

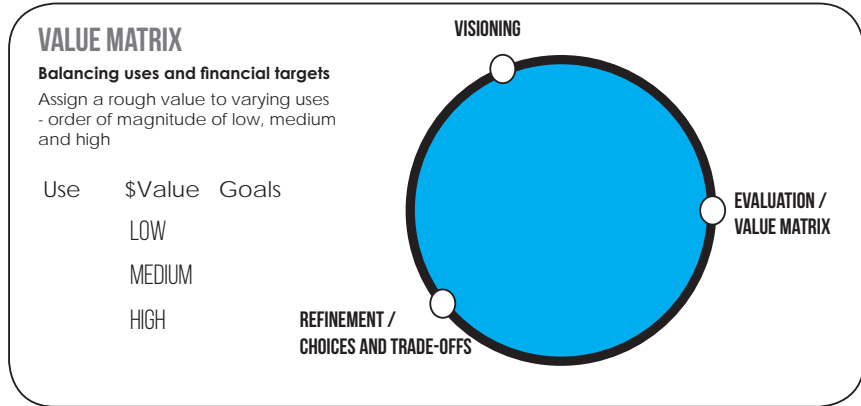
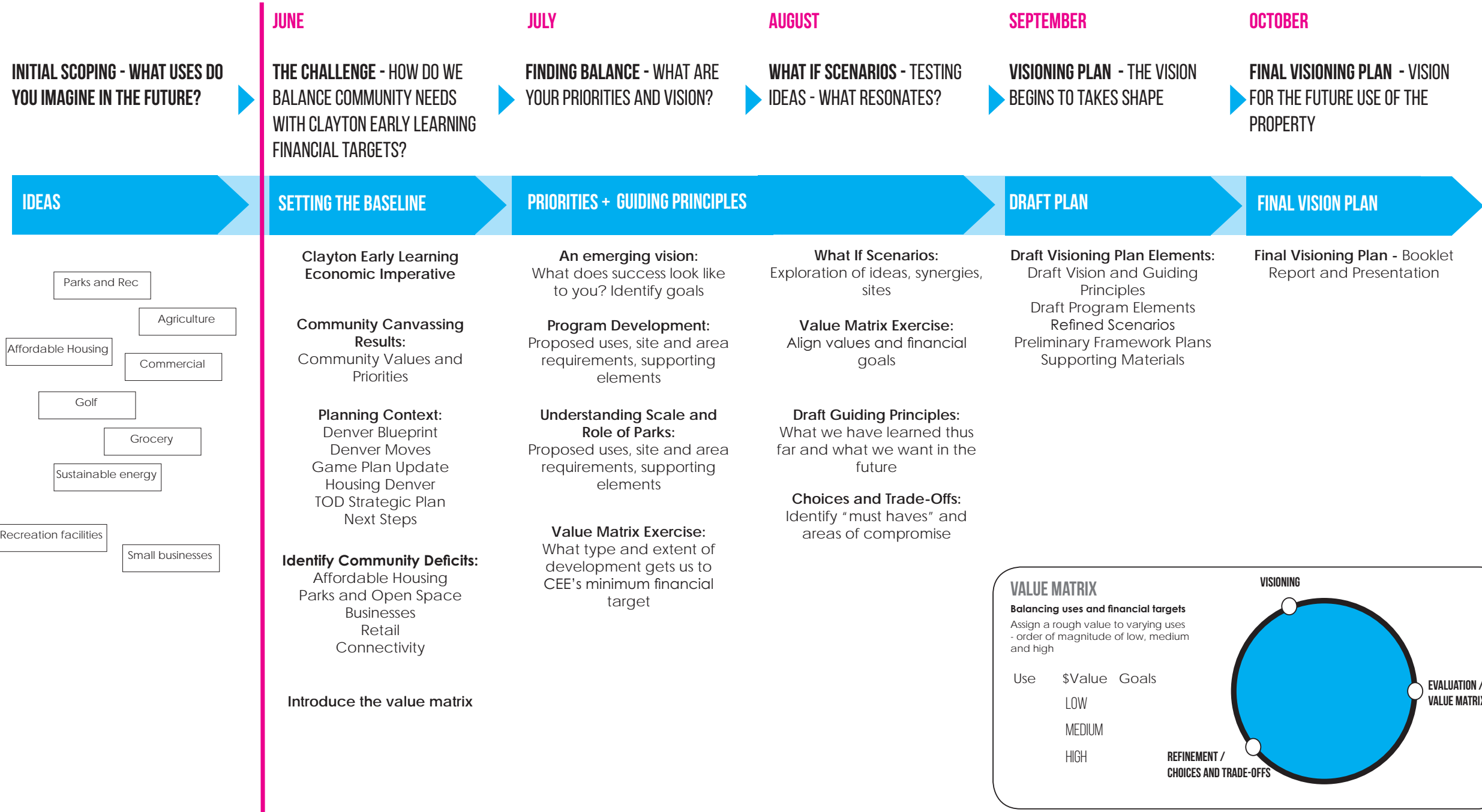
THE **FUTURE** OF THE PARK

HILL GOLF COURSE :

**SETTING THE BASELINE**

# THE FUTURE OF THE PARK HILL GOLF COURSE PROPERTY

## DRAFT VISIONING PROCESS



# CLAYTON EARLY LEARNING'S **CHALLENGE**



**How can the reimagined Park Hill property provide for a sustainable future for both Clayton Early Learning and the community it serves?**



## **Key Objectives:**

**1. Meet the financial requirements of Clayton**

**2. Strengthen the historically underserved community by filling some of the gaps that currently exist**

# CLAYTON EARLY LEARNING PROBLEM STATEMENT

## THE FINANCIALS:

CURRENT OPERATING REVENUE  
FROM PHGC = **\$700,000/YEAR**

**LEASE EXPIRES DECEMBER 2018**

2019 PROJECTED NEEDS -  
OPERATING REVENUE FROM PROPERTY  
= **\$1,000,000/YEAR MINIMUM**

**A NEW GOLF OPERATOR IS UNLIKELY**

OR

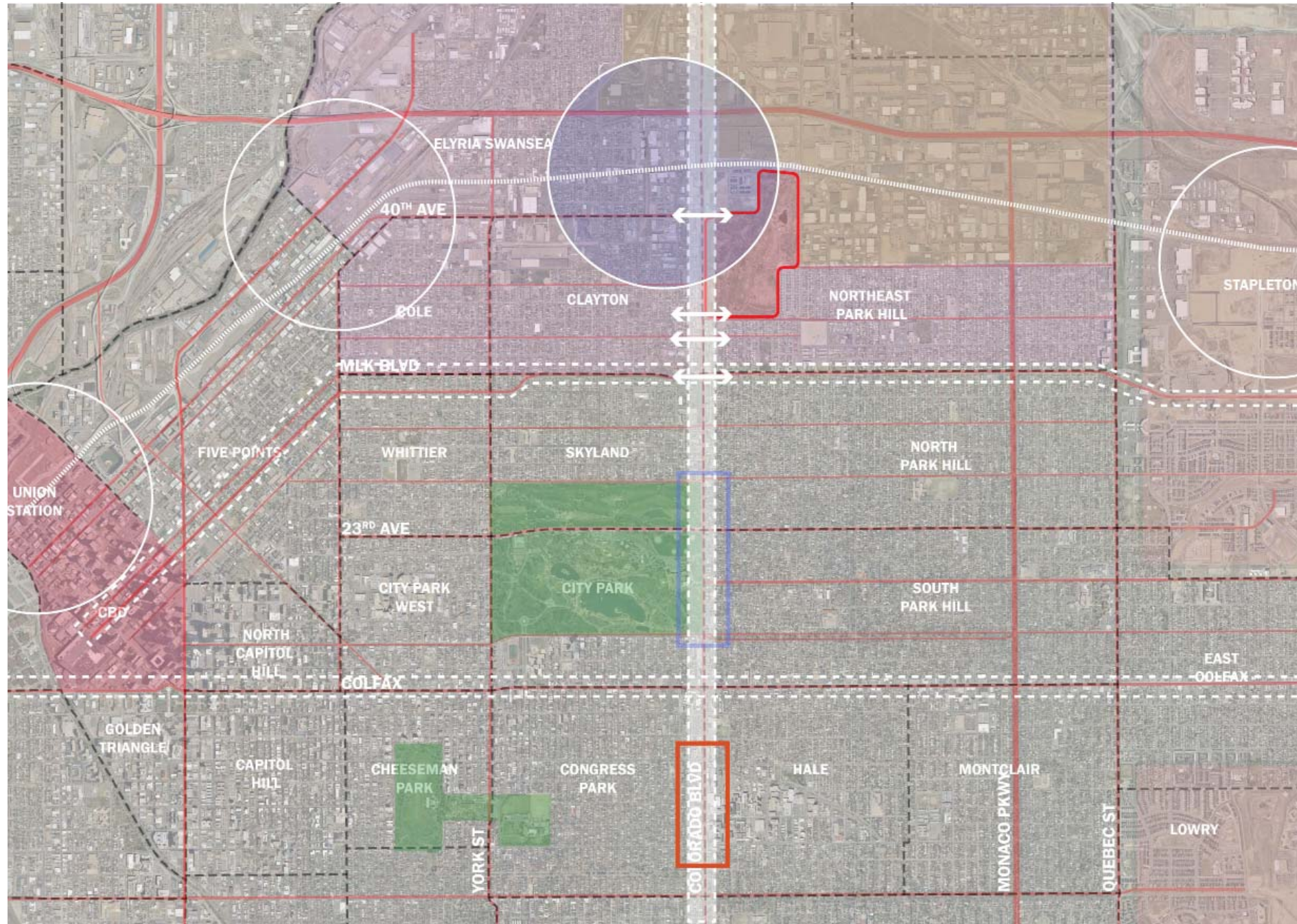
2019 PROJECTED NEEDS -  
LUMP SUM REVENUE =  
**\$24,000,000 MINIMUM**

**WHAT OTHER USES CAN GENERATE  
REVENUE**

(ALLOWS INVESTMENT RETURN OF \$1,000,000/  
YEAR MINIMUM)



# CITY CONTEXT



## North Denver is Changing:

Historically diverse neighborhoods are rapidly changing  
- Five Points, Whittier and Cole

Stapleton Redevelopment pushed land values in surrounding neighborhoods significantly higher

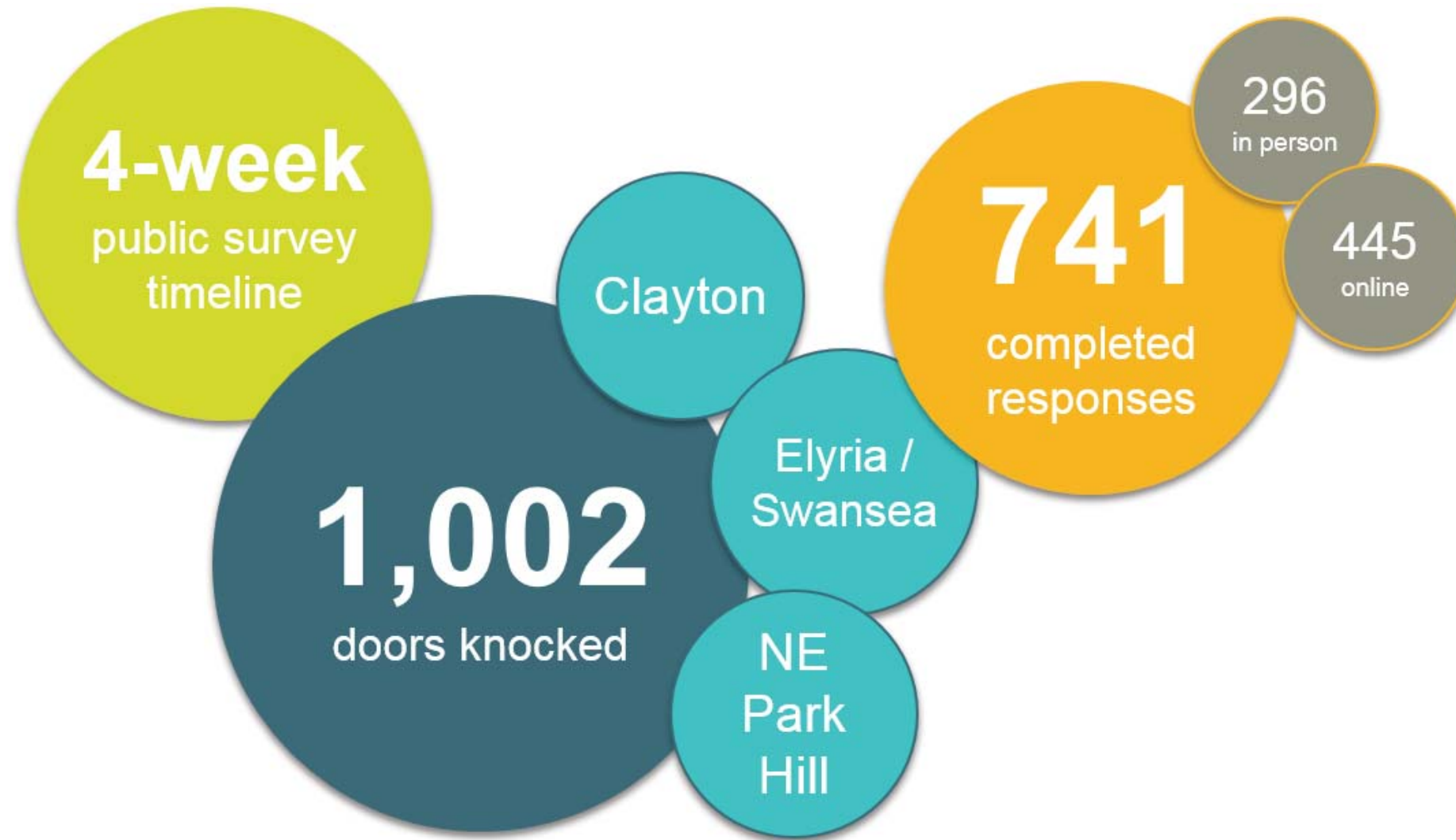
RiNO is rapidly developing and pushing development pressure into north neighborhoods

A Line and "Corridor of Opportunity" - TOD Opportunity

# WHAT WE HAVE HEARD - **COMMUNITY VALUES**



# COMMUNITY CANVASSING RESULTS



High level of participation in survey!

# PLANNING CONTEXT



## Major planning efforts underway in City:

### Citywide:

Denveright:

- Game Plan Update
- Blueprint Denver
- Denver Moves - Transit
- Denver Moves - Pedestrian and Bike

Housing Denver

### Neighborhood:

TOD Strategic Plan

Elyria Swansea Neighborhood Plan

Next Steps Study: 40th/Colorado

### Project:

39th Ave Greenway

Park to Platte

I70 Expansion

303 Artway

# DENVERIGHT

## THE *Vision* FOR DENVERIGHT IS:



## Denveright Goal - “A Healthy City”

8,428 people provided input through workshops, public meetings and a visioning survey

### Vision Elements:

EQUITABLE, AFFORDABLE AND INCLUSIVE

STRONG AND AUTHENTIC NEIGHBORHOODS

WELL-CONNECTED, SAFE AND ACCESSIBLE PLACES

ECONOMICALLY DIVERSE AND VIBRANT

ENVIRONMENTALLY RESILIENT

HEALTHY AND ACTIVE

# DENVERIGHT



**Affordable Housing**  
Transportation Choices  
Diverse, Friendly and Open  
Access to Opportunity



Business Friendly  
Entrepreneurial  
**Diverse Employment**  
**Access to Opportunity**  
**Access to Quality Education, Training, Lifelong learning**  
Equity



**Amenities (ex. retail)**  
Active and Vibrant  
**Affordable Housing**  
Transportation Choices  
**Diverse, Friendly and Open**  
Engaged Community  
Equity  
**Sense of History, Culture and Heritage**  
**Walkable, Bikeable, Accessible, Transit**



**Pedestrian/Bike Friendly**  
Transportation Choices  
TOD  
**Access to Quality Education, Training, Lifelong learning**  
**Access to Amenities and Services**  
**Access to Opportunity**  
**Safe and Inviting**



**Walkable, Bikeable**  
**Great Parks and Open Space**  
**Access to Healthy Food**  
**Access to Amenities and Services**  
Active and Vibrant  
Social  
**Safe and Inviting**



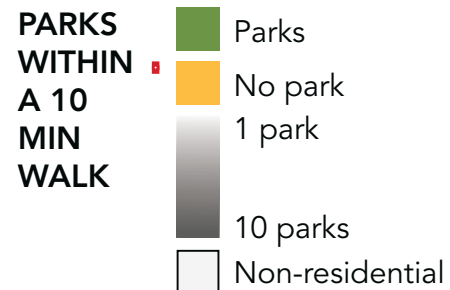
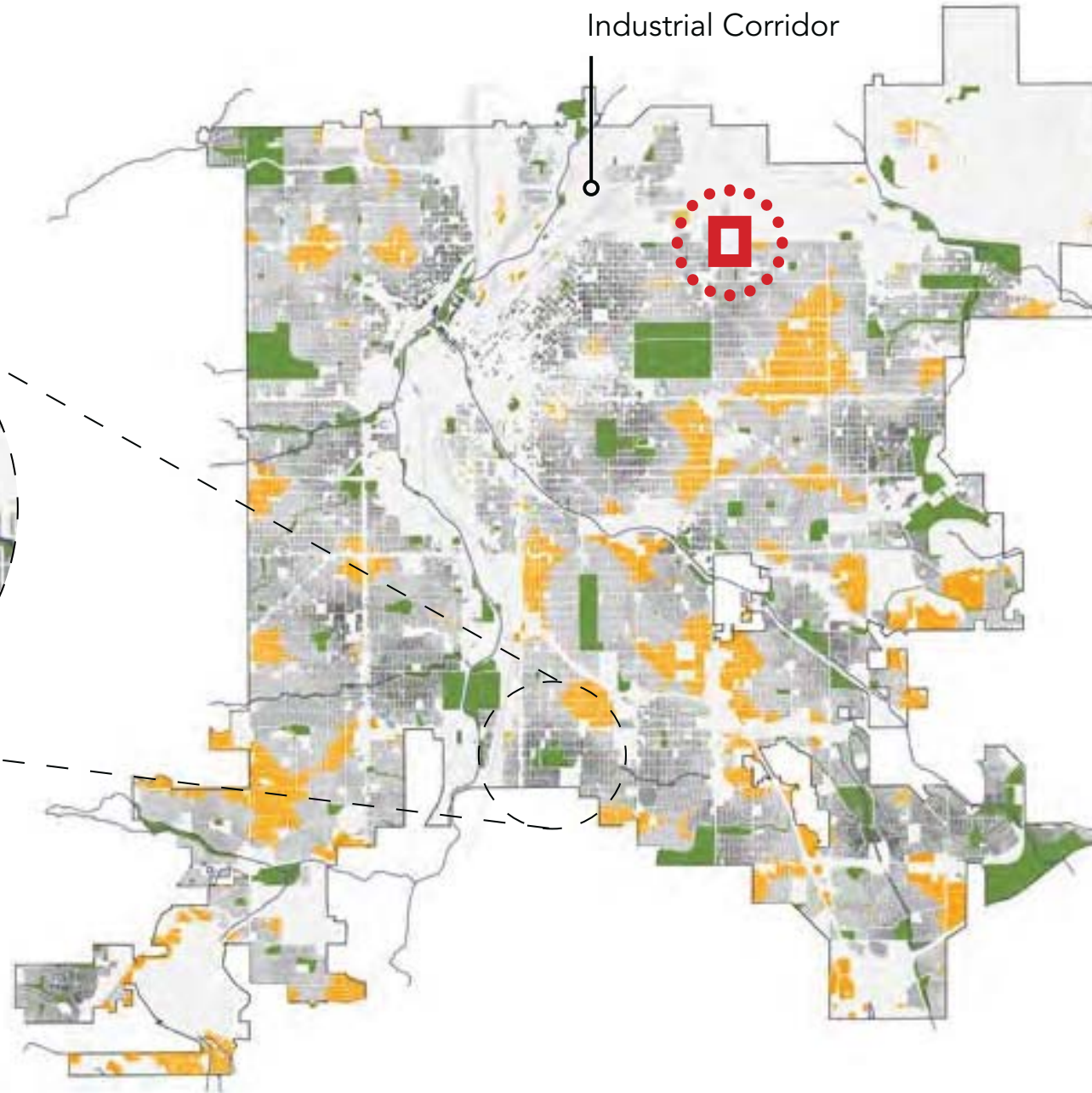
Water Quality  
Tree Canopy  
Environmental Stewardship  
**Equity**  
**Great Parks and Open Space**  
Outdoor Lifestyle

**Community Values  
embraced by Vision  
Elements**

WHERE ARE THE **NEEDS** IN THE  
NEIGHBORHOODS SURROUNDING THE  
PROPERTY?

# PARKS AND OPEN SPACE

## Walking Access



## Game Plan Update Findings:

86% of residents are within a 10 min walk of a park. This is 20% higher than National median

Surrounding neighborhoods are in walking distance of several parks, with a few gaps

Yellow areas indicate parks are not within a 10 minute walk and are considered underserved

Denver's 5,957 acres of urban parkland is above the National median

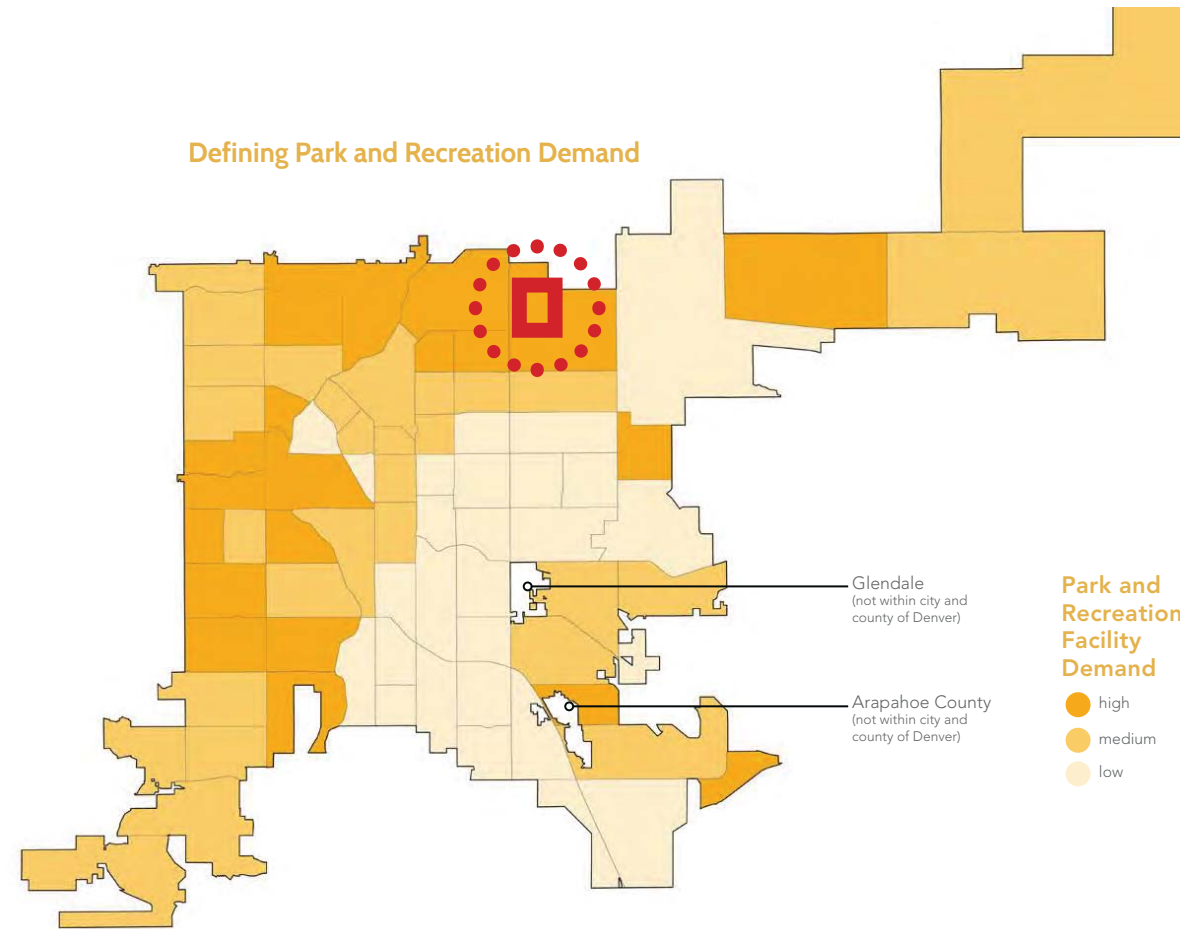
Citywide there is a need for increased parks - parkland per capita is just below national median (9 ac./1,000 residents v. 9.6 ac./1,000 residents)

As Denver's population increases, additional parkland will need to be carved out in densifying neighborhoods

## SOURCES:

DENVER GAME PLAN EXISTING CONDITIONS REPORT (2017)  
TRUST FOR PUBLIC LANDS - 2016 PARK FACTS

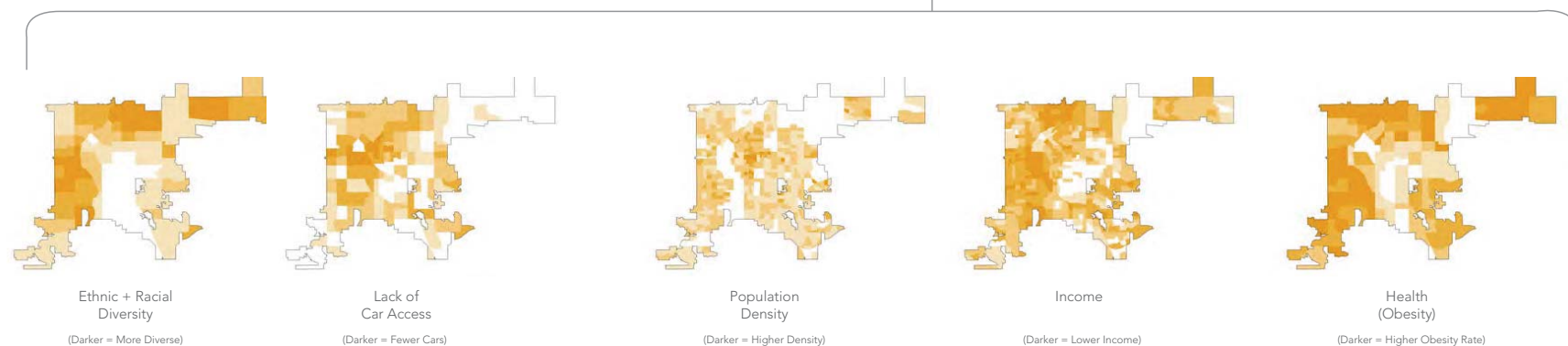
# PARKS AND OPEN SPACE



## Neighborhood Findings:

Community demand for parks is concentrated in Denver's North and West sides

Game Plan determines demand based on health statistics, income, diversity, car access and population. This area is considered in high demand of parks



## SOURCES:

DENVER GAME PLAN EXISTING CONDITIONS REPORT (2017)  
TRUST FOR PUBLIC LANDS - 2016 PARK FACTS  
DENVER BLUEPRINT COMMUNITY PROFILE - 2017

# WALKABILITY



## Neighborhood Findings:

Pedestrian environment generally poorly rated, per Denver Moves survey

Overall not a walkable environment due to lack of pedestrian infrastructure, signalization and destinations

Few destinations, i.e. restaurants or grocery stores

Consequently, environment is very auto-dominated

Colorado Boulevard can act as barrier between east and west neighborhoods / A Line

## SOURCES:

DENVER MOVES SURVEY REPORT 2017



# TRANSIT ORIENTED DEVELOPMENT



40th and Colorado is considered an  
“URBAN” Transit Oriented Development  
Typology

## Transit-Oriented Development/ 40th and Colorado:

Portion of PHGC site is within walkshed

The 2014 TOD Strategic Plan outlines an action plan to facilitate positive growth around transit

Increased density encouraged within walkshed of station

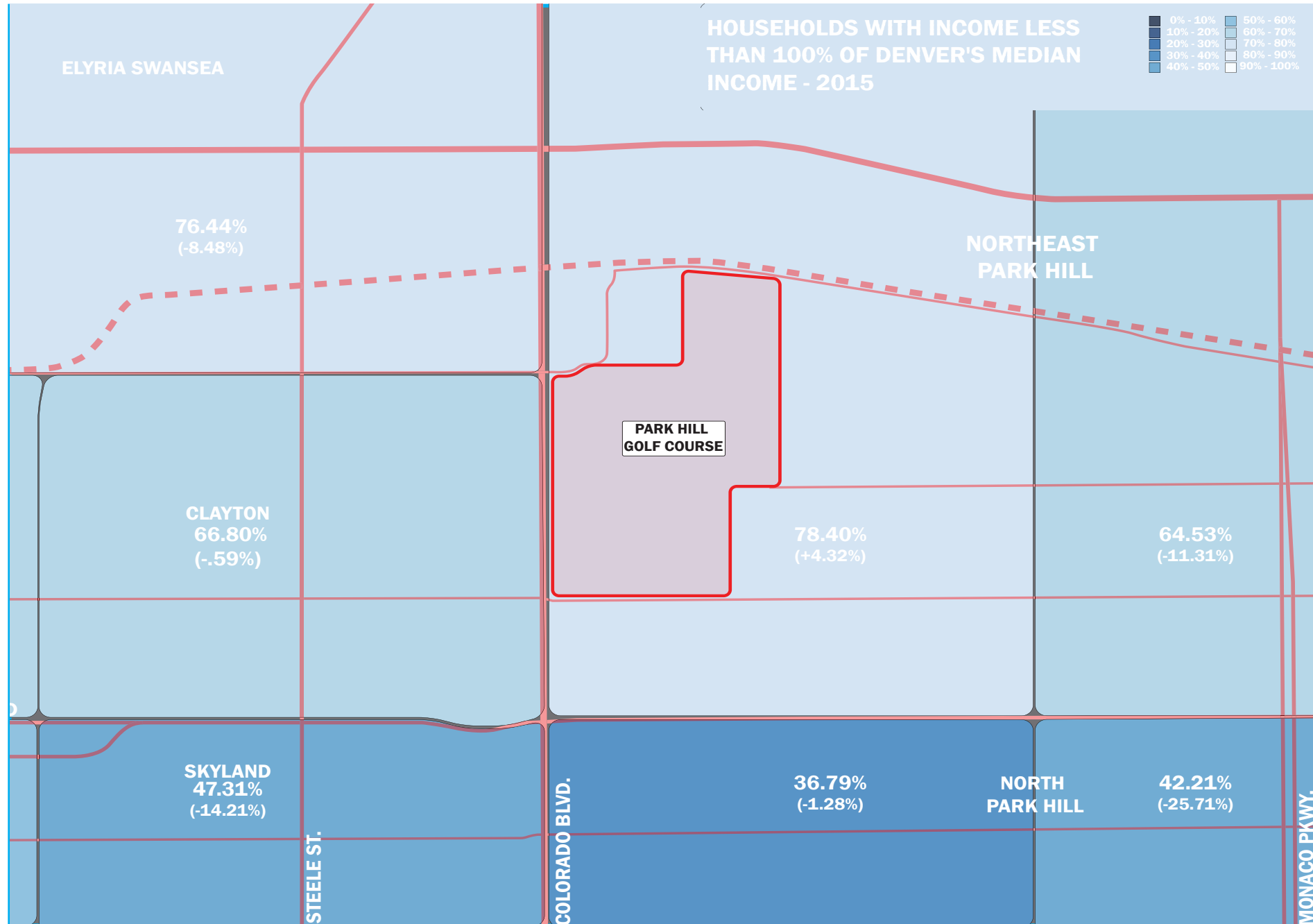
TOD Strategic Plan places emphasis on affordable housing, healthy food, business recruitment, and retail development corridors

Overall not a walkable environment due to lack of pedestrian infrastructure, signalization and destinations

SOURCES:

TOD STRATEGIC PLAN 2014

# AFFORDABLE HOUSING



## Trends:

Cost of housing in Denver has increased **60%** since 2010

Income levels remain relatively flat - with areas of decline in parts of Northeast Park Hill (+4.43 % increase in residents below 100% AMI)

In neighborhoods surrounding the golf course 30% to 45% of residents are below poverty level

## SOURCES:

HOUSING DENVER - A FIVE YEAR PLAN 2015-2019  
CENSUS DATA/GIS

# AFFORDABLE HOUSING



“Many young people, growing families, low- and middle-income families, older adults, or people with disabilities **do not have the income that is needed to keep up with the rise in housing costs** and the scarcity of availability.” - *Housing Denver*

**City Goal** - encourage affordable housing in close proximity to mass transit

**City Goal** - maintain diversity in communities by encouraging a diversity of housing types. Serve up to 120% AMI.

# EMPLOYMENT



**“Makerspaces” can be affordable, shared work spaces for entrepreneurs, with access to tools and an emphasis on making things rather than tech**

## Trends and Opportunities:

Employment opportunities in the neighborhood are primarily limited to the industrial sector

With great proximity to transit, the TOD Strategic Plan identifies growth opportunities for innovative/creative sectors

### SOURCES:

BLUEPRINT SURVEY 2017

# COMMUNITY RETAIL + AMENITIES



## Trends and Opportunities:

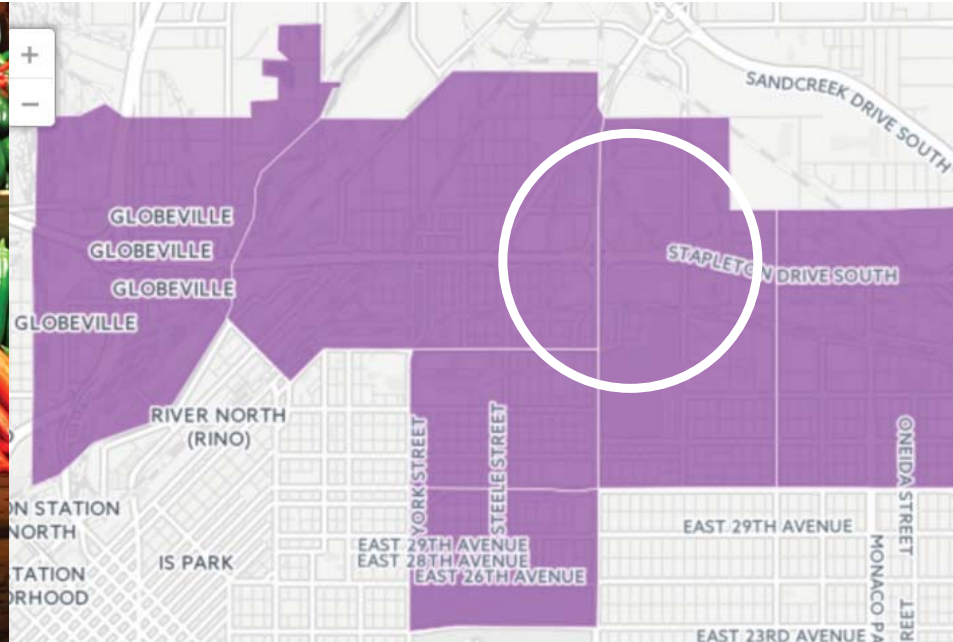
Very few basic services exist - grocery, retail shops

There are no sit down restaurants in the area with the exception of the golf clubhouse, which is an asset to the community

Commercial uses tend to be auto-dominated and do not encourage walking

Lack of neighborhood center contributes to a less socially connected and engaged community

# HEALTH + WELLNESS



## Neighborhood Findings:

The neighborhoods surrounding the property are designated food deserts

Health statistics indicate higher rates of disease than other parts of City

Auto-dominated uses tend to discourage walking

Lack of neighborhood center means less opportunities for social interaction





**There is an opportunity to address many of these gaps as we create a vision for the future of the Park Hill Golf Course Property**

NEXT STEPS:

**BALANCING** FINANCIAL AND COMMUNITY  
VALUES



HIGH VALUE



Mixed Use Main Street



Food and Dining



Grocery Store

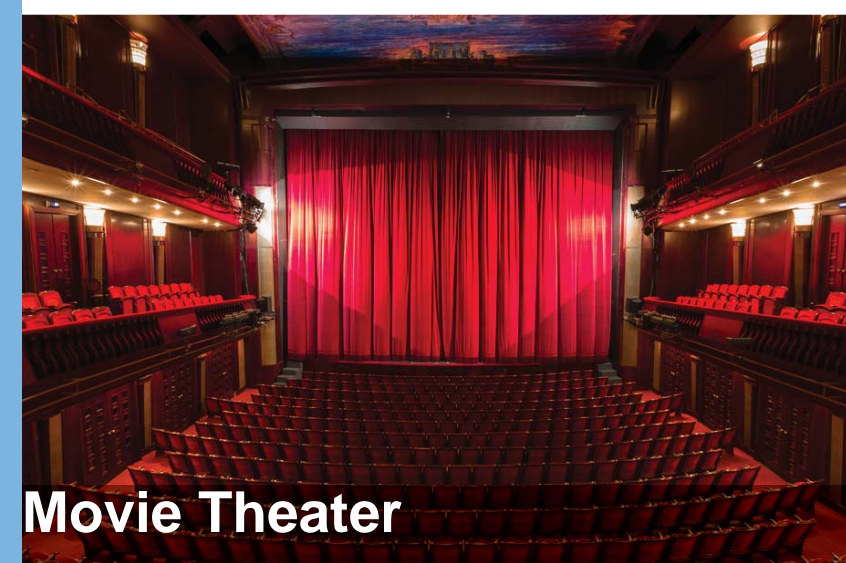
MEDIUM VALUE



Single Fam. Attached Housing



Affordable Housing



Movie Theater

LOW VALUE



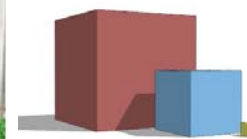
Agriculture



Park



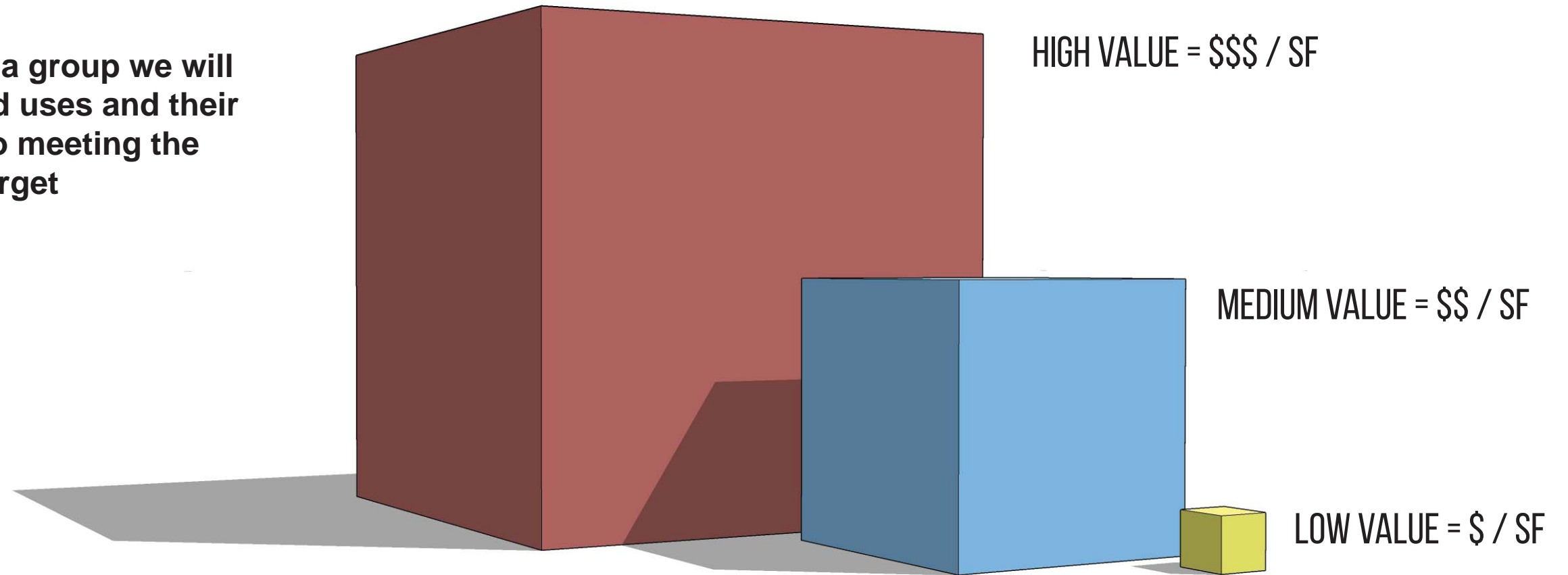
Recreation Center



VALUE MATRIX

# VALUE MATRIX - FINANCIAL TARGETS

At the July meeting, as a group we will explore a variety of land uses and their financial contribution to meeting the minimum \$24 million target



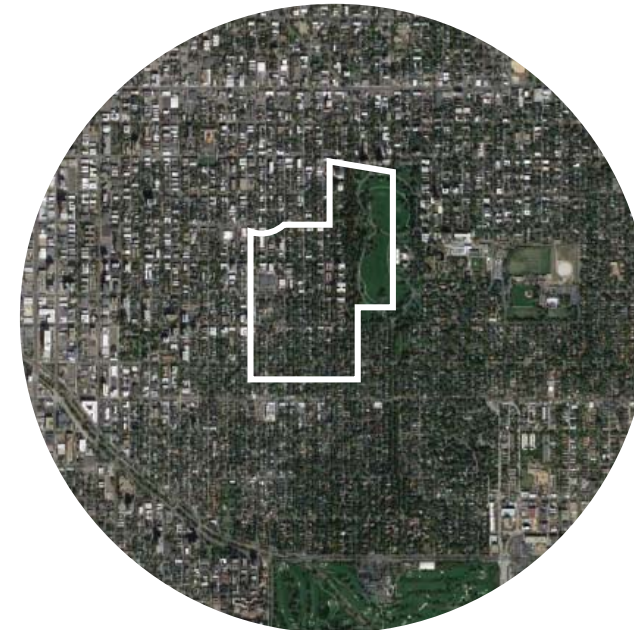
# UNDERSTANDING SCALE



PARK HILL PROPERTY



STAPLETON



CAPITOL HILL/CHEESEMAN PARK



CITY PARK



CHERRY CREEK

Scale comparisons help convey the relative extents of the 155 acre property. The property could fit:

- 25 blocks of Capitol Hill
- 15 blocks in Cherry Creek + the Mall
- 1/2 the Zoo, the entire Museum of Natural History, and 1/3 of City Park

“AND” v. “OR”

**QUESTIONS?**