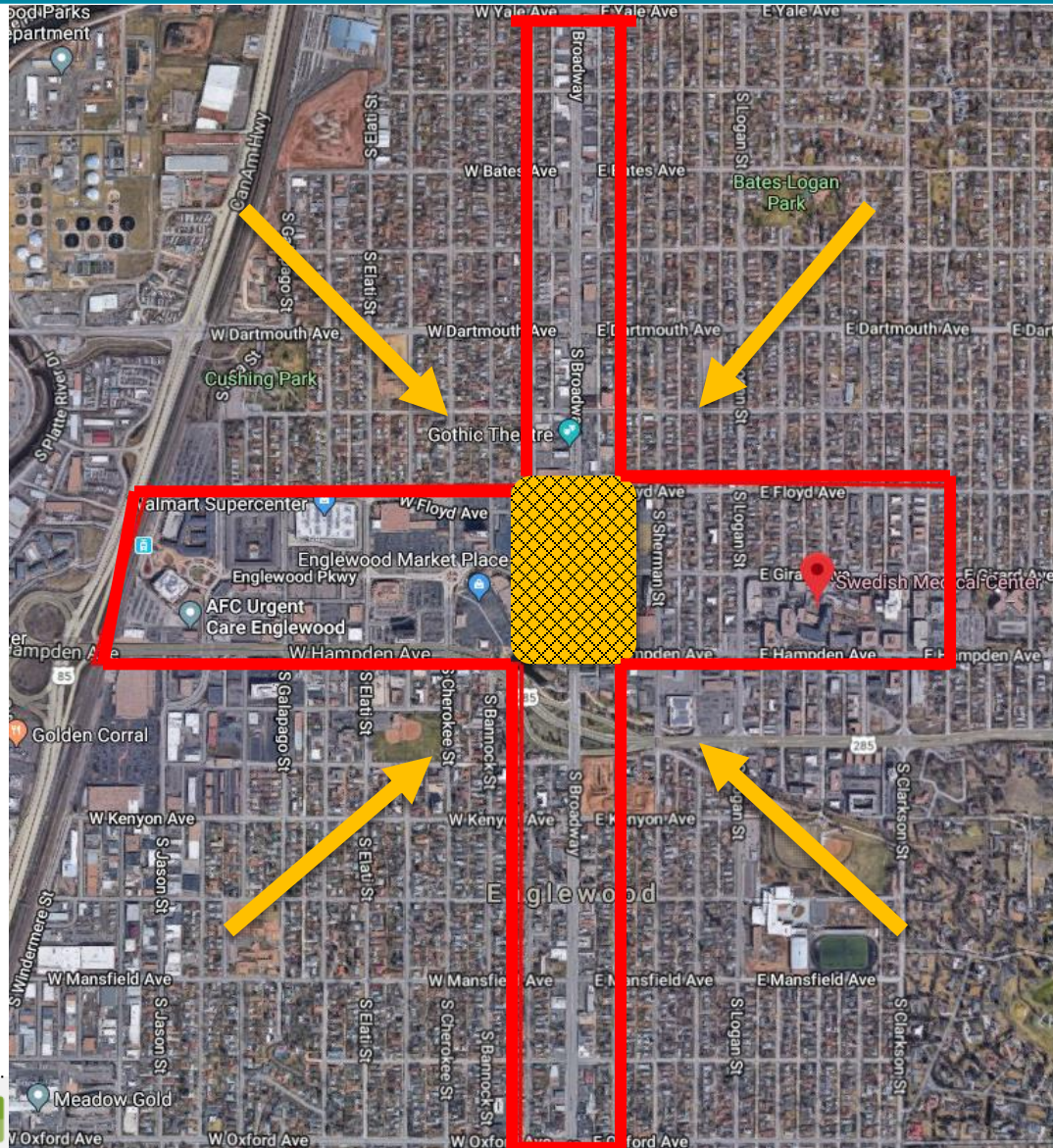
The open sub-zone provides the same building form but allows for a

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Resident-Led Connectivity Improvements



Resident-Led Connectivity Improvements Implementation is the Goal



Feed into and Support Decisions of the Community

1. Recognize the neighborhood's part in “the Big Idea”
 - Celebrate diverse housing stock and embrace change
 - Activate safe pathways to the corridor



Resident-Led Connectivity Improvements

Focus on the Edges to Strengthen Transition



Resident-Led Connectivity Improvements

Improve Links to Parks, Schools, and Amenities



Turn Passion Into Action

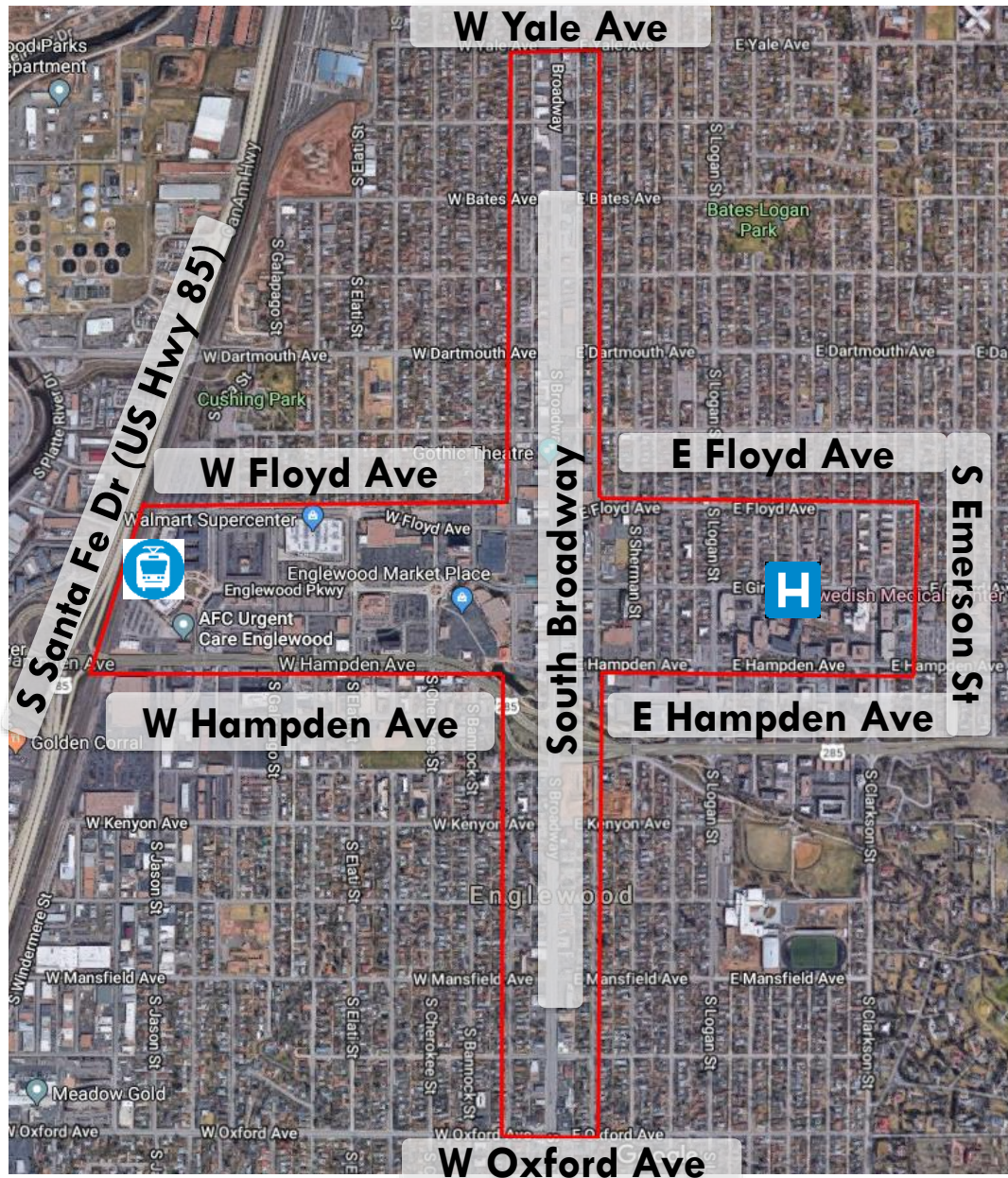


1. Form a Neighborhood Association
2. Organize with intent

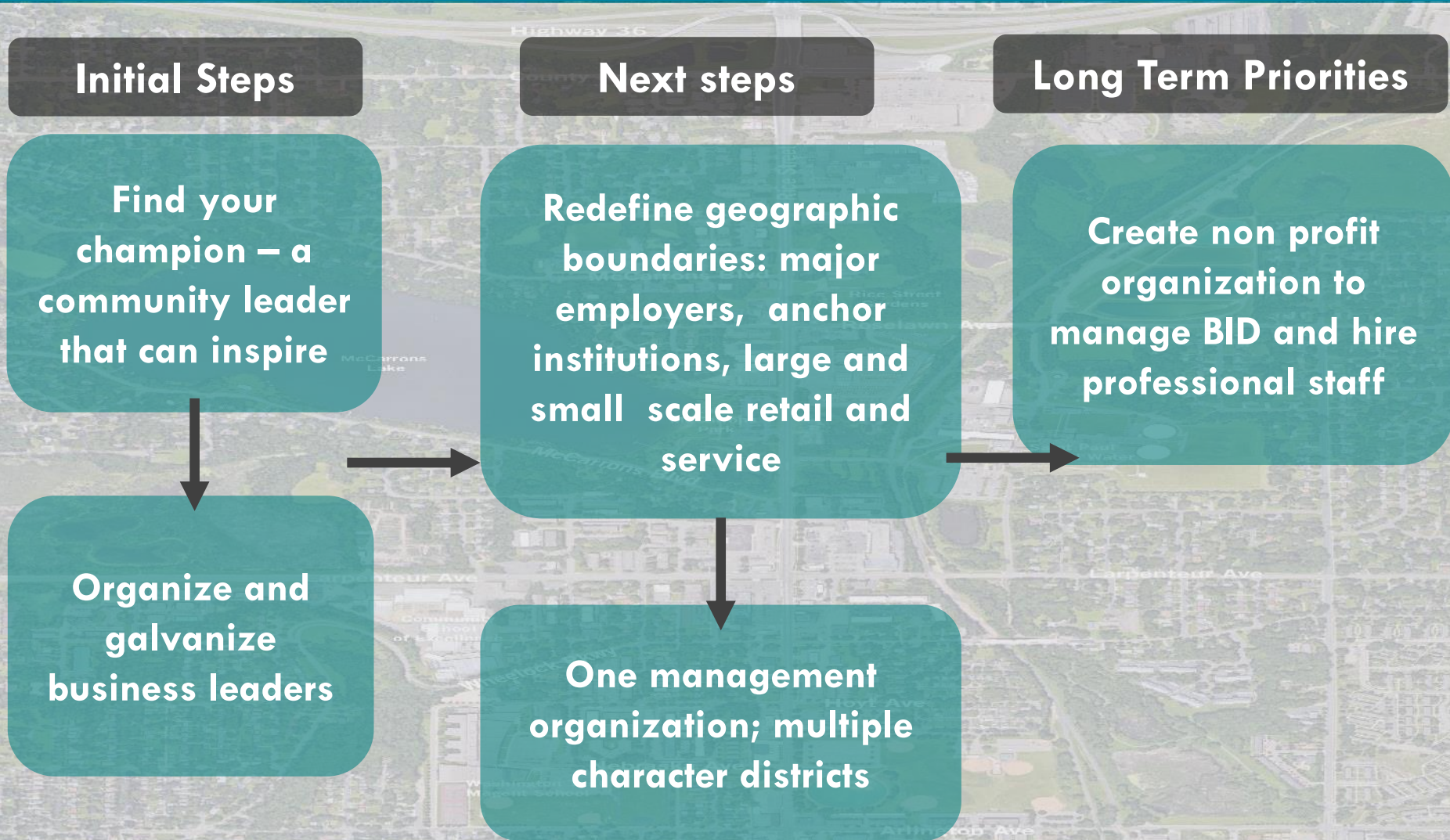


Organize with Intent: Create a Business Improvement District





Reconsider a Business Improvement District: Phase 1



Initial Steps

Find your champion – a community leader that can inspire

Organize and galvanize business leaders

Next steps

Redefine geographic boundaries: major employers, anchor institutions, large and small scale retail and service

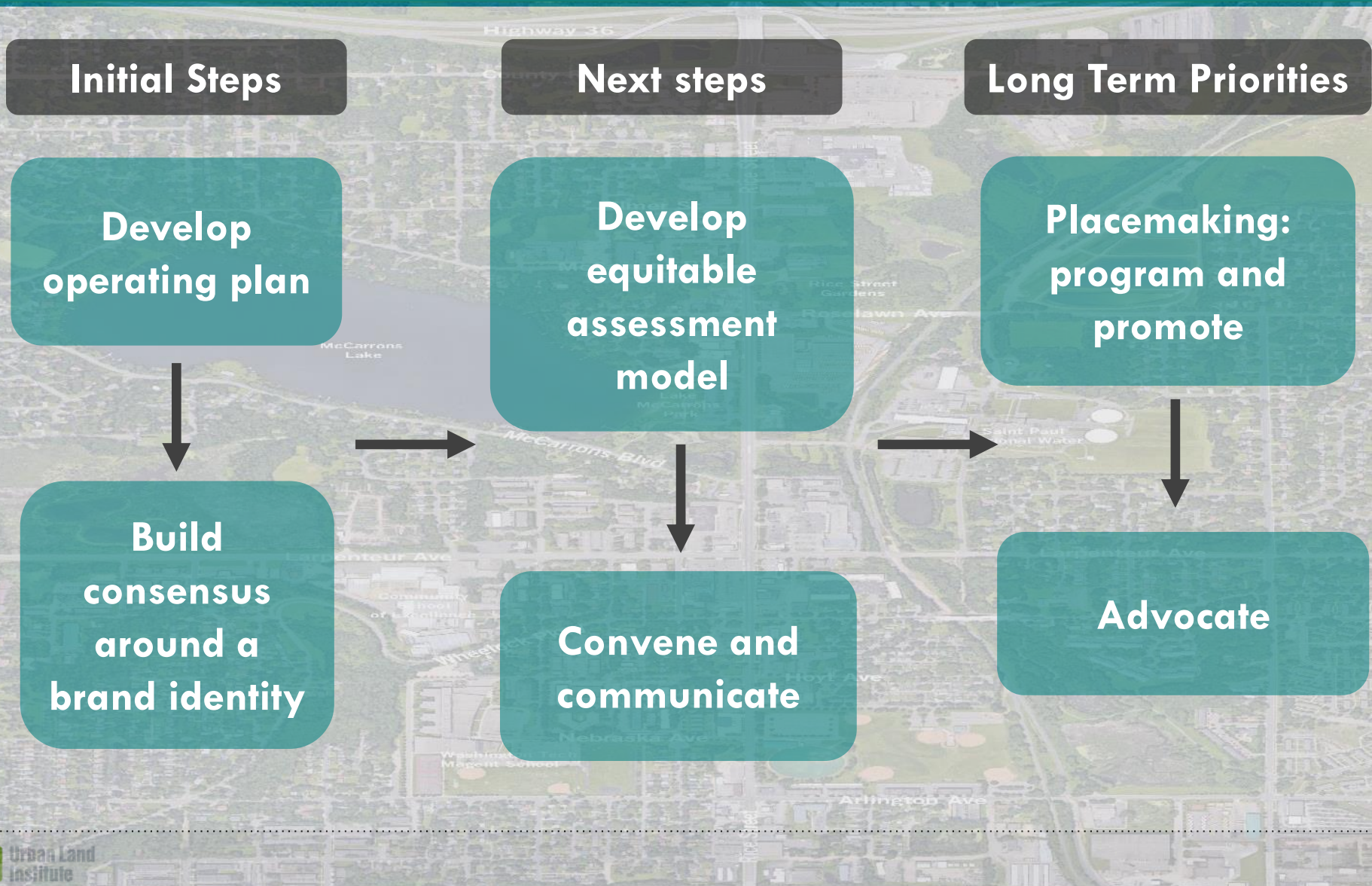
One management organization; multiple character districts

Long Term Priorities

Create non profit organization to manage BID and hire professional staff

Organize with Intent

Reconsider a Business Improvement District: Phase 2



Organize with Intent

Benefits of a New Business Improvement District

**Larger
revenue base**

**Reduce cost burden
on small business**

**Sustained
leadership**

Summary of Recommendations

- 1. Re-envision an “East West Health Corridor”**
- 2. Advance the North South Broadway Corridor**
- 3. Treasure the Heart of South Broadway**
- 4. Refine The Rules for Predictability and Character**
- 5. Resident-Led Connectivity Improvements**
- 6. Organize with Intent: Create a BID**

Short-Term Action Items

We challenge you to:

1. Pilot bike share on East-West health corridor
2. Continue + intensify programming on Broadway
3. Try a temporary narrowing of Broadway
4. Identify private sector champion for BID



Lead with Health





Thank You

Discussion, Comments, and Questions

