



2013 EDGEWATER COMPREHENSIVE PLAN

BACK OF COVER (BLANK)



Acknowledgments

EDGEWATER CITY COUNCIL

Bonnie McNulty, Mayor
Todd Riddle, Mayor Pro Tem
Kristian A. Teegardin, Councilman
David Fleck, Councilman
Myra Keeble, Councilwoman
Devon M. Barclay, Councilman
Laura Keegan, Councilwoman
Adam Gardner, Councilman

EDGEWATER PLANNING AND ZONING COMMISSION

Steve Conklin, Chair
Derek Carosi, Vice Chair
Andrew Iltis, Commissioner
Marilyn Gord, Commissioner
Virgie Carr, Commissioner

EDGEWATER REDEVELOPMENT AUTHORITY

Chris Formanek, Chair
Nelson McNulty, Vice-Chair
Steven Martin
Kai Turner
David Suro
Tim Fredregill
Joan Martin

PARKS, RECREATION, HISTORIC PRESERVATION & ARTS ADVISORY BOARD

Martin Pemkiewicz, Chair
Dominique Skeeahan, Vice Chair
Valerie Moore
Bobbie Schuppert
Jeanette Papp
Justice Rhodes
Jane "Janka" Flaska



CITY OF EDGEWATER STAFF

HJ Stalf, City Manager
Dan Maples, Community Services Director
Beth A. Hedberg, City Clerk MMC
Jennifer Schartz, Deputy City Clerk
Mike Ball, Public Works Director
Mary Heller, Police Chief
Mark Finocchio, Fire Chief
Eric Pendley, Building Official
John Enochs, City Engineer

THE PLANNING TEAM



McCool Development Solutions
5690 Webster Street
Arvada, Colorado 80002



Ricker|Cunningham
8200 South Quebec Street
Suite A3-104
Centennial, CO 80112



Murry Dahl Kuechenmeister & Renaud
1530 16th Street, Suite 200
Denver, CO 80202

PARTNERSHIP

The 2013 Edgewater Comprehensive Plan was funded, in part, by a Planning Grant from the Denver Regional Council of Governments.

SPECIAL THANKS TO THE CITIZENS, BUSINESS OWNERS, PROPERTY OWNERS OF EDGEWATER AND INTERESTED CITIZENS IN THE SURROUNDING AREA WHO PARTICIPATED IN THE COMPREHENSIVE PLAN UPDATE PROCESS.



Table of Contents

INTRODUCTION	1
Purpose of the Plan.....	1
Relationship to Other City Planning Efforts.....	2
Statutory Authority (Enabling Legislation).....	2
Amending the Plan.....	3
Planning Influences.....	4
Historic Perspective.....	5
The Planning Process.....	7
How to Use This Plan.....	10
COMMUNITY VISION	14
GUIDING PRINCIPLES	14
COMMUNITY PROFILE	17
Socio-Economic Characteristics.....	17
Market Opportunities.....	26
LAND USE	31
ECONOMIC DEVELOPMENT	35
COMMUNITY CHARACTER AND DESIGN	39
COMMERCIAL REDEVELOPMENT	43
HOUSING	45
PUBLIC SERVICES AND INFRASTRUCTURE	49
COMMUNITY INVOLVEMENT	53
PLAN MAPS	57
Future Character Plan Map.....	57
Framework Plan Map.....	59
Existing Infrastructure Map.....	61
PLAN IMPLEMENTATION	63
APPENDIX	73
A. Real Estate Trends.....	73
B. Fiscal Analysis.....	79
C. Plan Issue Identification Survey Results.....	87
D. Community Survey Results.....	91
E. Community Attitudes Survey Results.....	117
F. Glossary of Terms.....	163



PAGE INTENTIONALLY LEFT BLANK

Introduction

Purpose of the Plan

The purpose of the *2013 Edgewater Comprehensive Plan* is to articulate Edgewater's overall vision established by the community through the planning process. It is intended to serve as a unified guide and central coordinating mechanism for the future of Edgewater to:

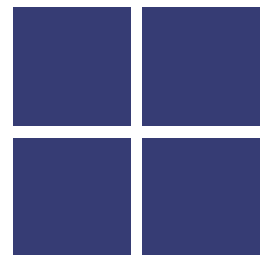
- Assist decision makers to evaluate proposals and form the comprehensive strategy for guiding future development and redevelopment of the City of Edgewater (City) in a manner that is consistent with their vision;
- Guide City Staff, City Council, the Planning and Zoning Commission, advisory committees, developers and citizens to achieve the goals set forth in the *Plan* while also providing direction to other municipalities and governmental entities;
- Emphasize the interrelated nature of Edgewater's neighborhoods and its commercial areas as a key to its long-term success and vitality;
- Synthesize and build upon the previous work, efforts and successes of the City, stakeholders and numerous organizations already active in Edgewater;
- Identify the necessary "next steps" the community must take in order to achieve the implementation of its goals for Edgewater.



[Edgewater Municipal Building Sign](#)

“The comprehensive plan is a framework and guide for accomplishing community aspirations and intentions. It states goals and objectives and recommends courses of action for future growth and development of land, public facilities and services and environmental protection.”

-Colorado Department of Local Affairs Community Development Office





The *Edgewater Comprehensive Plan* also relates to the following regional plans and documents:

- Denver Regional Bicycle Map
- Denver Regional Council of Governments (DRCOG) 2035
- Denver Regional Council of Governments (DRCOG) 2035 Metro Vision Regional Transportation Plan

Relationship to Other City Planning Efforts

The City of Edgewater has made tremendous strides in planning for its future since the passage of the new charter in 2009. The *Edgewater Comprehensive Plan* ('*Comprehensive Plan*' or '*Plan*') reflects the City's other recent planning efforts and policy documents. Specific plans and documents that are referenced by the *2013 Edgewater Comprehensive Plan* include the following:

- *Parks and Recreation Master Plan, 2010*
- *Edgewater Design Standards, 2003*

State statutes contemplate the *Urban Renewal Plan, 2012* as a standalone document; however, the *Comprehensive Plan* is consistent with the *Urban Renewal Plan*.

While portions of these plans have been incorporated into specific sections of the *Comprehensive Plan*, users should refer back to the original documents for more detailed information. In the future, as new plan elements and other related planning documents are prepared and adopted, they will become a part of the *Edgewater Comprehensive Plan*.

At the time of adoption of this Plan, the Edgewater Municipal Code requires consideration of the *Comprehensive Plan* in two contexts: (1) consideration of Planned Unit Developments (PUDs); and (2) Park and Open Space dedication requirements. As the Municipal Code evolves, references to the *Comprehensive Plan* may also change.

Statutory Authority (Enabling Legislation)

Colorado State Law (CRS 31-23-206) and the Edgewater City Charter (Charter Section 11.3) require the Edgewater Planning and Zoning Commission to adopt a "master plan" for the physical development of the City. CRS 31-23-206 provides the framework for such a "master plan" or comprehensive plan. This document complies with the above-referenced State statute by providing for planned and orderly development and balancing basic human needs for a changing population with legitimate environmental concerns. It is the policy of the State of Colorado "...to clarify and provide broad authority to local governments to plan for and regulate the use of land within their respective jurisdictions."

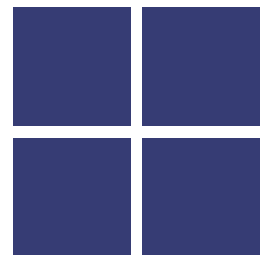
The *Comprehensive Plan* has legal status in that once adopted, "...no street, square, park or other public way, ground or open space, public building or structure, or publicly or privately owned public utility..." may be built or authorized without review and approval by the Planning and Zoning Commission (CRS 31-23-209). In keeping with this definition, the *Comprehensive Plan* for the City of Edgewater will guide development and growth within Edgewater, while also providing direction to other municipalities and governmental entities within a three-mile radius of Edgewater. The Plan is designed to work with these other agencies by encouraging Intergovernmental Agreements (IGAs) and other area plans that address all the concerns of nearby municipalities and government organizations.

Amending the Plan

This *Comprehensive Plan* is a citizen-based document for the Planning and Zoning Commission and City Council to use to direct decision making for the City. As the community grows, the *Plan* must be able to adapt accordingly. The Planning and Zoning Commission, City Council and City Staff should re-evaluate and update the *Plan* in response to changes in the community every three to five years. Citizens may also request amendments to the *Plan*. Both the written and graphic components of the *Comprehensive Plan* may be amended. *Plan* amendments may include revisions to one or more sections of the *Comprehensive Plan* as a result of adoption of a specific issue/policy or plan, by directive from City Council or the Planning and Zoning Commission, or upon request by staff, landowner or development applicant.

The Planning and Zoning Commission must review all proposals to amend the *Plan*. If an amendment is proposed, City Council and the Planning and Zoning Commission must determine if the changes are in the best interest of the City by holding a public hearing regarding the amendment. An amendment to the *Comprehensive Plan* must be approved by resolution of the Commission and subsequent approval by City Council. When evaluating *Plan* amendments initiated or proposed outside of the City's regularly scheduled *Plan* review and amendment processes, the Commission should consider whether:

- The amendment improves the implementation of one or more of the goals, objectives and strategies of the existing *Comprehensive Plan*.
- The amendment will not pose a detrimental impact on existing or planned City facilities, services, or transportation facilities.
- Ample opportunity for public input concerning the proposed change has been provided.





Planning Influences

Edgewater has been unable to physically expand its boundaries since the surrounding cities incorporated in the 1960s, creating challenges for new development and population growth. However, recent land use and development trends in neighboring jurisdictions may spur new patterns within Edgewater. Of particular note is the growing metro-wide population, resistance to increased density in neighboring communities and the opening of the West Corridor Light Rail Line with two stations less than one mile from the City's center. Added to this is the relative affordability of property in Edgewater, the City's access to Sloans Lake, Sloan's Lake Park and views of Downtown Denver.



In response, Edgewater will likely begin to redevelop in the coming years. Such changes could provide great benefit to the City in terms of new tax revenue, new jobs and residents. Without careful planning, however, such development could also alter the very aspects of the City that make it an attractive and livable community. This *Plan* provides a roadmap for how Edgewater as a City can respond and adapt to these population and development trends in a way that protects and builds upon its location, its character and the vision its residents have articulated.



[View of Denver from Edgewater City Hall](#)

Historic Perspective

The history of Edgewater is tied closely to the development of Sloans Lake. The lake was created in 1861 when Thomas Sloan, hoping to farm the area, dug a well that overflowed and flooded 200 acres. The City's name 'Edgewater' was derived from its proximity to the water's edge. The formation of the lake initially attracted a few fishermen and ice-cutters to the area. However, it wasn't until the 1887 establishment of Fort Logan that development began to increase, thanks to the creation of Sheridan Boulevard as a major access route. The increase in traffic moving past the lake brought new residents and spurred the idea for Manhattan Beach resort on the northwest shore of Sloans Lake. Though the resort was abandoned in 1914, when it opened in 1889 it was the largest amusement park west of the Mississippi, attracting many visitors. The following year the West End Street Railroad opened, running along 29th Avenue to Sheridan Boulevard and connecting Denver to Manhattan Beach and the growing Edgewater community.

By the turn of the century Edgewater had attracted enough residents to open a post office, school and a few small stores on 25th Avenue. However, without any public infrastructure and with a tendency to flood, the Edgewater community was known primarily for its muddiness and saloons, making it difficult to attract wealthier families and quality homes. In an effort to distinguish itself from this identity, Edgewater's approximately 300 residents narrowly voted in 1901 to incorporate as a City, with official state recognition coming in 1904. The first steps for newly-elected leaders were to build wooden boardwalks, replace the town's well with piped water, establish street names and extend telephone and electricity lines. This was followed by ordinances regulating sanitation and dangerous behavior.

The mid-20th century saw substantial growth in Edgewater. The population increased from less than 1,500 in 1930 to 5,500 in the mid 1970s. During this period the City paved its streets, developed new retail along Sheridan Boulevard and continued to annex new land for residential development until the surrounding communities of Wheat Ridge and Lakewood incorporated in the 1960s, land-locking the City. In the 1980s, the City formed the Edgewater Redevelopment Authority (ERA) to address the need for road and public facility improvements, as well as flood and storm water issues; the ERA



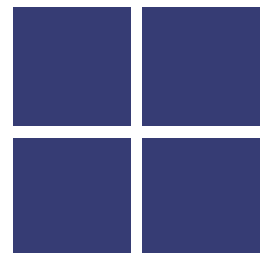
Mural near 25th Avenue & Sheridan Boulevard

Did you know...

Throughout Edgewater's history, the spelling of Sloans Lake has caused some confusion.

Sloans Lake itself is spelled *without* an apostrophe.

Sloan's Lake Park is spelled *with* a possessive apostrophe.





continues to work to ensure quality physical and economic development throughout the City. Finally, the City also established a Parks, Recreation, Historic Preservation and Arts Advisory Board to help ensure that Edgewater's history is protected and celebrated into the future.

Edgewater Today

Edgewater offers a unique small town atmosphere within minutes of Downtown Denver. It is a small City, with an area of less than one square mile and a 2010 population of 5,170. This is a slight decline in population from 5,445 in 2000, despite overall growth in the Denver Metro area and the state. At the same time Edgewater's population has become more diverse, with over half of the City's population composed of residents of Hispanic, African, or Asian descent, according to the 2010 census.

Approximately half of the City's land area is made up of single-family neighborhoods and more than half of all residential units are renter-occupied. Most of the City's multi-family and commercial development is located at the City's perimeter, along Sheridan Boulevard, 20th Avenue and 26th Avenue, with smaller neighborhood-serving businesses situated along 25th Avenue 'Main Street.' For more detailed economic and demographic information, refer to the Community Profile section of this *Plan*.



25th Avenue, Edgewater's 'Main Street'

The Planning Process

During the fall of 2010, the Edgewater Planning and Zoning Commission pursued a formal process for updating the 2003 Master Plan. The process was designed to provide opportunities for community input at a variety of levels, including community attendance and participation during regular Planning and Zoning Commission meetings, interactive community workshops, community surveying in both English and Spanish and one-on-one interviews with community stakeholders.

The *2013 Edgewater Comprehensive Plan* is the product of cooperative visioning founded upon a community and citizen-based planning effort between the following groups:

- Citizens of Edgewater
- Edgewater Planning and Zoning Commission
- Edgewater City Council
- Edgewater Redevelopment Authority
- Parks, Recreation, Historic Preservation and Arts Advisory Board
- Edgewater Administration and Staff

The planning process was comprised of four phases:

Phase I--Community Assessment and Survey

Phase II--Community Engagement

Phase III--Plan Preparation

Phase IV--Adoption and Implementation

The following is a brief summary of the variety of techniques used throughout the planning process to learn about Edgewater citizens' vision for their community.

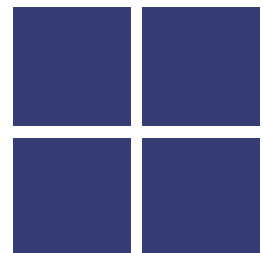
Plan Issue Identification

In December of 2010, the Planning and Zoning Commission hosted a joint work session with City Council to identify key issues facing Edgewater and to kick off the planning process. All participants were asked to fill out a survey, wherein the goal was to identify the single most important issue this *Comprehensive Plan* needs to resolve. The key issues that emerged from this survey are listed below:

- Economic and Fiscal Issues
- Community Character and Livability
- Commercial/Redevelopment
- Quality of Life
- Housing
- Land Use
- Community Design



[Public Participation at Community Workshops](#)





Stakeholder Interviews

During the initial phase of the planning process, the Planning and Zoning Commissioners conducted one-on-one interviews with key project stakeholders to gather background information and obtain a variety of perspectives on Edgewater's issues. The interviewees were identified by the Planning and Zoning Commission and included local business owners and representatives, residents and property owners. Many of the interviewees were selected for their previous or ongoing involvement in related planning efforts or in organizations active within Edgewater.

Community and Business Survey

In 2010, the City of Edgewater received a grant from the Denver Regional Council of Governments (DRCOG) to fund the Community Assessment Survey and complete Phase I of the update process. The Planning and Zoning Commission, with the assistance of Planning Staff, drafted and administered community and business surveys in both English and Spanish.

The results from these surveys, along with input from the stakeholder interviews, helped formulate the focus topics for the visual preference survey in Community Workshop One: Quality of Life, Infill & Development, Economic Development and Community Character.

Community Workshops

For the second phase of the planning process, the Edgewater Planning and Zoning Commission facilitated two community workshops. Each workshop was highly interactive and resulted in community consensus upon completion of the community input phase of the project.

[Workshop One – Community Attitudes Survey \(Visual Preference\)](#)

A visual preference survey was developed through a collaborative process with Staff, members of the Edgewater Redevelopment Authority (ERA) and the Edgewater Planning and Zoning Commission. Planning Staff, at the direction of the Commission, prepared a series of slides with images and questions that elicited the community's preferences related to specific topics: Community Character, Commercial/ Redevelopment, Quality of Life and Economic Development.

On November 30, 2011, the first Community Workshop was held where the Community Attitudes Survey was conducted using keypad polling, an anonymous voting method where participants can instantly see the results for each question. Polling results showed that the community preferred a low density approach to new development and redevelopment. A total of 44 residents attended and participated in the planning exercise.

[Workshop Two – “Density – What’s in it for You?”](#)

In August of 2012, the Planning and Zoning Commission presented the results of the Community Attitudes Survey and provided a fiscal analysis of the emerging *Framework Plan Map*, *Future Character Plan Map* and Guiding Principles of the *Plan*. These *Plan* documents are discussed in detail in the following pages.



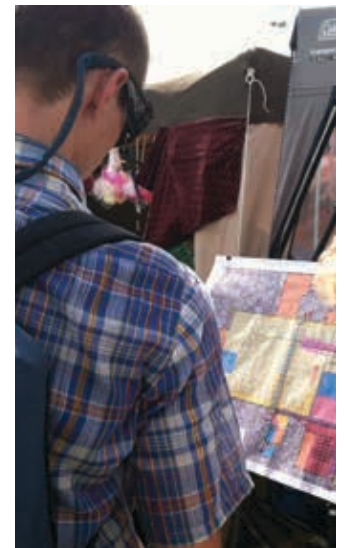
[Community Workshop](#)

The analysis demonstrated that it is important to increase densities (where appropriate) to balance fiscal revenue and expenditures. At some point in increasing density, the City will “max” out its ground floor commercial space –the highest revenue generating space – and only be able to add new office or residential space. It was also determined that there are opportunities to increase density in the selected Corridor areas, but that consideration should be given to maintaining a fiscally healthy balance of land uses (i.e., jobs to housing balance, housing support for retail, diversity of housing choices, live/ work opportunities).

Planning and Zoning Booth

The City of Edgewater, in conjunction with the Edgewater Arts Project, sponsor the Edgewater Celtic Harvest Festival annually at Citizens Park. The Planning and Zoning Commission hosted a Planning Booth at the festival in 2011 and 2012. The intent was to bring awareness to the project and engage the citizens of Edgewater. At the 2011 Festival, a base map of the City was provided and citizens were asked to place a heart where they thought the ‘Heart of Edgewater’ was located.

At the 2012 booth, the Planning and Zoning Commission engaged Festival goers by presenting and discussing draft versions of the *Framework Plan Map* and *Future Character Plan Map* to be considered by the Commission.

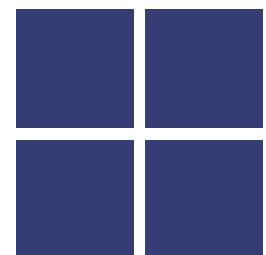


Celtic Festival Planning Booth



“you can get a slice of small town, near downtown”

-survey respondent, 2011 community survey





How to Use This *Plan*

Plan Elements

The *2013 Edgewater Comprehensive Plan* consists of both written and graphic components. The written components are the Community Vision and Guiding Principles provided in the following section of this document and the following seven *Plan* Elements:

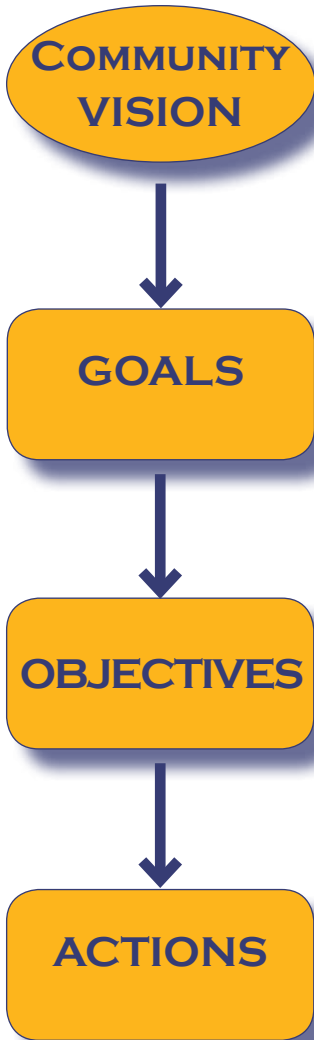
- Land Use
- Economic Development
- Community Character and Design
- Commercial Redevelopment
- Housing
- Public Services and Infrastructure
- Community Involvement

Provided within each *Plan* Element is a series of goals, objectives and implementation strategies or actions which align with the *Plan's* Guiding Principles in order to achieve the community's vision.

- A **Goal** is a broad statement of values or aspirations needed to achieve the vision. Goals help guide the community's decisions about public and private investment and development. Goals are not tied to specific dates or targets, but are enduring and provide a general direction for more refined objective statements to assist decision-makers.
- An **Objective** provides a course of action with directions and guides the actions of staff, developers and policy makers necessary to achieve the goal.
- An **Action** is a specific task/process used to implement an objective and work toward achieving the goal.

The graphic components of the *Comprehensive Plan* consist of the *Future Character Plan Map* and *Framework Plan Map*, described in more detail on the next page, as well as the *Existing Infrastructure Map*. All three graphic elements are provided in the Maps section at the end of this document.

This *Comprehensive Plan* is for Citizens of Edgewater to use as a guide for what they can expect for redevelopment within Edgewater. City Officials and Staff will use this *Plan* as a guide for decision making while developers and landowners have the responsibility to demonstrate how their project has met the intent of the *Comprehensive Plan* in their application materials.



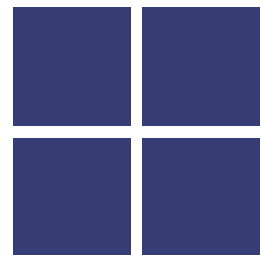
Future Character Plan Map

The *Future Character Plan Map* was established as a framework to effectively guide future development in a way that will accomplish Edgewater's Vision and Guiding Principles. This *Plan* was based, in a large part, on defining two key issues: 1) the *Stabilization, Evolution and Transformation Areas* and 2) the relative intensity of future development. In order to establish the City's future character, it is important to know where change is desired and where it is not desired. These areas were identified as:

- **Stabilization Areas:** These are areas where the current residential character is maintained and enhanced. Actions identified within this *Comprehensive Plan* look to foster active neighborhood environments, focus on design and maintain/improve residential properties and streets.
- **Evolution Areas:** These areas may see some increase in density and/or changes in use that will evolve over time, but which are currently successful and not in need of major improvements. A main focus for these areas are design changes to improve the overall image and accommodate pedestrians, cyclists and public transportation.
- **Transformation Areas:** These are areas which may see dramatic changes in use or density in the future due to current design or under-utilization of property. These areas are based along Sheridan Boulevard, Edgewater's "Front Door," and focus on improving the City's image, defining gateways in to the City and capitalizing on the view of Sloans Lake and Downtown Denver.

Framework Plan Map

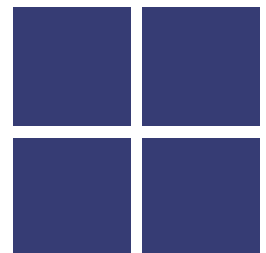
The *Framework Plan Map* provides a broad view on how specific areas of the City should redevelop and/or change in the future and corresponds with the guiding principles, goals and objectives throughout each *Plan* Element. It draws on current conditions and previous planning efforts and also reflects the market realities and fiscal analysis. It is intended to provide strategic guidance and general land uses for future redevelopment by graphically depicting the city's future land use designations and development priorities.



Future Land Use Designations		
Category	Characteristics	Location(s)
Commercial	A commercial use is a non-residential activity carried out for financial gain. Such uses are engaged in the exchange or buying and selling of goods and services. Commercial uses include an occupation, employment, or enterprise that is carried on for profit by the owner, lessee, or licensee.	Existing areas are located along the Sheridan Boulevard Primary Corridor from 17th to 26th Avenue and in the Edgewater Marketplace.
Mixed-Use	This is a new designation that refers to development containing two or more different uses that are mutually supporting, such as, but not limited to residential, office, commercial or civic/ public uses, in a compact urban form. Horizontal mixed-use is when a development contains a mix of uses in separate buildings. Vertical mixed-use is when a building or group of buildings contain a mix of uses, with commercial uses typically found on the ground level and residential and/or office uses occupying the upper floors of buildings.	Potential areas will be along 25th Avenue from Sheridan Boulevard to Gray Street; along the east side of Ames Street from 24th Avenue to 26th Avenue and the west side of Ames between 24th and 22nd; from Ames Street to Depew Street from 20th Avenue to 22nd Avenue.
Civic/Public Facility	This designation is applied to public land including libraries, schools, parks and civic buildings.	Existing areas are located throughout the City.
Low Density Residential	This designation provides a setting for traditional single-family residential development. Lot sizes average 6,250 square feet, with a minimum size of 5,000 square feet and an overall density limit of six (6) dwelling units per acre. Complimentary residential civic uses and accessory dwellings are allowed.	The majority of the City's land area, roughly from Ames Street to Pierce Street between 20th Avenue and 26th Avenue.
Medium Density Residential	This designation provides a setting for developments of two to four (2-4) residential units. Lot areas range from 5,000 square feet to 11,500 square feet. Overall density is limited to ten (10) dwelling units per acre.	Along and around 26th Avenue from Ames Street to Lamar Street; on and around 20th Avenue from Depew Street to Pierce Street.
High Density Residential	This designation provides a setting for multi-family developments of five or more residential units. Overall density is limited to eighty-five (85) dwelling units per acre.	Existing areas are: north of 26th Avenue between Kendall and Harlan Streets, Depew and Fenton Street, and at Gray Street; south of 24th Avenue at Eaton Street; Depew Street north of 17th Avenue to 20th; west of Pierce Street between 24th and 25th Avenues.
Areas of Opportunity		
Category	Characteristics	Location(s)
Sheridan Boulevard Opportunity Area	Sheridan Boulevard is Edgewater's "front door," providing both neighborhood and regionally-serving commercial opportunities. Development here will focus on improving the pedestrian environment and capitalizing on views to Sloans Lake.	Along Sheridan Boulevard, running from just south of 17th Avenue to just north of 26th Avenue.
Water's Edge Opportunity Area	This area offers Edgewater's greatest opportunity for transformation through High-Density Mixed-Use development designed to maximize views of Sloans Lake, the Denver skyline and provide a buffer between commercial development along Sheridan Boulevard and the lower-density residential areas in the core of the city.	From Ames to Depew Street between 20th and 24th Avenues, (excluding Citizens Park and the Edgewater Elementary School Campus).
Main Street Opportunity Area	25th Avenue is Edgewater's Main Street. It provides opportunities to preserve and build upon its unique character through pedestrian-scale mixed use development.	Along and around 25th Avenue from Sheridan Boulevard to Gray Street.

Gateways and Corridors

Category	Characteristics	Location(s)
Primary Commercial Corridor	Sheridan Boulevard is the city's principal commercial corridor and forms the eastern boundary of the city, connecting the city to its neighbors (Wheat Ridge, Lakewood and Denver). It is a key target for redevelopment and will accommodate high quality urban design and appearance over time.	Along Sheridan Boulevard, running from just south of 17th Avenue to just north of 26th Avenue.
Secondary Commercial Corridor	20th Avenue is the city's secondary corridor providing an east-west connection across the city. It forms the southern boundary of the Water's Edge Opportunity Area wherein the City will work with partners to focus on assembling and redeveloping outdated and underutilized properties.	Along 20th Avenue between Sheridan Boulevard and Harlan Street.
Main Street Corridor	25th Avenue is positioned as Edgewater's 'Main Street.' This pedestrian-friendly corridor will host high-density residential uses, small-scale mixed-use infill and redevelopment activities.	Along 25th Avenue between Sheridan Blvd and Gray Street.
Neighborhood Corridor	Harlan Street is the city's only neighborhood corridor that provides north-south connectivity through the community. It is envisioned to provide opportunity for streetscape enhancements, pedestrian and bicycle amenities to increase vitality, create a 'sense of place' and to encourage walking and biking within the community and to adjacent neighborhoods	Along Harlan Street between 18th Avenue and 26th Avenue.
Gateways	Gateways are major entry points into the Edgewater community. Efforts will be taken at these locations to provide unique and unified signage, landscaping and/or streetscape improvements to welcome travelers to the community.	Pierce Street at 20th and 26th Avenues; Harlan Street at 20th and 26th Avenues; Sheridan Blvd at 17th, 20th, 24th, 25th and 26th Avenues.





Community Vision

The *Edgewater 2013 Comprehensive Plan* is our guide to help grow Edgewater in the 21st century. The community is at the heart of everything we do. The city will continue to be a unique slice of small town near downtown, valuing our history while looking to the future. Edgewater, in its policies and actions, will always strive to balance community needs with a respect for the individual as we advance an exciting and appropriate mix of housing, retail, professional offices, public facilities and recreational opportunities. We will strive to create a more welcoming front door along the Sheridan corridor. Edgewater will be a clean and safe environment to live, work and visit, and will continue to be a great place to call home, make a new home and return home.

Guiding Principles

The guiding principles of the *Edgewater Comprehensive Plan* are intended to reflect the goals and values of the community. These principles acknowledge the City's past while planning for and shaping the future. Through the update process, the following Guiding Principles were developed to reflect the core values of the community. They describe the community's aspirations and provide the framework for specific objectives throughout each *Plan* Element.



Encourage Economic Development

- Create systems that support the retention and expansion of existing businesses, as well as the attraction of new businesses.
- Pursue public/private partnerships that encourage the highest and best use of the City's assets along commercial corridors and/or City gateways.
- Capitalize on views of Downtown Denver and Sloans Lake along the Sheridan corridor.

Establish a Flexible Framework For Private Investment

- Create a flexible planning framework for private investment to attract:
 - Commercial developments/redevelopment
 - Diverse housing opportunities

Encourage Housing Diversity

- Provide a variety of housing types, densities and value within the community so that Edgewater can attract and accommodate residents from a variety of socioeconomic backgrounds and different lifestyle preferences.

Strengthen Edgewater's Corridors

- Focus efforts on encouraging mixed-use development, pedestrian-friendly design, high quality public realm and celebrating the assets and uniqueness of each corridor.
- Target investment and reinvestment in areas that include key commercial and neighborhood corridors.

Encourage Active Living by Design

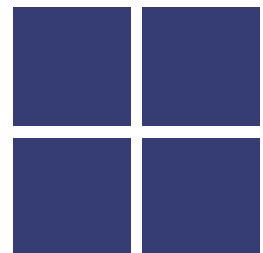
- Create an attractive pedestrian and bicycle friendly environment within the City in an effort to promote livability, quality-of-life, a stronger sense of place, sustainability and healthy lifestyles.
- Facilitate a walkable environment to promote community interaction, as people are more likely to talk with neighbors and shop at local stores when they are on foot.

Maintain Community Character and Promote Quality Design

- Build community identity and embrace Edgewater's unique small town character.
- Support strong community design in order to strengthen the community's appearance, image and livability.

Support Education/Community Services

- Focus on creating educational-civic partnerships that can build upon a shared understanding of values and culture to support mutual needs of this unique community.
- Support education and community services within Edgewater's schools and public facilities to assist in attracting and retaining young families within the community.





PAGE INTENTIONALLY LEFT BLANK

Community Profile

Socio-Economic Characteristics

Introduction

In the context of a comprehensive plan, economic and demographic (socio-economic) characteristics provide an understanding of a community's size, scale and make-up. However, they also have value as indicators of overall trends and economic health which may affect private and public sector development and redevelopment activity. For this reason, they are accompanied by a discussion of implications for development. Knowing that investment, regardless of type and location, will rely on demand from beyond the municipal boundaries, socio-economic indicators are provided for both the City of Edgewater (the City), as well as a representative trade area defined below.

Trade Area

A trade area is defined as an area from which a project (s) or locale will draw the majority of its residents (housing), patrons (retail), employees (office, industrial, institutional) and visitors (lodging) – and those areas that will likely be a source of competition and demand. The boundaries of the trade area are often irregular as they are influenced by the following conditions:

Physical Barriers: The presence of certain physical barriers including highways, arterials and significant structures that influence driving and shopping patterns;

Location of Possible Competition: Inventory of potentially competitive projects that could diminish the market share available to projects in the City (i.e., supply concentrations for residential, retail and office uses);

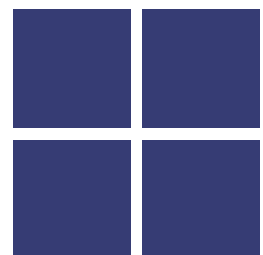
Proximity to Population and / or Employment Concentrations: Centers of both that could translate into more population and households to support projects in the City (i.e., density and “rooftops”);

Zoning: Restrictive or favorable regulatory environment that will influence a developer's interest in delivering projects in one location vs. another (i.e., availability of transit and / or mixed-use zoning, design standards, policies and other regulations);

Market Factors: Conditions that will set sale and lease prices, influence of a developer's interest or impact on a project's revenue potential (value); and

Drive Times, Spending and Commuting Patterns: Established habits and patterns that could impact a project's or area's ability to capture market share (or require re-education) (i.e., propensities to drive “in” rather than “out”).

All of these, as well as both natural and man-made features which affect vehicular flow in the region helped to define the Edgewater Trade Area, which includes the entire City of Edgewater, as well as portions of Lakewood, Wheat Ridge and Denver.





While any specific new development or redevelopment project within the City would, in reality, have its own unique trade area shape (as well as for each land use), the Area shown here in Exhibit 1 reflects a geography that is broadly representative of and suitable for, analysis of a wide range of possible land uses appropriate within the City.

Demographic and Psychographic Characteristics

The discussion that follows provides an overview of demographic and psychographic characteristics within the City of Edgewater and the Trade Area. Characteristics within a third geography, the Denver Metro Area (Metro Area) are also provided. Collectively, an analysis of these characteristics provides an understanding of conditions which will affect (re)development demand within the City over the near- and long-term.

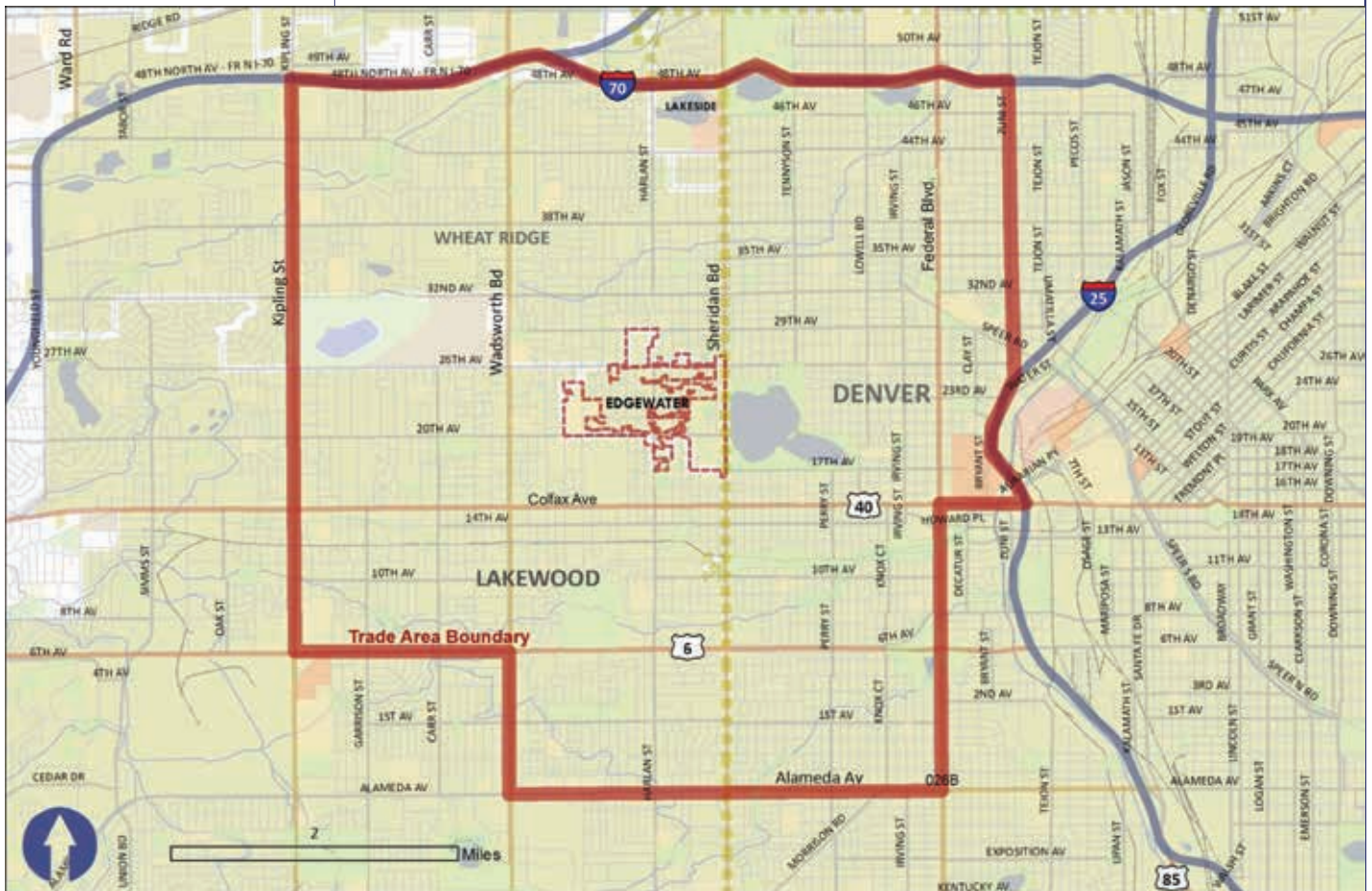


Exhibit 1
Edgewater Trade Area Map

Source: Denver Regional Council of Governments and Ricker|Cunningham.

Population

The City of Edgewater population represents 4.0% of the Trade Area population. The Trade Area population, in turn, represents 5.0% of the Metro Area population. Between 2000 and 2011, the Trade Area contracted at an annual rate of -0.1%, while the Metro Area grew at a rate of 1.4%. During this same period, the City of Edgewater followed a similar trend to the Trade Area, losing approximately 350 residents through 2011. Lower growth rates in the City and Trade Area in the midst of healthy regional growth are as reflective of the capacity of these areas to accommodate new development as the methods used to forecast their growth. Exhibit 2 illustrates those census tracts with the highest concentrations of people per acre.

Inner ring communities such as Edgewater are often assigned modest rates of growth by regional entities like the Denver Regional Council of Governments (DRCOG) (compared to third party entities) as their models are based on land utilization and zoning designations. The efforts of infill communities to encourage property re-use and densification through supportive policies and financial incentives are rarely accounted for in estimates of growth. In this instance, however, the DRCOG estimates of growth

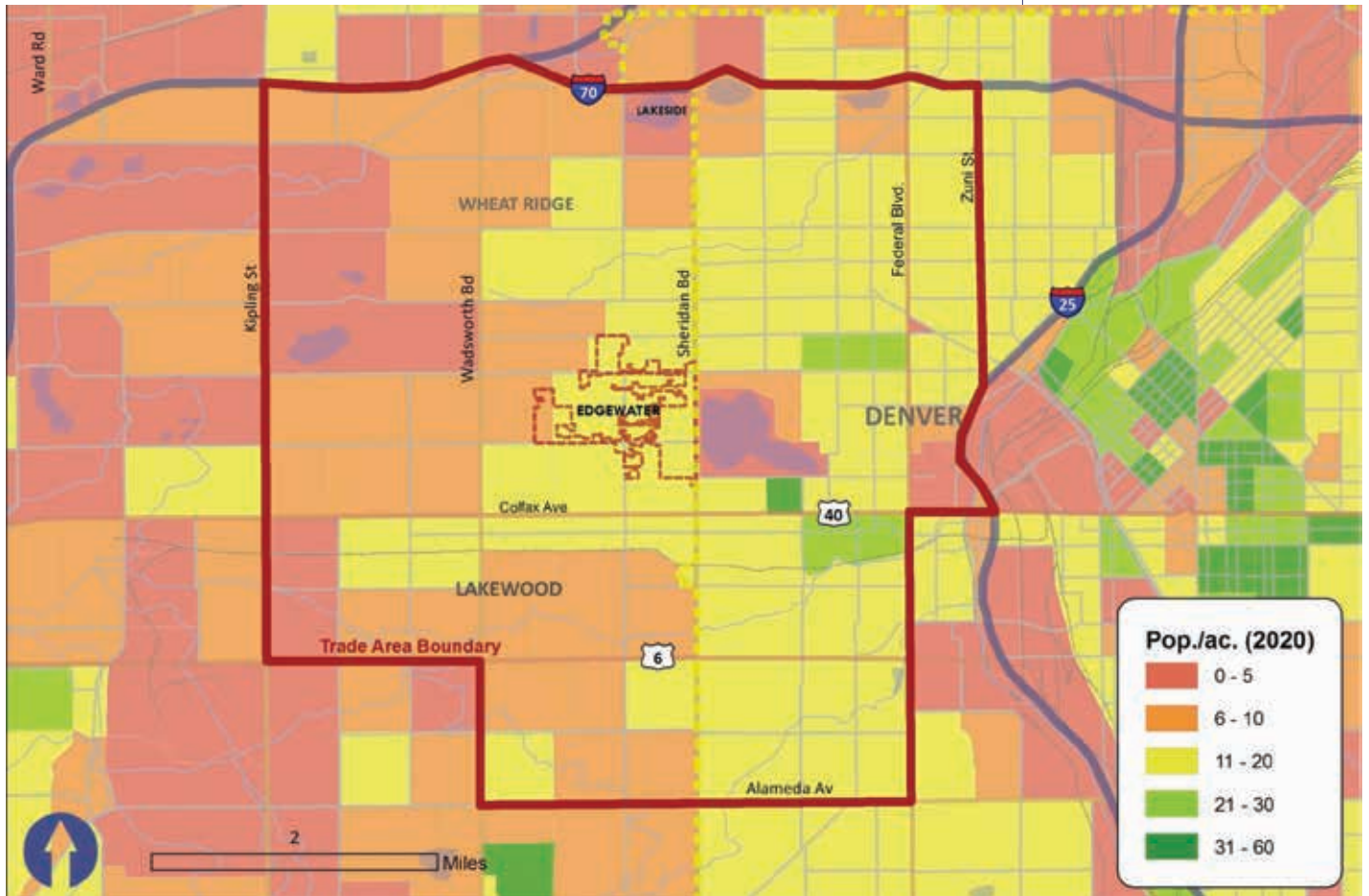


Exhibit 2
Population Density Map

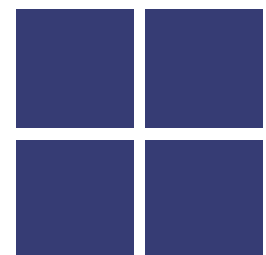
Source: Denver Regional Council of Governments and Ricker|Cunningham.

exceeded the third party Claritas, Inc. (online data source) used as the source for the balance of the economic and demographic indicators that follow. Note: Demand projections for housing units presented later in this section used the more aggressive DRCOG growth rate of 0.67% (see Table 1), but more conservative Claritas estimate of existing 2011 households (see Table 2).

DRCOG Projections (Trade Area)	2005*	2015	2020	CAGR 2005-2020*
Population	134,576	140,294	144,977	0.50%
Households	52,746	56,251	58,301	0.67%

Table 1: Population and Household Growth DRCOG

Source: Denver Regional Council of Governments and Ricker|Cunningham.





As explained above, regional forecasting models weigh heavily on land availability and therefore, typically, understate the potential for infill redevelopment; however, this was not the case here. DRCOG's long-term (2005 to 2020) household growth rate projection for the Trade Area is 0.67% compared to Caritas's estimate of -0.2% reflected in Table 2. DRCOG's estimate of population growth for the same timeframe is 0.5%. The relationship of household to population growth suggests an increase in smaller households in the Trade Area. Exhibit 4 illustrates those tracts anticipated to realize the most growth over the next decade as forecasted by DRCOG.

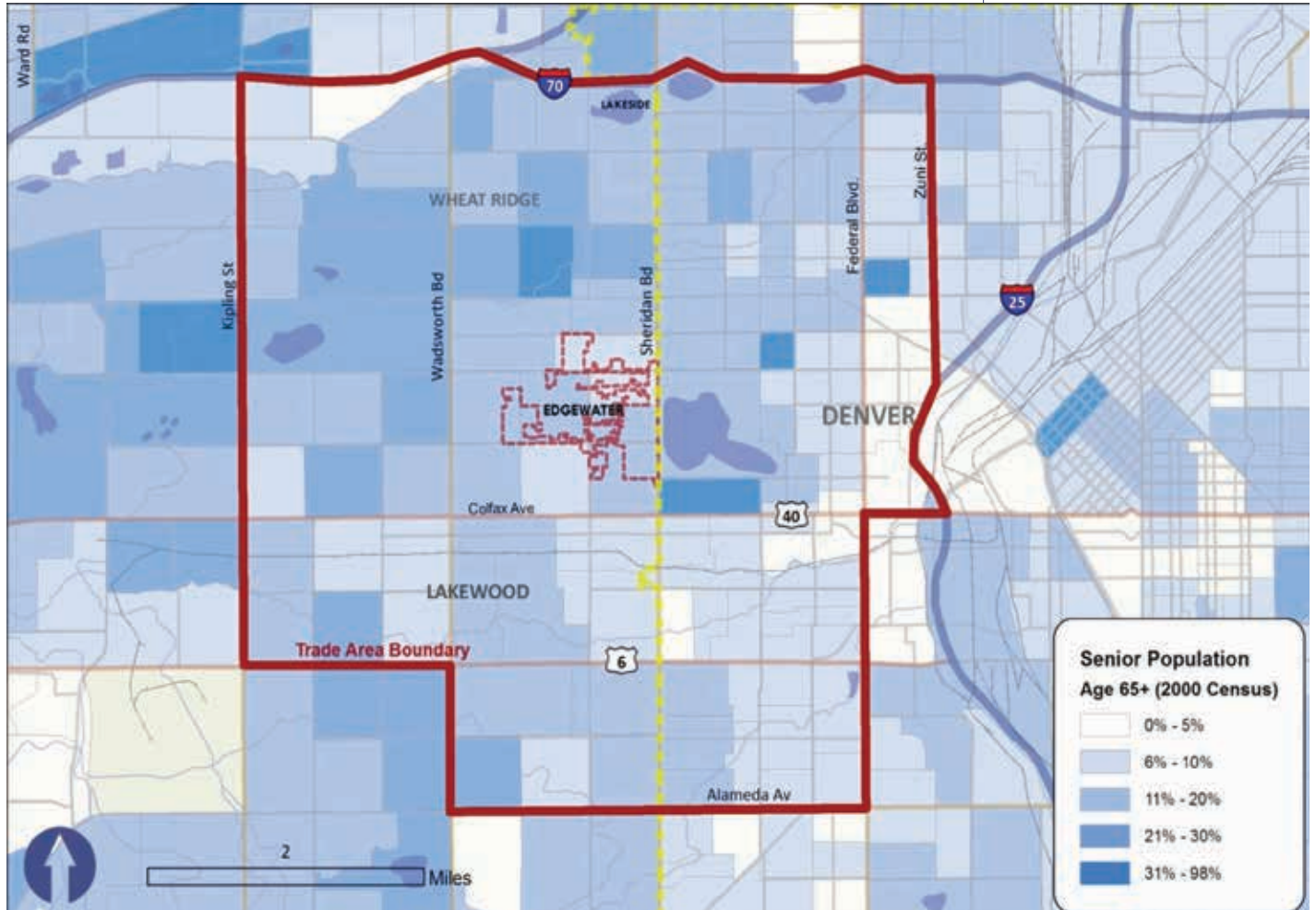
	City of Edgewater	Trade Area	Denver Metro
2000 Population	5,445	130,274	2,179,296
2011 Population	5,094	126,421	2,528,842
2011 Households	2,215	49,660	976,666
Annual Household Growth Rate 2011-2016 (Claritas, Inc. Projection)	-0.6%	-0.2%	1.5%
Average Household Size (2011)	2.3	2.5	2.6
Pct. Non-family Households (2011)	44%	43%	35%
Pct. Renters (2011)	54%	48%	32%
Pct. Age 65+	11%	13%	10%
Pct. Age 0-14	22%	21%	21%
Median Age	35.4	36.8	36.3
Pct. With Bachelors Degree	15%	21%	34%
Pct. Blue Collar (Age 16+)	31%	28%	20%
Median Household Income	\$39,419	\$43,503	\$60,902
Per Capita Income	\$20,393	\$21,630	\$30,552
Pct. With Income Below \$25,000	43%	39%	26%
Pct. With Income Over \$100,000	6%	11%	24%
Pct. Hispanic	51%	48%	23%
Pct. Black/African-American	2%	2%	5%
Pct. Asian	1%	1%	3%

Table 2: Socio-Economic Summary

Source: Claritas, Inc. and Ricker/Cuningham.

Age Demographics

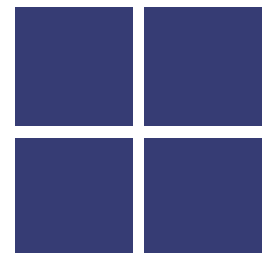
The overall age profile for the Trade Area is similar to the City and Metro Area, with a slightly higher median age of 36.8. All three geographies maintain a population base over age 65 of between 10% and 13%. Population 14 years and younger range between 21% and 22%, suggesting similar concentrations of families among the three geographies. Exhibit 3 illustrates those census blocks with the largest concentrations of individuals 65 years and older (senior population).



The City's and Trade Area's emphasis on infill development and redevelopment initiatives over the near- and long-term will likely target the 65+ age segment rather than the family segment as the product types that typically succeed in compact markets like Edgewater are frequently attached ownership and rental product types conducive to smaller households and those which require less maintenance.

[Exhibit 3:](#)
[Senior Population Map](#)

[Source: Denver Regional Council of Governments and Ricker/Cunningham.](#)





Household Characteristics

Across the three geographies presented here, the City has the largest percentage of households living in “non-family” arrangements (including two or more related persons). Because “non-family” households are more likely to be renters, it is not surprising that the City of Edgewater has the largest comparative percentage of renters at 54% and smallest household size at 2.3 people per household. It is likely, near-term, given favorable financing terms and supporting demographics that the development community will attempt to increase the City’s existing inventory of apartments if land is made available for this use.

Ethnicity

The 2010 Census revealed an increasing percentage of non-White residents in the more urbanized locations of the Metro Area. As presented in Table 2, 51% of Edgewater’s residents are Hispanic, compared to 48% in the Trade Area and 23% in the Metro Area. Among the regions other significant ethnic groups, African Americans and Asians, there are more African Americans than Asians with 5% and 3% respectively comprising the Metro Area’s population.

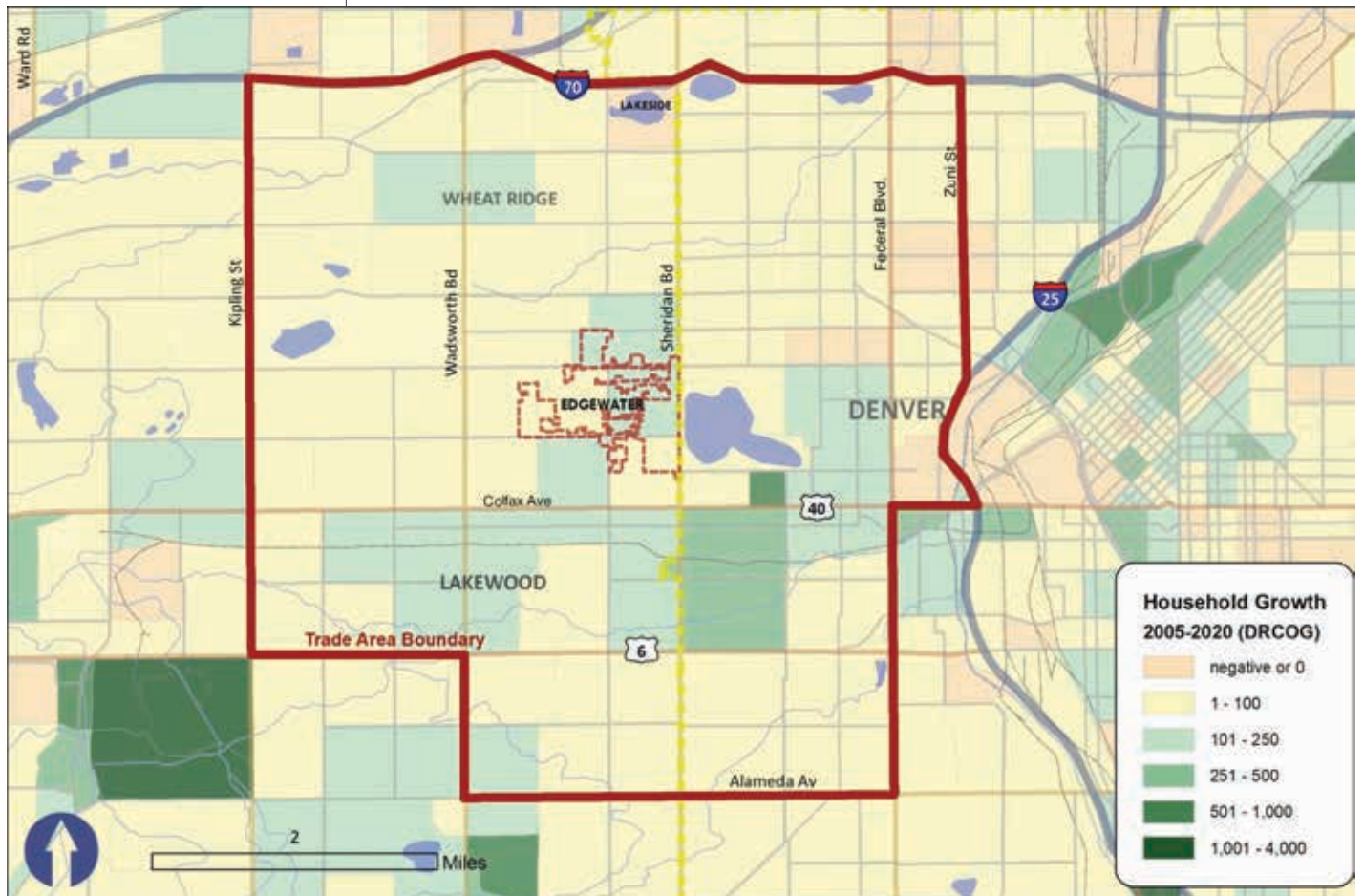


Exhibit 4:
Household Growth Map

Source: [Denver Regional Council of Governments and Ricker/Cunnigham. Growth Map](#)

Income Demographics

As shown in Exhibit 5, pockets of affluence within the Trade Area are primarily concentrated adjacent to Downtown Denver. Among households with incomes below \$25,000, the City maintains the largest number with 43% of its residents in this income group. Comparatively, 39% of Trade Area households fall below \$25,000 and 26%

of Metro Area households. Similarly, only 6% of City households have an income in excess of \$100,000, compared to 11% of Trade Area households and 24% of Metro Area households. This is reflected in higher per capita and household incomes in the Metro Area of \$30,552 and \$60,902 respectively, compared to similar incomes in the City of \$20,393 and \$39,419.

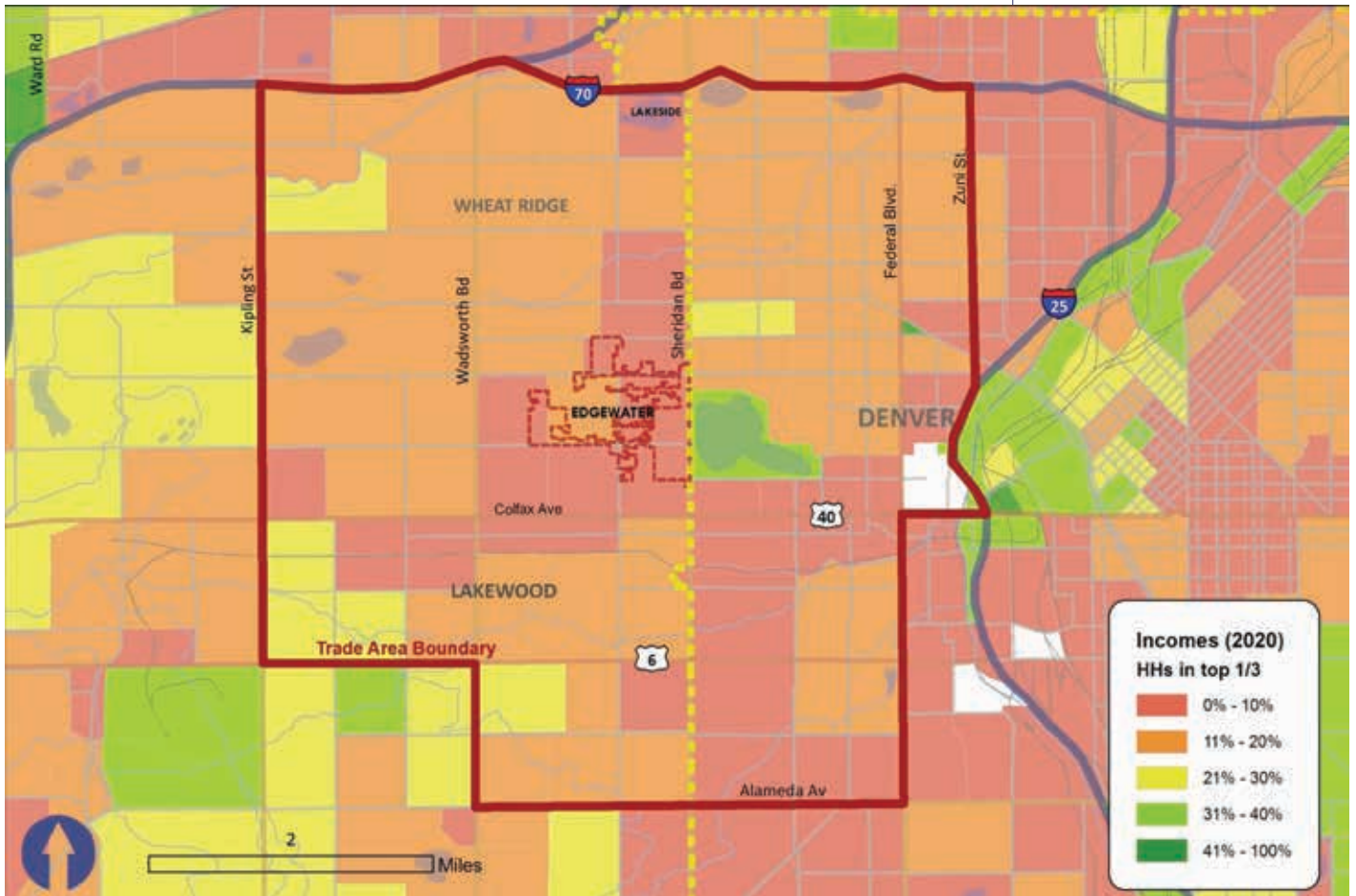


Exhibit 5:
Median Household Income Growth
Map

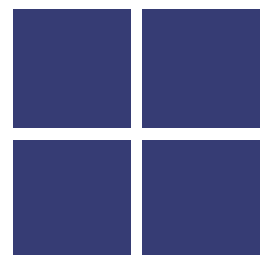
Source: [Denver Regional Council of Governments and Ricker/Cunningham.](#)

Psychographics

Psychographics is a term used to describe characteristics of people and neighborhoods which, instead of being purely demographic, speak more to attitudes, interests, opinions and lifestyles. PRIZM NE (Claritas, Inc.) is a leading system for characterizing neighborhoods and the local workforce into one of 65 distinct market segments.

Psychographic analysis uses geographic and demographic information as part of its methodology, but the resulting segment profiles include a richer set of information on wants, needs and consumer behavior tendencies based on a variety of survey and other data sources.

Commercial retail developers are particularly interested in understanding a community's psychographic profile, as this is an indication of its resident's propensity to spend across select retail categories and in specific retail formats (i.e., lifestyle centers, regional malls, downtowns, etc.). Both commercial and residential developers are interested in understanding this profile as it tends to suggest preferences for certain real estate products. When these preferences are compared to existing inventories, it can quickly





become obvious where there are disconnects between the delivery system’s perception of the market and the market itself. (Note: The delivery system includes developers, lenders, city officials, merchants and others who affect the delivery of projects to the market.) Psychographics, in combination with demographic analyses and community survey information is often used in lending requests for development types that are still unproven in their respective markets.

Table 3 presents the top (in terms of numbers) nine psychographic segments for the Trade Area. These segments represent 62.7% of all households. It is not unusual for either a municipality or custom geography to maintain a significant percent of households in less than one-third of all market segments (65 total) whereas individuals tend to select communities where their neighbors may share similar values and lifestyle choices.

Segment	Number of Trade Area Households	Percent of Trade Area HHs	Pct. Of U.S. HHs
Multi-Culti Mosaic	7,885	15.9%	1.7%
American Dreams	6,353	12.8%	2.2%
Close-In Couples	3,682	7.4%	1.2%
Big City Blues	3,630	7.3%	1.1%
Urban Elders	3,008	6.1%	1.3%

Segment	Number of Trade Area Households	Percent of Trade Area HHs	Pct. Of U.S. HHs
Young Influentials	2,086	4.2%	1.5%
Domestic Duos	2,081	4.2%	1.2%
The Cosmopolitans	1,396	2.8%	1.2%
Gray Power	1,037	2.1%	0.9%

Table 3: Top Resident PRIZM and Other Notable Segments

Source: Claritas, Inc. and Ricker|Cunnigham.

Of particular interest are those households that suggest a preference for both commercial and housing product types that could be accommodated within the City of Edgewater in one of its redevelopment areas. Of the psychographic segments that desire an attached product that would be accommodated in one of its redevelopment areas, these represent 78.2% of the top and other notable segment groups.

Households in the Trade Area can generally be described as living in a diverse mix of more modest, blue-collar neighborhoods, with concentrations of retirees, singles and families. Additionally, there is a high level of ethnic diversity –Hispanic, African American and Asian within the Trade Area and across every income segment.

Following is a detailed description of each of the top and notable segments listed above.

Multi-Culti Mosaic – An immigrant gateway community, Multi-Culti Mosaic is the urban home for mixed populace of younger Hispanic, Asian and African-American singles and families. With nearly a quarter of the residents foreign born this segment is a mecca for first-generation Americans who are striving to improve their lower middle class status.

American Dreams – American Dreams is a living example of how ethnically diverse the nation has become: more than half of residents are Hispanic, Asian or African American. In these multilingual neighborhoods, one in ten speaks a language other than English and middle-aged immigrants and their children live in middle-class comfort.

Close-In Couples – Close-In Couples is a group of predominantly older, African-American couples living in older homes in the urban neighborhoods of mid-sized metros. High school educated and empty nesting, these 55-year-old-plus residents typically live in older city neighborhoods, enjoying secure and comfortable retirements.

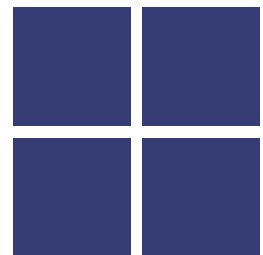
Big City Blues – With a population that's 50 percent Latino, Big City Blues has the highest concentrations of Hispanic Americans in the nation. But it's also the multi-ethnic address for downscale Asian and African-American households occupying older inner-city apartments. Concentrated in a handful of major metros, these young singles and single-parent families face enormous challenges. Low incomes, uncertain jobs and modest educations. More than 40 percent haven't finished high school.

Urban Elders – For Urban Elders – a segment located in the downtown neighborhoods of such metros as New York, Chicago, Las Vegas and Miami – life is often an economic struggle. These communities have high concentrations of Hispanics and African Americans and tend to be downscale, with singles living in older apartment rentals.

Young Influentials – Once known as the home of the nation's yuppies. Young Influentials reflects the fading glow of acquisitive yuppiedom. Today, the segment is a common address for young, middle-class singles and couples who are more preoccupied with balancing work and leisure pursuits. Having recently left college dorms, they now live in apartment complexes surrounded by ball fields, health clubs and casual-dining restaurants.

Domestic Duos – Domestic Duos represents a middle-class mix of mainly over 55 singles and married couples living in older suburban homes. With their high-school educations and fixed incomes, segment residents maintain an easy-going lifestyle. Residents like to socialize by going bowling, seeing a play, meeting at the local fraternal order or going out to eat.

The Cosmopolitans – Educated, midscale and multi-ethnic. The Cosmopolitans are urbane couples in America's fast-growing cities. Concentrated in a handful of metros such as Las Vegas, Miami and Albuquerque – these households feature older homeowners, empty-nesters and college graduates. A vibrant social scene surrounds their





older homes and apartments and residents love the nightlife and enjoy leisure-intensive lifestyles.

Gray Power – The steady rise of older, healthier Americans over the past decade has produced one important by-product: middle-class, home-owning suburbanites who are aging in place rather than moving to retirement communities. Gray Power reflects this trend, a segment of older, midscale singles and couples who live in quiet comfort.

Demographic/Psychographic Implications

- The Trade Area’s demographic composition is similar to many “inner ring” communities where population and household growth rates tend to lag behind the fringe, or “ex-urban” communities that often abut them. Despite this apparent competitive disadvantage, recent trends show that people and households are moving back into communities like Edgewater at a faster rate than those moving out to communities on the fringe.
- The Trade Area’s ethnic profile reflects a trend throughout the Southwestern U.S. – growing Hispanic and Asian populations. In particular, the City and Trade Area have significantly higher Hispanic and Asian populations than the Metro Area as a whole. The economic development challenge posed by these ethnic groups is the effective assimilation of their populations into the business community. The identification of ethnic neighborhood dynamics will be critical in developing opportunities for local ethnic entrepreneurs.
- The Metro Area’s income profile is slightly more attractive than either the City or Trade Area. For community development purposes, the Trade Area can be described as a stable middle to lower-middle income community with pockets of wealth located closer to Denver’s central core.
- In the context of community redevelopment, Edgewater should “sell” the more attractive demographics of the Trade Area and more stable demographics of the City, thereby allowing the community to accommodate a broader diversity of investment opportunities.
- As noted, Edgewater’s psychographic profile reflects a diverse mix of more modest blue collar neighborhoods, with growing ethnic populations. As is the case with “inner ring” communities, the City shows more diversity than the Trade Area.
- Edgewater’s resident psychographic profile suggests individuals who desire established neighborhoods combined with newer dense product types – both rental and ownership. It is the families, singles and elderly that create the appeal for new residents. Heavily represented groups which support these trends include Multi-Culti Mosaic, American Dreams, Big City Blues and Urban Elders.

Market Opportunities

In order to identify potential development and redevelopment opportunities for Edgewater, near- and mid-term, a Trade Area was defined and estimates of demand quantified for a range of land uses and product types. As explained earlier, a Trade Area is the geography from which uses within a market both capture and compete for market share. The following discussion presents an overview of anticipated growth in the Edgewater Trade Area and implications for the City.

Residential Demand - Total

The Trade Area within which Edgewater competes is expected to experience demand for approximately 3,750 new housing units by 2021 (see Table 4). Assuming the ratio of rental to owner-occupied units remains at 48%; this would translate into demand for 1,790 new rental units and 1,970 new ownership units.

Households	2011	49,460		
	2016	51,216	Annual Growth Rate	0.7%
	2021	53,033		
Household Growth (2011-21)		3,573	Adjust for 2nd homes, demolition, vacancy	5.0%
Adjusted Unit Requirement		3,752	% Rental	48%

Household Income Range (2011 dollars)	Approximate Rent Range	Supportable Home Price Range	Current Households in Income Bracket	New Households by Income Bracket	Total Units	Estimated % Rental	Total Rental Units	Total Ownership Units
up to \$15K	up to \$375	up to \$75K	10%	9%	338	95%	321	17
\$15-25K	\$375 - \$625	\$75 to \$100K	9%	8%	300	95%	285	15
\$25-35K	\$625 - \$875	\$100 to \$150K	10%	10%	375	80%	300	75
\$35-50K	\$875 - \$1,000	\$150 to \$200K	14%	13%	488	65%	317	171
\$50-75K	\$1,000+	\$200 to \$250K	18%	18%	675	45%	304	371
\$75-100K	\$1,000+	\$250 to \$350K	14%	13%	488	25%	122	366
\$100-150K	\$1,000+	\$350 to \$500K	14%	16%	609	15%	91	518
\$150K and up	\$1,000+	\$500K and up	11%	13%	488	10%	49	439
Totals			100%	100%	3,752	48%	1,789	1,971

Residential Demand – Ownership

Of the 1,970 total units of for-sale housing demand by households earning over \$15,000, approximately 30% or approximately 590 units could be attached (condo, townhome, rowhouse, loft, etc.). Assuming a 20% capture rate (market share) of attached units, the Study Area could absorb approximately 120 new condo / townhome units by 2021.

Residential Demand - Rental

The Trade Area is expected to support 1,790 total units of rental housing demand by households earning over \$15,000. At a 10% capture rate similar to attached units, the Study Area could absorb approximately 180 new rental units by 2021.

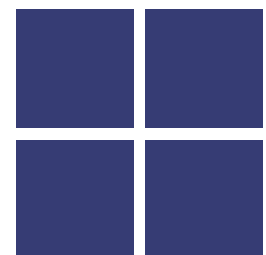
Implications

Over the past five years, there has been a shift in the Trade Area towards a higher percentage of more dense housing product types, i.e., townhomes, condominiums, apartments. Denver and Lakewood, in particular, have realized a higher share of attached construction. This growing townhome/condominium market is not as active in other Metro Area communities; particularly those on the fringe, partially explaining the reverse commute that many residents are choosing to make in order to have the housing product they desire. While Denver is distinctly more urban than the balance of the Trade Area, the movement toward a higher-density housing market is significant. As part of the next “ring” of communities moving outward from Denver, Edgewater offers a unique opportunity for urban housing with a distinct price advantage. The development of transit in the Area will only further enhance these opportunities, presenting a further competitive advantage.

Table 4: Residential Demand Edgewater Trade Area (2011 – 2021)

Source: DRCOG; Claritas, Inc.; U.S. Census; and

Ricker|Cunningham.





Retail Demand - Total

Demand for new retail space is driven by future retail spending among new households, as well as the recapturing of retail spending that are currently being lost to nearby communities or areas. This phenomenon is referred to as “leakage” or “retail void”. Future household growth and the corresponding retail spending is expected to support an additional \$106,000,000 in sales and 415,370 square feet of new retail space over the next 10 years (see Table 5). At a capture rate of 20%, the City could absorb approximately 83,000 square feet of new retail space over the next 10 years.

Retail Category	Estimated 2011 Retail Sales (Supply)	Estimated 2011 Household Retail Demand	Projected Trade			Estimated Retail Sales/s.f.	10-yr New Retail Demand (s.f.)	Attainable Edgewater Capture Rate	10-Year Attainable Edgewater Capture (s.f.)
			Area Household Growth Rate	10-Year Projected Trade Area Demand	10-Year Growth in Demand				
Furniture and Home Furnishings	\$19,181,008	\$33,471,329	0.7%	\$35,889,521	\$2,418,192	\$175	13,818	20%	2,764
Electronics and Appliances	\$24,815,016	\$42,337,710	0.7%	\$45,396,468	\$3,058,758	\$200	15,294	20%	3,059
Building Materials, Garden Equipment	\$133,907,060	\$163,755,330	0.7%	\$175,586,107	\$11,830,777	\$275	43,021	20%	8,604
Food and Beverage	\$279,388,864	\$254,752,873	0.7%	\$273,157,919	\$18,405,046	\$375	49,080	20%	9,816
Health and Personal Care	\$65,377,459	\$93,964,334	0.7%	\$100,752,944	\$6,788,610	\$325	20,888	20%	4,178
Clothing and Accessories	\$39,961,429	\$75,931,401	0.7%	\$81,417,192	\$5,485,791	\$200	27,429	20%	5,486
Sporting Goods, Hobby, Book, Music	\$37,024,330	\$34,283,236	0.7%	\$36,760,086	\$2,476,850	\$225	11,008	20%	2,202
General Merchandise	\$143,371,174	\$234,269,668	0.7%	\$251,194,871	\$16,925,203	\$275	61,546	20%	12,309
Miscellaneous Store Retailers	\$2,214,699	\$9,636,427	0.7%	\$10,332,626	\$696,200	\$200	3,481	20%	696
Foodservice and Drinking Places	\$143,371,174	\$234,269,668	0.7%	\$251,194,871	\$16,925,203	\$350	48,358	20%	9,672
Excluded Categories (cinema, prof./med. office, banks, etc.) @ 20% of total	\$222,153,053	\$294,167,994	0.7%	\$315,420,652	\$21,252,658	\$175	121,444	20%	24,289
Totals	\$1,110,765,266	\$1,470,839,971		\$1,577,103,258	\$106,263,288		415,367	20%	83,073

Table 5: Retail Demand Edgewater Trade Area (2011 – 2021)

Source: DRCOG; Claritas, Inc.; U.S. Census; and Ricker/Cunningham.

Implications

While anticipated growth in the Trade Area is expected to be modest over the near-term there could be support for nearly 500,000 square feet of retail space. Demand from growth combined with strategic efforts to recapture dollars being lost to other markets could increase this estimate even more, resulting in a sizable amount of new space. Recent retrenchment by national retailers and corresponding increase in underutilized and vacancies could lead observers to characterize the Area’s retail market as failing; however, the reality is the market is burdened by an oversupply of obsolete and suboptimal space. Put another way, the Trade Area may be “over-retailed” but “under-stored”. National and regional retailers are actively reconfiguring their space needs and testing new store concepts in markets throughout the Metro Area. The Trade Area could be considered underserved by these newer retail formats and product mixes. Edgewater with its highly-visible commercial corridors and natural amenities could be an ideal host environment for some of these new building forms.

Office Demand

Demand for new employment space is derived from two primary sources -- expansion of existing industry and the relocation of new companies into the market. Employment projections by industry classification for the Trade Area were used to estimate demand for office space over the next ten years (see Table 6). Assuming an overall 0.7%

sustained annual rate of employment growth, the Trade Area should add approximately 100 new jobs between 2012 and 2022. Assuming differing levels of office space needed across various industry categories, the analysis revealed demand for nearly 100,000 square feet of new office space over this period. At a capture rate of 20%, the City could absorb approximately 20,000 square feet of new office space by 2021.

Implications

While the City of Edgewater hosts a limited amount of office space (largely restricted to municipal and service users), the Trade Area as a whole maintains concentrations of office space in the vicinity of the former St. Anthony’s Hospital, as well as along the major north-south corridors of Wadsworth and Sheridan Boulevards. While this

Industry Category	Estimated 2011 Employees	Estimated Growth Rate 2011-2021	Estimated 2021 Employees	Estimated % in Office Space	Estimated 2021 Office Employees	Sq Ft per Office Employee	Estimated 2021 Office Demand	Estimated Edgewater Capture Rate	Estimated Edgewater Office (s.f.)
Extraction	13	0.7%	14	30%	4	250	1,016	20%	203
Utilities and Construction	89	0.7%	95	20%	19	250	4,743	20%	949
Manufacturing	292	0.7%	312	10%	31	250	7,791	20%	1,558
Wholesale Trade, Transportation and Warehousing	64	0.7%	68	5%	3	250	847	20%	169
Retail Trade	76	0.7%	81	5%	4	250	1,016	20%	203
Business Services	127	0.7%	136	90%	122	250	30,488	20%	6,098
Professional Services	102	0.7%	108	50%	54	250	13,550	20%	2,710
Personal Services	254	0.7%	271	30%	81	250	20,325	20%	4,065
Public Administration	229	0.7%	244	30%	73	250	18,293	20%	3,659
Other	25	0.7%	27	20%	5	250	1,355	20%	271
Totals	1,270	0.7%	1,355	29%	398	250	99,424	20%	19,885

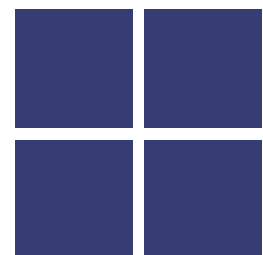
Comprehensive Plan does not anticipate a significant increase in office space in the City, a “niche” opportunity for Edgewater could be as a secondary office location in combination with either housing or retail uses. With Trade Area office uses familiar with the benefits of arterial environments, Edgewater might offer an alternative “close-in” location at a more reasonable price. Instead of the “100% location”, Edgewater could become the “80% location” especially for niche development in education and health care, but only at a small scale and in a limited way.

Conclusion

The City of Edgewater benefits from numerous strategic advantages for new development and redevelopment, primarily its central location and proximity to Downtown Denver. But in addition to its geography, the City is unique mix of past and present. A region-serving commercial corridor serves as the front door to established single family neighborhoods. Sloans Lake, while in the City and County of Denver, provides a natural amenity for residents and visitors to the Area. In addition to these community assets, however, there are numerous issues that will need to be overcome in order to capitalize on anticipated growth in the market. Among these challenges is the fact that Edgewater remains an unproven market for mixed-use and higher-density housing product types. As advantageous as Sloans Lake is as a public space, it weakens the commercial impact Sheridan Boulevard could have were it to be “double-loaded” with commercial uses framing the street along both edges. In terms of demographics, while Trade Area indicators are relatively healthy, City indicators are less strong. Fortunately, commercial (retail and office) developers understand that they are drawing from a larger market than the municipality that serves as their address. Future marketing and promotion efforts by the community should promote the more favorable

Table 6: Office Demand Edgewater Trade Area (2011 – 2021)

Source: DRCOG; Claritas, Inc.; U.S. Census; and Ricker/Cunningham.





conditions beyond its borders. Finally and perhaps most importantly, is the fact that Edgewater is largely built-out. With the exception of a limited number of undeveloped and under-developed infill sites, the future of Edgewater is one of redevelopment. The experience of other communities within the Trade Area over the last decade has been that redevelopment is infinitely more challenging than new development and nearly always requires the assistance of the municipality through public-private partnerships. Several of the strategic recommendations presented herein acknowledge this fact and attempt to provide a roadmap for City initiatives to attract investment consistent with the community's vision in the context of certain market realities.

Land Use

Edgewater has begun to experience development pressure as its demographics change and redevelopment spreads from neighboring jurisdictions. Additional pressures include the expansion of the West Corridor Light Rail Line less than one mile south of Edgewater and the City's fiscal need to attract new retail development and businesses. However, without the ability to expand its geographic boundaries, Edgewater must find both creative and responsible ways to facilitate future growth and redevelopment by balancing the mix of land uses.

Currently, Edgewater's land uses are fairly low density and low intensity. For example, commercially-zoned land represents only about 15% of the City's total land area and single-family neighborhoods represent about 60% of the area. The average residential density citywide (for existing legal dwelling units) is about 6.5 dwelling units per acre and ranges from about 5 units per acre in low density areas, 12 units per acre in medium density areas and as high as 62 units per acre in high density areas.

The land use goals and objectives contained in this element of the *Plan* aim to preserve and enhance Edgewater's strong residential fabric while providing a more diverse mix of land uses to help catalyze investment, development and redevelopment in the City. Actions identify specific implementation strategies that focus much of these efforts geographically in **Transformation and Evolution Areas** (identified in the *Future Character Plan Map*) and the **Opportunity Areas** (depicted in the *Framework Plan Map*).



Related Plans and Documents: City of Edgewater Urban Renewal Plan, Edgewater City Council Goals and Objectives, DRCOG Metro Vision 2035.

Applicable Guiding Principles

- Encourage Economic Development
- Flexible Framework for Private Investment
- Strengthen Edgewater's Corridors
- Encourage Active Living by Design
- Maintain Community Character and Promote Quality Design
- Encourage Housing Diversity

Mixed-use is defined as any development containing two or more significant uses that are mutually supporting, such as retail and housing or office

GOAL 1: ENSURE A SUSTAINABLE AND BALANCED MIX OF LAND USES THAT PROVIDE INCREASED OPPORTUNITIES FOR COMMERCIAL SERVICES, EMPLOYMENT AND HOUSING OPTIONS.

Objectives:

- Promote a variety of housing types to meet broadening market demand.
- Promote mixed-use and appropriate higher-intensity development in Opportunity Areas.
- Facilitate development and redevelopment that is consistent with the community's vision.

Actions:

- ▶ Adopt an Official Zoning Map.
- ▶ Amend the zoning regulations to include a mixed-use zoning district classification or overlay that would apply to Edgewater's *Opportunity Areas*.
- ▶ Amend zoning regulations to allow increased height and density in the *Water's Edge Opportunity Area* and to address elements such as building orientation and rooftop patios.
- ▶ Update the Edgewater Municipal Code and other policy/regulatory documents for consistency with the *Framework Plan Map*, as well as the Goals and Objectives of this *Comprehensive Plan*.

High-density refers to the number of dwelling units per acre of land (multi-family residential development).

vs.

High-intensity refers instead to the type and impact of a land use (commercial development).

GOAL 2: CREATE OPPORTUNITIES FOR NEW DEVELOPMENT AND REDEVELOPMENT IN *TRANSFORMATION* AND *EVOLUTION AREAS*, WHILE PRESERVING AND ENHANCING THE CHARACTER OF *STABILIZATION AREAS*.

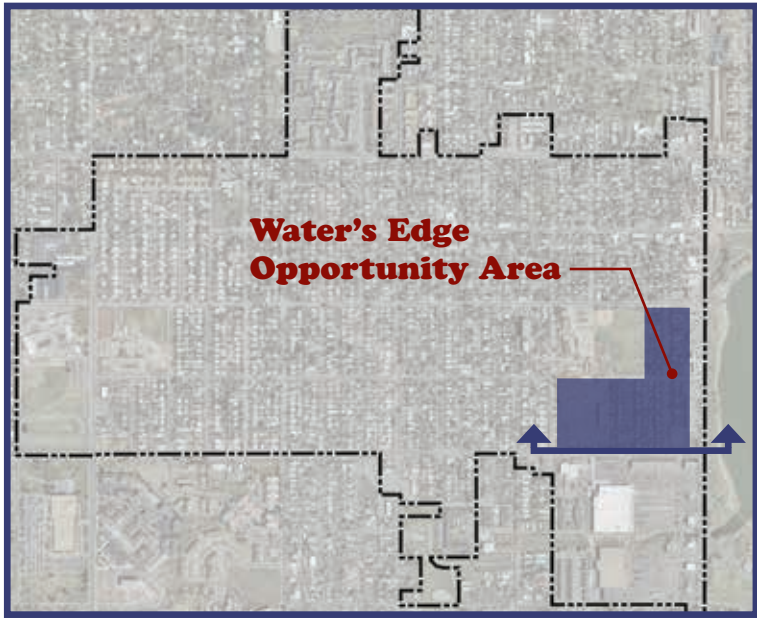
Objectives:

- Encourage more efficient and sustainable use of commercial and higher-density residential land within the *Evolution* and *Transformation Areas*.
- Support multi-family, mixed use, retail, offices development that capitalizes on views of Sloans Lake and Downtown Denver.

Actions:

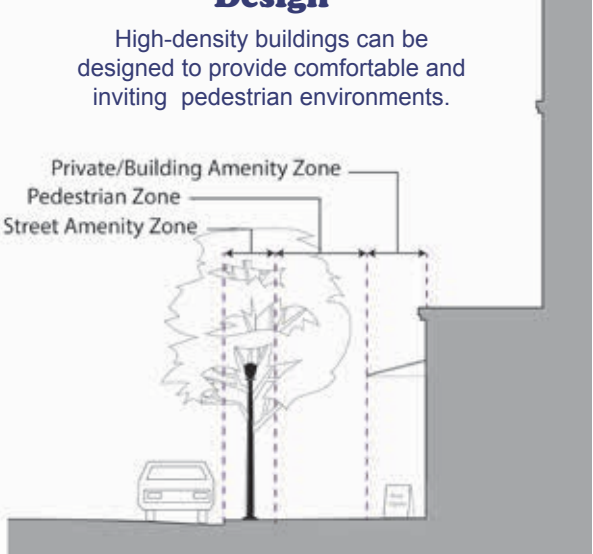
- ▶ Utilize mixed-use and higher-density residential land uses in the *Water's Edge Opportunity Area* as transitional buffers to minimize potential impacts of commercial activities on lower-density residential neighborhoods.
- ▶ Develop parking requirements appropriate for higher-density and higher-intensity uses in *Areas of Transformation*. Explore innovative strategies and recommendations, such as shared parking, to address the parking needs of the community.

WATER'S EDGE OPPORTUNITY AREA CROSS SECTIONS



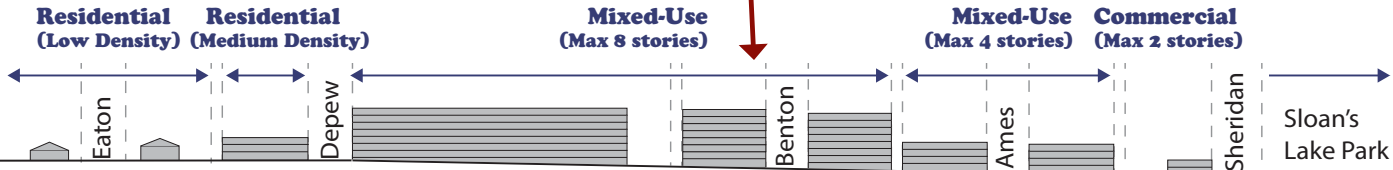
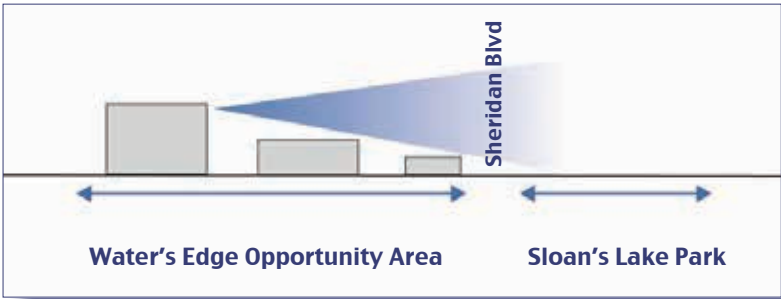
Design

High-density buildings can be designed to provide comfortable and inviting pedestrian environments.



Viewshed

Stepping down the height of buildings allows development to capitalize on Edgewater's unique views to Sloans Lake and Downtown Denver



Future uses, building scale, density and intensity within the *Water's Edge Opportunity Area*



PAGE INTENTIONALLY LEFT BLANK

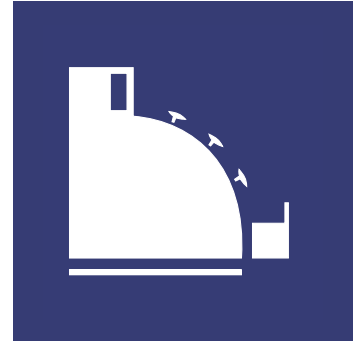
Economic Development

Capitalizing on its central and well-integrated location requires that Edgewater’s civic leadership continue to invest in infrastructure required to support its economy. Many different versions of “infrastructure” contribute to making the community a welcome “home” for people and industry. Specifically, the provision of public utilities such as electricity, water, wastewater and roadways; education and job training for Edgewater’s workforce; and, a built environment that continues to attract new residents and businesses into the community encouraging existing residents and businesses to flourish.

To secure future growth on developable vacant land, Edgewater can continually rejuvenate its existing economy by capturing a portion of desirable regional growth. Capturing a fiscally sustainable portion of desirable growth necessitates that Edgewater:

- Clarify its comparative advantages relative to its competing surrounding communities;
- Exercise wise stewardship of its increasingly scarce developable vacant land;
- Utilize the full array of innovative infill strategies.

These Economic Development goals and objectives set the foundation for Edgewater’s next twenty years of economic growth.



Related Plans and Documents: City of Edgewater Urban Renewal Plan, Edgewater City Council Goals and Objectives, DRCOG Metro Vision 2035.

Applicable Guiding Principles

- Encourage Economic Development
- Flexible Framework for Private Investment
- Strengthen Edgewater’s Corridors
- Encourage Active Living by Design
- Maintain Community Character and Promote Quality Design
- Encourage Housing Diversity

Entitlement is the legal process for obtaining approval from the City to develop a site for a particular use.

GOAL 1: CONTINUE TO DIVERSIFY THE LOCAL ECONOMIC BASE OR STRENGTHEN AND STABILIZE TAX REVENUES.

Objectives:

- Foster the creation and growth of small businesses through comprehensive programs ranging from entrepreneurial development to securing capital and appropriate work force resources.
- Identify opportunities to collaborate with the capital market to support business start-up, retention and expansion.

Actions:

- ▶ Establish a single point of contact at the City for prospective projects.
- ▶ Improve entitlement processes in an effort to convey a business-friendly environment, sensitive to the cost of regulatory delays.
- ▶ Advertise a business-friendly climate in the City.

GOAL 2: CREATE A QUALITY WORKING ENVIRONMENT THAT FOSTERS AN ATTRACTIVE SENSE OF PLACE.

Objectives:

- Ensure that economic development objectives are included in the evaluation of all future City infrastructure projects, including parks and recreation facilities.

A void or leakage analysis looks at the difference between potential spending on goods and services for an area (based on income and demographics of residents and visitors) and what is actually being spent within the area. This difference is known as “leakage”

-Ricker|Cunningham

Placemaking is “the art of creating public ‘places of the soul,’ that uplift and help us connect to each other.”

- Project for Public Spaces

Retail pruning is the process of converting vacant or under-utilized retail properties to another use, such as mixed-use or residential.



- Develop design guidelines and/or standards.
- Promote higher-density mixed-use development in order to create vibrant live-work-play activity centers in *Transformation Areas* as depicted on the *Framework Plan Map*.

Actions:

- ▶ Consider design guidelines and/or standards and/or overlay districts to preserve flexibility while promoting the community vision.
- ▶ Promote adequately staffed and funded year-round programming of public spaces.
- ▶ Encourage street-fronting, pedestrian-friendly design through design guidelines and/or standards and/or overlay districts; consider eliminating redundant curb cuts where possible.
- ▶ Consider streetscape improvements, especially where catalyst residential/mixed-use redevelopment is most likely to benefit.
- ▶ Explore resident-friendly, small-scale “place-making” opportunities within the community (i.e., pocket parks, plazas, public art).
- ▶ Explore the feasibility of forming a business improvement district (BID) and historic district (both national and local) as mechanisms to fund public improvements and building/façade improvements respectively.

GOAL 3: ENCOURAGE A FULL-SERVICE ARRAY OF RETAIL AND SERVICE OPPORTUNITIES.

Objectives:

- On a periodic basis, conduct a retail “void” analysis to understand Edgewater’s retail market and revenue loss due to regional competition, identify expenditures and retail categories which can be brought into Edgewater.
- Tailor retail economic development efforts to meet the needs of those retailers who can complement, rather than compete with, Edgewater’s existing retail base.

Actions:

- ▶ Commit to the principles of “retail pruning” and high-quality residential density in appropriate locations.
- ▶ Promote high-quality development (mixed-use and higher-density residential) in appropriate locations.
- ▶ Track retail market conditions in surrounding communities that might impact investment and reinvestment in Edgewater.

GOAL 4: PROMOTE A BROAD RANGE OF HOUSING ALTERNATIVES FOR EMPLOYEES, EMPLOYERS AND RESIDENTS OF VARIOUS INCOMES AND LIFESTYLES.

Objectives:

- Promote a comprehensive incentive program that fosters investment and reinvestment in Edgewater’s housing stock.

- Encourage the development of housing product types which help to diversify Edgewater's existing housing stock.
- Establish objectives that encourage higher-density uses in areas of *Evolution and Transformation*.
- Promote amendments to the Municipal Code in select areas which allow for a greater diversity of land uses in areas of *Evolution and Transformation* as depicted on the *Framework Plan Map*.

Actions:

- ▶ Establish zoning overlays to encourage residential density and discourage surface parking.
- ▶ Educate stakeholder groups about the potential for high-quality residential density as a replacement for vacant retail.

GOAL 5: ENCOURAGE NEW DEVELOPMENT AND REDEVELOPMENT IN THE *FUTURE CHARACTER PLAN MAP* AREAS AND MAKE STRATEGIC PUBLIC INVESTMENTS TO "LEVERAGE" PRIVATE INVESTMENT AND REINVESTMENT.

Objectives:

- Focus economic development efforts (both new development and redevelopment) in strategic locations within the *Future Character Plan Map*.
- Prepare detailed marketing materials which describe and quantify opportunities for new development and redevelopment within the *Future Character Plan Map*.
- Ensure that new development/redevelopment submittals are evaluated from a fiscal impact perspective, quantifying City operating revenues and expenditures, as well as capital impacts.
- Identify sources of financial gaps for financing new projects and renovations (both debt and equity) and then fill those gaps with a variety of financial incentives.
- Develop a Strategic Parking Management Plan to explore innovative strategies and recommendations to address the parking needs of the community.
- Encourage new development projects to meet sustainability targets identified in updated design guidelines and/or standards that supports green business practices in new and existing commercial uses.

Actions:

- ▶ Host an annual meeting for property owners and key stakeholders to share and update due diligence about prevailing market conditions.
- ▶ Foster relationships with developers in the Metro area.
- ▶ Review the City's charter language related to public acquisition of commercial properties.
- ▶ If permitted by the charter, actively acquire and assemble properties and position them for sale/lease to private sector investors/developers.
- ▶ Define sustainability goals and encourage their use.



Accessory dwelling units that were consistent with neighborhood character were supported by residents and offer an opportunity to retain and attract residents with unique housing needs, such as students or the elderly.

GOAL 6: DEVELOP A WORKFORCE BY MAKING ACCESSIBLE OPPORTUNITIES FOR LIFE-LONG LEARNING.

Objectives:

- Make it easier for obtaining quality workers from within Edgewater.
- Encourage a public school, business and city partnership program that aids in the education and preparation of students to meet changing labor needs.
- Develop and promote job training programs that support Edgewater's strategic targeted businesses and that foster the skills of entrepreneurs.

Actions:

- ▶ Assist in coordinating the efforts of multiple organizations and municipalities that might offer opportunities to advance those aspects of the *Plan* which impact the larger region (training and education).
- ▶ Collaborate with the local schools regarding ways the community can positively impact the education experience in our schools.

Community Character and Design

Edgewater offers a unique combination of small-town character in close proximity to urban amenities. Throughout the comprehensive planning process, residents have emphasized the importance of retaining that character into the future, even as development patterns adapt to changing demographics and economic realities.

Maintaining current community character was identified as important by 80% of the community survey respondents. Key characteristics identified during the Community Attitudes Survey include quality, attractive single-family housing stock, mixed-use development and safe and attractive multi-modal streets. For example, while half of visual preference survey respondents felt that Edgewater needs more single family housing compared to higher-density options, 70% of respondents wanted to see more vertical mixed-use development, such as apartments located over commercial or retail space. In terms of architecture and design, respondents were most supportive of historic styles, including late Victorian, Craftsman Bungalow and Craftsman Cottage. Sixty-one percent (61%) of respondents wanted to focus efforts on restoring existing housing stock rather than scrape and re-builds.

There was also great consensus amongst residents regarding street character. For example, more than three-quarters of respondents supported streets with healthy tree canopies, wide or detached sidewalks, dedicated bike lanes and landscaped medians. More than half supported the traditional small town 'Main Street' feel, including visible pedestrian activity on streets and plazas. Finally, nightlife, public transportation and community gardens were identified by more than three-quarters of respondents as important community amenities, with even greater support (by 90% or more of participants) given to parks, playgrounds and small-scale retail.

The following goals, objectives and actions offer methods for retaining but also building upon the community's character to make Edgewater more livable and attractive for current and future residents and visitors alike.



Related Plans and Documents: City of Edgewater Urban Renewal Plan, Edgewater City Council Goals and Objectives, Edgewater Parks and Recreation Master Plan, DRCOG Metro Vision 2035.

Applicable Guiding Principles

- Encourage Economic Development
- Flexible Framework for Private Investment
- Strengthen Edgewater's Corridors
- Encourage Active Living by Design
- Maintain Community Character and Promote Quality Design
- Encourage Housing Diversity
- Support Education/Community Services

GOAL 1: CREATE A WELCOMING COMMUNITY IMAGE AND DEVELOP A CONSISTENT IDENTITY FOR CITY GATEWAYS AND CORRIDORS, AS SHOWN ON THE *FRAMEWORK PLAN MAP*.

Objectives:

- Preserve and enhance Edgewater's unique urban fabric.
- Emphasize gateways to announce Edgewater's presence to visitors and residents.
- Improve commercial properties within Edgewater's commercial corridors.
- Require new development and redevelopment to exemplify high quality urban design that will maintain and enhance the City's character and sense of place as defined by its geographic location, corridors and edges.
- Facilitate public/private partnerships to coordinate, fund, develop and maintain streetscape improvements.



- Work with property owners to establish guidelines and/or standards for the aesthetics, cleanliness and general appearance of commercial & residential areas.

Actions:

- ▶ Enhance the City's streetscapes through improvements in landscaping and the addition of seasonal banners.
- ▶ Investigate a gateway improvements program/project to re-design City gateway signage in a consistent and coherent fashion as depicted on the *Framework Plan Map*.
- ▶ Create a streetscape plan or corridor design plan to differentiate *Primary, Secondary* and *'Main Street' Corridors*.
- ▶ Revise and adopt design guidelines and/or standards to establish consistent building patterns and improve pedestrian safety/connectivity. Create an architectural and site design information guide for all project types.
- ▶ Consider creating partnership programs, such as façade or frontage improvement matching grants, to enhance the sense of place and make commercial areas more inviting and interesting places to walk and shop.
- ▶ Revise the Sign Code to set forth guidelines and/or standards for all signs and to encourage upgrades to existing signage.
- ▶ Promote preservation of existing buildings by encouraging developers to incorporate existing quality architectural elements into redevelopment projects.

GOAL 2: PRESERVE AND ENHANCE THE RESIDENTIAL CHARACTER OF LOWER DENSITY NEIGHBORHOODS.

Objectives:

- Encourage a sense of ownership in Edgewater's neighborhoods regarding the area's appearance. Encourage compatible architectural styles, scale of structures and lower density.
- Encourage sustainable live/work models.
- Support privacy for residents while ensuring safety at intersections (i.e., pedestrians & vehicles need to see each other in time to react).
- Encourage residents to maintain yard appearance.
- Encourage improvements that enhance community character and appearance of homes by providing flexibility in regulations.
- Prioritize improvements that promote safety and the perception of safety for neighborhood residents.

Actions:

- ▶ Revise fence regulations to maintain vision clearance areas.
- ▶ Develop and adopt residential design guidelines and/or standards.
- ▶ Revise the Municipal Code to allow and require quality design of accessory dwelling units in low density residential areas.
- ▶ Review and modify home occupation regulations, as needed.

- ▶ Revise development guidelines and/or standards to allow homeowner improvements that are in line with the existing residential neighborhood conditions and/or block character.

GOAL 3: ENHANCE THE SUSTAINABILITY AND APPEARANCE OF THE COMMUNITY THROUGH NATURAL AMENITIES IN NEIGHBORHOODS AND COMMERCIAL CORRIDORS.

Objectives:

- Utilize high-quality landscape design to enhance Edgewater's character in development and redevelopment projects.
- Increase the tree canopy cover along City streets to minimize the absorption of heat in summer months and provide a pleasant walking environment.
- Preserve and enhance civic/public facilities within neighborhoods.

Actions:

- ▶ Consider "Complete Streets" or "Green the Street" programs to enhance the sense of place and make commercial areas more inviting and interesting places to walk and shop.
- ▶ Actively pursue new opportunities to expand parks & public use spaces within the City.
- ▶ Encourage landscaping that improves storm water quality through low impact design.
- ▶ Minimize the impact of mature street trees on public sidewalks by prohibiting new street trees species with shallow root systems and investigate methods for repairing displaced sidewalks from tree roots.
- ▶ Create minimum landscape requirements for new development and redevelopment of existing homes.
- ▶ Establish a master street tree list or revise the 'City Tree' list to identify tree species appropriate for use within the street right of way (i.e. trees without shallow root systems) that are suitable for the urban environment and local soils.
- ▶ Require landscape strips or tree lawns between the street and sidewalk, where appropriate.
- ▶ Develop minimum surface parking lot landscape requirements for high-density residential and commercial land use.



Low Impact Design Storm Water Swale (20th Avenue & Ames Street)



PAGE INTENTIONALLY LEFT BLANK

Commercial Redevelopment

As part its continuing evolution as a full-service community, Edgewater faces significant challenges in revitalizing its aging commercial base. The ability to carefully guide and direct high-quality and sustainable commercial (re)development that will enhance existing neighborhoods and increase the variety and choice for local residents, property owners and business owners will largely determine the City's future fiscal health.

The commercial redevelopment goals and objectives are intended to ensure that revitalization of the City's commercial areas be accomplished through strategic, market-based public and private investment, protecting and enhancing Edgewater's market share in the Denver metro area.



Related Plans and Documents: City of Edgewater Urban Renewal Plan, Edgewater City Council Goals and Objectives, DRCOG Metro Vision 2035.

Applicable Guiding Principles

- Encourage Economic Development
- Flexible Framework for Private Investment
- Strengthen Edgewater's Corridors
- Maintain Community Character and Promote Quality Design



GOAL 1: ENHANCE EDGEWATER'S REGIONAL RETAIL POSITION.

Objectives:

- Prioritize improvements that promote Sheridan Boulevard as a key regional location for commercial development.
- Support the preservation and improvement of the City's commercial corridors.
- Expand retail and service choices.

Actions:

- ▶ Encourage maintenance and repair of existing commercial properties.
- ▶ Explore the formation of a merchants' association or Business Improvement District (BID) to provide funding for management and maintenance of key commercial areas.
- ▶ Upgrade and maintain sidewalks, right-of-way landscaping and other infrastructure to encourage pedestrian movement to and through commercial areas.

GOAL 2: PROMOTE GREATER VARIETY OF NEIGHBORHOOD RETAIL/SERVICE CHOICES FOR RESIDENTS.

Objectives:

- Develop neighborhood-oriented retail and service activities in locations that are convenient to residential neighborhoods and major collectors and arterials.

- Encourage pedestrian connections to adjacent neighborhoods and activity areas whenever feasible.
- Encourage existing and future commercial businesses to cluster buildings and to provide publicly accessible amenities.

Actions:

- ▶ Work with Edgewater Renewal Authority to incentivize commercial redevelopment at appropriate locations in areas of transition.
- ▶ Establish commercial redevelopment architectural design standards or guidelines.
- ▶ Actively solicit the interest of area retail developers who are familiar with the constraints of urban block infill development and redevelopment.



GOAL 3: GAUGE INVESTOR/DEVELOPER INTEREST.

Objectives:

- Update current development review processes to aid in the timely and cost-efficient delivery of products to the market.
- Create an environment in which investors (developers, retailers, property owners) can realize their necessary return on their investments.
- Create an environment of opportunity for investment, development, redevelopment and commercial revitalization through policy, regulations, incentives and decision-making.

Actions:

- ▶ Assist existing commercial businesses with market research, business planning and strategic resources to enhance their ability to succeed.
- ▶ Identify all policy and regulatory documents within the City related to commercial redevelopment and ensure alignment and consistency.
- ▶ Prepare a set of development proformas (from the developer's perspectives) which highlight any financial gaps. With this information, identify resources for filling gaps and promote the City's willingness to participate in projects.
- ▶ Become a resource for retail market information by collecting and maintaining data on retail supply and demand conditions in Edgewater and the surrounding trade area.



Housing

Edgewater is seeking a balance that embraces its commitment to being a small town, while maintaining a stable economy and providing for variety of social, recreational and cultural services for its residents. The housing goals and objectives are intended to ensure that there are a sufficient number of residential units to support vibrant retail and commercial areas that serve local residents, encourage use of alternative modes of transportation, address defined gaps in the housing market that exist today and into the future and create and maintain strong neighborhoods.



Related Plans and Documents: City of Edgewater Urban Renewal Plan, Edgewater City Council Goals and Objectives, DRCOG Metro Vision 2035.

Applicable Guiding Principles

- Flexible Framework for Private Investment
- Encourage Active Living by Design
- Maintain Community Character and Promote Quality Design
- Encourage Housing Diversity

GOAL 1: PRESERVE NEIGHBORHOOD VITALITY.

Objectives:

- Encourage a sense of ownership in Edgewater's neighborhoods regarding the area's appearance.
- Prioritize improvements that promote safety and the perception of safety by neighborhood residents.
- Support the preservation and improvement of the City's existing homes and neighborhoods.

Actions:

- ▶ Establish an adopt-a-block program wherein residents participate in making and maintaining improvements in the public realm, as well as on private properties.
- ▶ Repair or replace aging or deteriorated roads, sidewalks, lighting, drainage, alleys and utilities.
- ▶ Encourage maintenance and repair of the housing stock. Coordinate with residents to identify unique attributes of specific neighborhoods and improvements needed.
- ▶ Prepare a mobility plan (ADA compliant) for safe and convenient movement in/out of neighborhoods to surrounding areas. Provide multi-modal transportation options, including pedestrian and bicycle connections in public services and infrastructure.
- ▶ Upgrade and maintain sidewalks, right-of-way landscaping and other infrastructure to encourage maintenance of housing, retain housing values and preserve stable and viable housing and to promote walkability.





GOAL 2: PROMOTE A DIVERSE AND QUALITY HOUSING STOCK.

Objectives:

- Encourage home ownership and property reinvestment.
- Encourage aging in place with housing stock that serves populations at all stages in the life-cycle (young, starter homes, upgraded homes, senior homes) and at a variety of price points.
- Update the Municipal Code as necessary to ensure that infill development is compatible with existing area development.
- Promote the introduction of a variety of housing types to meet broadening market demands.
- Promote development at the edges of the City that will be compatible with adjacent land uses and activities and will capitalize on surrounding amenities.
- Encourage adaptation or modification of residential properties to meet needs of residents.

Actions:

- ▶ Develop regulations that require the repair or replacement of buildings or dwelling units that may be unsafe for human occupancy.
- ▶ Work with ERA to incentivize mixed-use development at appropriate densities in areas of *Transformation*.
- ▶ Establish residential and mixed-use architectural design guidelines and/or standards.
- ▶ Actively solicit the interest of area residential developers.
- ▶ Research the viability of preparing “small house” plans which fit on local properties and which interested investors could use.
- ▶ Revise the Municipal Code to allow and encourage quality design of accessory dwelling units.
- ▶ Develop an amnesty program to successfully bring illegal accessory dwelling units into compliance.

GOAL 3: ENHANCE INVESTOR CONFIDENCE AND INTEREST.

Objectives:

- Create stable and consistent development review processes to aid in the timely and cost-efficient delivery of products to the market.
- Create an environment in which investors (developer, homeowner, rental property owner) can realize their necessary return on their investments.
- Create an environment of opportunity for investment, development, redevelopment and neighborhood revitalization through policy, regulations, incentives and decision making.

Actions:

- ▶ Identify all policy and regulatory documents within the City and ensure alignment and consistency.

- ▶ Prepare a set of development proformas (from the developer's perspectives) which highlight any financial gaps. Utilize this information to identify resources for filling gaps and promoting the City's willingness to participate in projects.
- ▶ Become a resource for housing information by collecting and maintaining data on housing attainability such as the cost, demand and supply of homes.

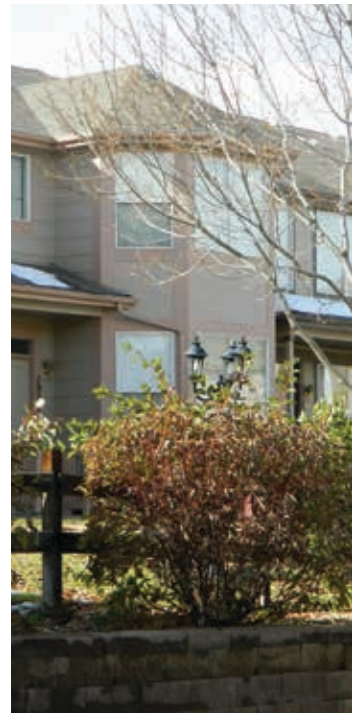
GOAL 4: ENHANCE EDGEWATER AS A LIVABLE CITY, ATTRACTIVE IN ITS SETTING AND DYNAMIC IN ITS URBAN CHARACTER BY PRESERVING ITS SMALL TOWN CHARM, HISTORY AND CULTURE.

Objectives:

- Encourage housing design that supports the conservation, enhancement and continued vitality of areas of the city with special historic, architectural, or cultural value.
- Restore, rehabilitate and conserve existing sound housing as one method of maintaining housing as a physical asset that contributes to an area's desired character.

Actions:

- ▶ Establish programs which encourage owners, investors and occupants to maintain homes beyond what the Municipal Code requires.
- ▶ Encourage the adaptive reuse of existing buildings for residential use.
- ▶ Encourage development to respond to the positive qualities of the place where they are to be built and to enhance that place through their development. Developers should consider the character-enhancing role played by the use of color and light.
- ▶ Respect the fabric of established neighborhoods when undertaking infill development projects.
- ▶ While accommodating increased density, build on the attractive qualities that distinguish the area. Add new building types to established areas with care and respect for the existing context.





PAGE INTENTIONALLY LEFT BLANK

Public Services and Infrastructure

Without access to new land to accommodate growth, Edgewater must focus on maintaining and improving public services and infrastructure to provide continued quality of life for future residents.

Infrastructure and facility projects have long been valued in Edgewater. They were among the first tasks undertaken by City leaders immediately following the City's incorporation in 1901 and were also a focus of the Edgewater Redevelopment Authority (ERA) when it formed in the 1980s. Infrastructure was also identified as one of the most important elements for the community in the 2011 Community Survey. In recent years the City has taken a number of steps to upgrade its public services and infrastructure:

- In Fall of 2010, the City started privatized trash collection and curbside recycling.
- In Fall of 2012, voters approved the merger of the Edgewater Fire Department with Wheat Ridge Fire Protection District to provide 24-hour staffed service, improved response time and updated equipment.
- As of 2012, all City alleys have been paved.
- As of 2012, half of the City's sewer lines have been upgraded, with the remainder slated for completion in 2013.
- As of 2012, 1,000 water meters were replaced with touch reading units to help save staff time and provide more accurate readings.

As the City continues these efforts into the future, it will also look to improvements in transportation infrastructure and connectivity that are supported by the community. For example, in the Community Attitudes Survey, Edgewater residents expressed a strong desire for more complete multi-modal streets and public transportation (80% and 70% support respectively). In addition, there was support for repairing sidewalks in residential neighborhoods and improving multi-modal connections from neighborhoods to the new Lamar Street Light Rail Station.

The following presents goals, objectives and actions related to maintaining existing infrastructure, developing safe and accessible multi-modal streets and providing connections to nearby amenities in order to ensure that future development and redevelopment is conducted in an efficient and responsible manner.

Related Plans and Documents: City of Edgewater Urban Renewal Plan, Edgewater City Council Goals and Objectives, DRCOG Metro Vision 2035, DRCOG 2035 Metro Vision Regional Transportation Plan, Denver Regional Bicycle Map.

Applicable Guiding Principles

- Strengthen Edgewater's Corridors
- Encourage Active Living by Design
- Maintain Community Character and Promote Quality Design
- Encourage Housing Diversity

Multi-modal streets, also referred to as 'complete streets', are designed to be "safe, comfortable, and convenient for all users—pedestrians, bicyclists, motorists and transit riders of all ages and abilities."

-National Trails Training Partnership



GOAL 1: PROMOTE A SAFE, BALANCED MULTI-MODAL TRANSPORTATION NETWORK.

Objectives:

- Promote the safe and convenient movement of people and goods.
- Accommodate residents and visitors with varied mobility needs.
- Minimize conflicts between non-motorized and motorized transportation modes.

Actions:

- ▶ Continue to provide needed street construction and engineering improvements, including sidewalk repair and paving alleys.
- ▶ Conduct a walkability audit and bicycle count study within the City.



- ▶ Prepare a mobility plan (ADA compliant) for safe and convenient movement in/out of neighborhoods to surrounding areas, area amenities and daily services.
- ▶ Provide a striped dedicated bicycle lane along 26th Avenue, Harlan Street and 20th Avenue. Provide bike route signage on 25th Avenue to encourage an alternate route through Edgewater into Downtown Denver.
- ▶ Explore safe transitions between bicycle routes coming into and out of the city.
- ▶ Coordinate with the City of Lakewood to identify a dedicated bicycle route and/or lane to connect Edgewater neighborhoods to the Lamar Street Light Rail Station.
- ▶ Identify opportunities for transforming Harlan Street into a neighborhood corridor that is safe and pleasant for pedestrians, cyclist and motorists.
- ▶ Revise and adopt design guidelines and/or standards for Sheridan Boulevard to address safe multi-modal access. Work with CDOT, City and County of Denver and DRCOG to identify measures to allow better connectivity between Edgewater and Sloans Lake.
- ▶ Explore working with 'B-Cycle' and the City and County of Denver to locate a bike-sharing station within the City of Edgewater.

GOAL 2: ENSURE THAT ADEQUATE INFRASTRUCTURE AND PUBLIC SERVICES ARE AVAILABLE.

Objectives:

- Accommodate future growth and redevelopment without burdening the existing infrastructure system.
- Recoup lost revenue of tap and service fees associated with existing illegal dwelling units.
- Identify appropriate methods for financing public improvements.
- Maintain and enhance public infrastructure throughout the City.

Actions:

- ▶ Continue to provide needed upgrades to infrastructure facilities such as sewer and water lines.
- ▶ Develop a complete location-based utility and infrastructure database in ArcGIS (i.e., water/sewer lines; fire hydrants, paved streets and street lights).



- ▶ Analyze and identify infrastructure and service deficits.
- ▶ Establish criteria for bringing utility connections and services of illegal dwelling units into compliance.
- ▶ Annually, establish and monitor capital investment plans for general and enterprise fund programs, including vehicle and major equipment inventory, building development and maintenance investment, streets, public property inventory, investment schedules and utility funds.

GOAL 3: PROMOTE AND SUPPORT PROGRAMS AND INVESTMENTS THAT INCREASE SUSTAINABILITY.

Objectives:

- Reduce the impact of storm runoff and water quality within City neighborhoods and adjacent communities.
- Establish Edgewater as an environmentally responsible place to live and do business.

Actions:

- ▶ Investigate the potential purchase of alternative energy sources for public facilities.
- ▶ Evaluate the current system for collection of refuse and recyclables and consider implementing sustainable alternatives, where feasible.
- ▶ Increase flexibility in the zoning and building regulations for active and passive solar projects in commercial and residential areas.
- ▶ Create a storm water management plan that establishes guidelines for on-site treatment of storm water.
- ▶ Develop and encourage “green” building that reduces energy demands through use of building materials, lighting, heating and cooling systems.





PAGE INTENTIONALLY LEFT BLANK

Community Involvement

The Community Involvement and Services element of the *Edgewater Comprehensive Plan* addresses the human needs of City residents in relation to community wellbeing and quality of life. Such attention will help to foster advancement and investment in education, citizen engagement, community safety, culture and the arts.

Part of Edgewater's small town character is tied to the services and amenities it offers to residents and their participation in the community. For example, schools and education were identified as important by nearly 60% of community survey respondents and approximately 50% identified parks and recreation as important. Beyond the City's three public parks and its recreation programs, other key community assets include the Orum House and Community Garden, the Heritage Center and Garden and the Recreation Room. Continued investment in these public assets as well as coordination with education providers, parent groups and service clubs will ensure that basic needs are met and quality services are enhanced and maintained.

Related Plans and Documents: City of Edgewater Urban Renewal Plan, Edgewater Parks and Recreation Master Plan, Edgewater City Council Goals and Objectives, DRCOG Metro Vision 2035, DRCOG 2035 Metro Vision Regional Transportation Plan, Denver Regional Bicycle Map.



Applicable Guiding Principles

- Support Education/Community Services
- Maintain Community Character and Promote Quality Design

GOAL 1: ENCOURAGE THE EDGEWATER COMMUNITY TO BE ENGAGED AND CONNECTED WITH CITY PROGRAMS AND FUNCTIONS.

Objectives

- Engage all residents, including youth, in community activities.
- Foster understanding and mutual support between neighbors and residents.

Actions

- ▶ Continue to schedule and allocate funds for community-building activities such as a City-sponsored cleanup days to improve the appearance of the City and bring together citizens of all backgrounds.
- ▶ Pursue opportunities for youth involvement, such as creating a youth commission, a youth council representative/correspondent position, or a "student government day" where Edgewater students shadow public officials and City staff.
- ▶ Encourage entities such as parent groups, service clubs and church organizations to become actively involved in organizing and attending City events and activities.
- ▶ Continue to provide opportunities for residents to be involved and pursue ongoing ways to reach out to new segments of the population. For example, work with interested citizens, students, etc., to help plan events related to culture (i.e., dance/dinner for Cinco de Mayo, cook-offs, etc.).





GOAL 2: POSITION EDGEWATER AS A FAMILY FRIENDLY COMMUNITY.

Objectives:

- Attract and retain families with school age children.
- Cultivate the City's relationship with local schools to promote life-long learning.

Actions:

- ▶ Host regular meetings with Jefferson County School District representatives to discuss opportunities for participation in community meetings and events.
- ▶ Collaborate with the schools on campaigns consistent with Edgewater's vision and goals.
- ▶ Pursue opportunities to partner with the schools to develop or fund educational, extra-curricular and/or after school activities as well as instructional programs such as "Safe Routes to School" and bicycle rodeos/clinics.
- ▶ Involve schools in the city's organized youth recreation programs.
- ▶ Create vibrant public spaces such as small plazas or pocket parks that can be activated with children's play areas, community-gathering areas with tables and chairs to accommodate entertainment or educational activities for all ages.



GOAL 3: CELEBRATE THE CULTURAL AND HISTORIC RESOURCES OF EDGEWATER.

Objectives:

- ▶ Instill pride and ownership of community in residents of Edgewater.
- ▶ Develop and support cultural facilities and events that contribute to a sense of community.

Actions:

- ▶ Promote and expand cultural events for families and other community members.
- ▶ Encourage community-wide public art, such as sculptures and interpretive signs that pay tribute to Edgewater's history.
- ▶ Collaborate with the Arts Advisory Board to develop a public art program.
- ▶ Evaluate current museum needs and investigate alternate resources.
- ▶ Promote Edgewater's historic preservation program by identifying potential historic properties and resources to celebrate them and allow them to be useful through restoration and adaptive reuse.



[Lumberg Elementary School](#)

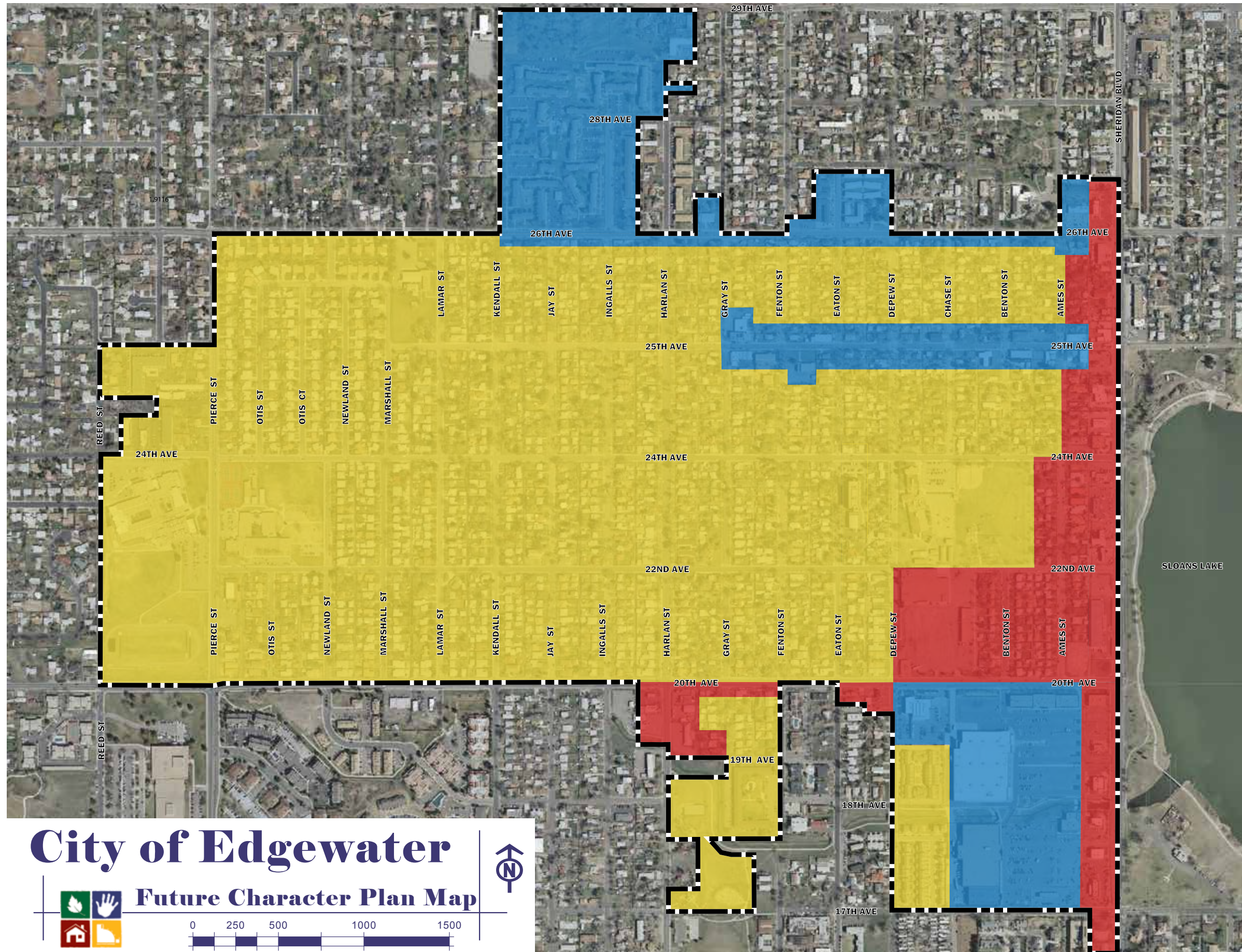


PAGE INTENTIONALLY LEFT BLANK

**Areas of Stabilization,
Evolution &
Transformation**

LEGEND

-  Stabilization Areas
-  Evolution Areas
-  Transformation Areas



City of Edgewater

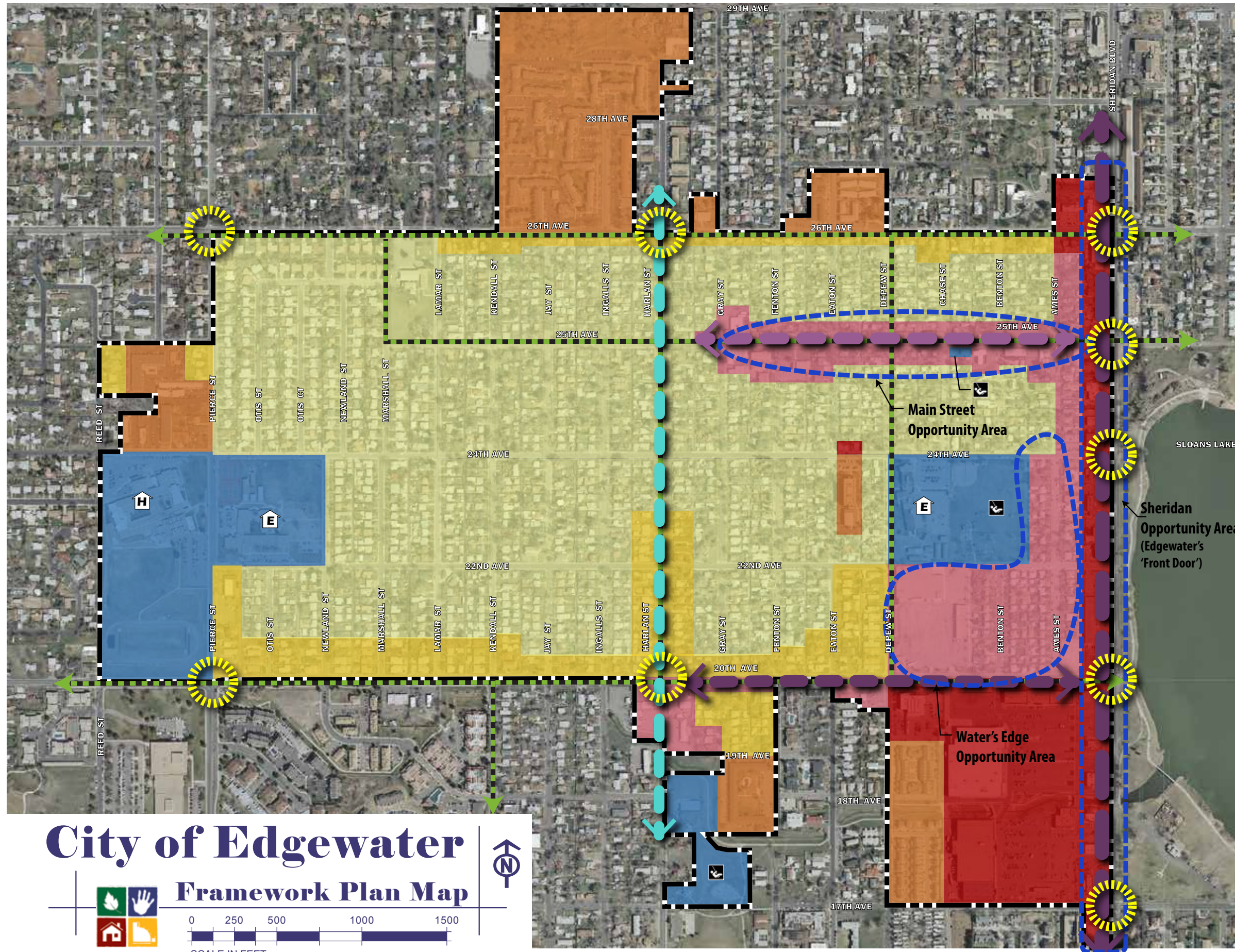
Future Character Plan Map



Date: January 3, 2013









PAGE INTENTIONALLY LEFT BLANK




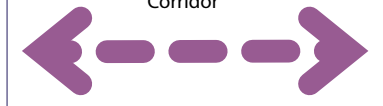
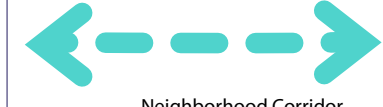



LEGEND





LAND USES

-  Commercial
-  Mixed Use
-  Civic/Public Facility
-  Low Density Residential
-  Medium Density Residential
-  High Density Residential

GATEWAYS & CORRIDORS

-  City Gateways
-  Primary Commercial Corridor
-  Secondary Commercial Corridor
-  Main Street Corridor
-  Neighborhood Corridor
-  Future Bike Route

MAP SYMBOLS

-  Opportunity Areas
-  Existing Park
-  Elementary School
-  High School

Date: January 3, 2013

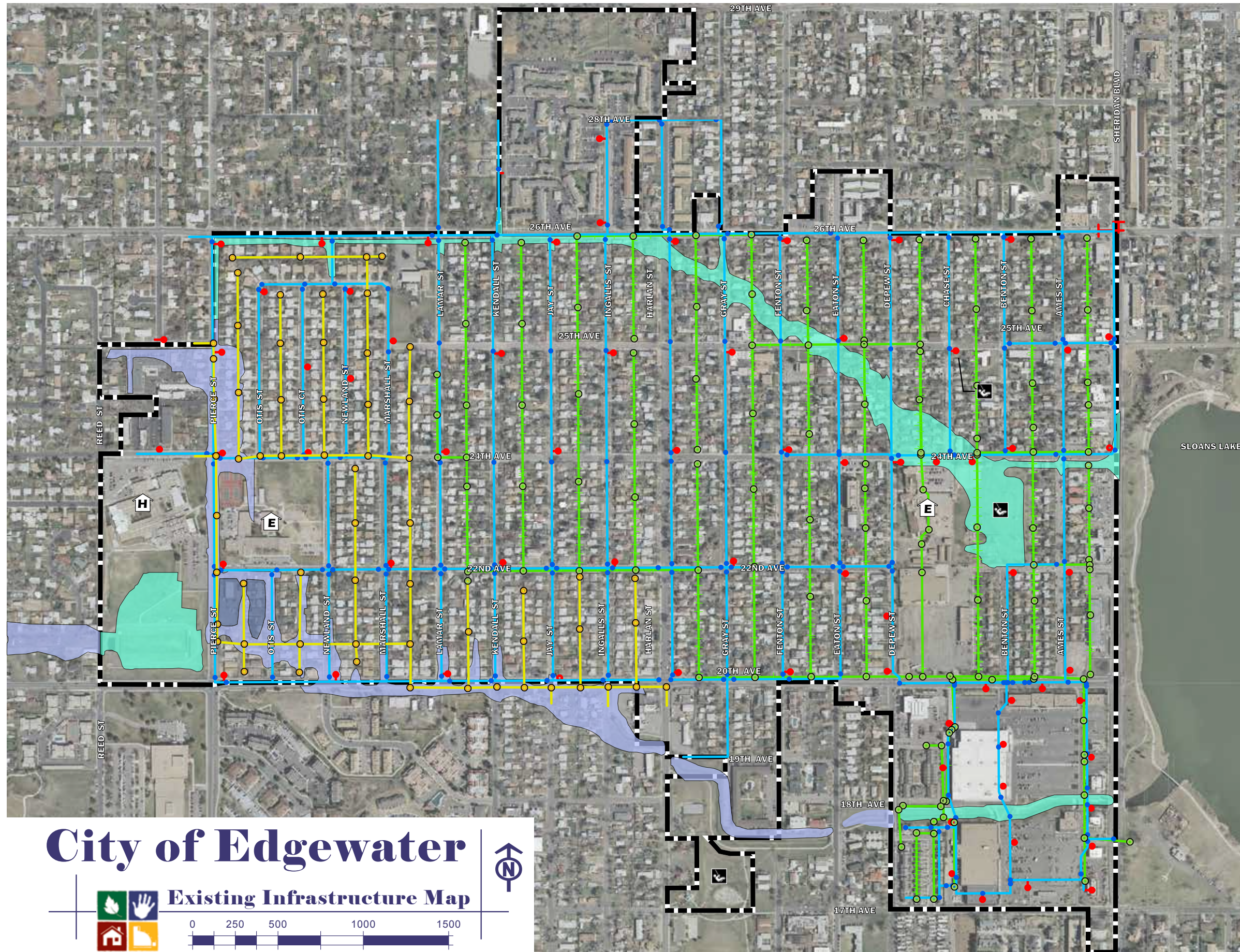


City of Edgewater

Framework Plan Map



PAGE INTENTIONALLY LEFT BLANK



LEGEND

- Manholes
- SS Mains (8" unless noted)
- Service Lines
- East Jefferson Manholes
- East Jefferson SS Mains
- Water Valve
- Hydrant
- Water Line
- Zone A 100-year Flood Hazard (no base flood elevation)
- Zone AE 100-year Flood Hazard (w/ base flood elevation)
- 500-year Flood Hazard
- Existing Park
- Elementary School
- High School

Map Disclaimer:
 This map was compiled with data supplied by the City of Edgewater, Jefferson County, Denver County, and the State of Colorado. It is intended for graphic display purposes only, and it not accurate to survey standards. The City of Edgewater and McCool Development Solutions, does not assume liability for any inaccuracies contained herein.

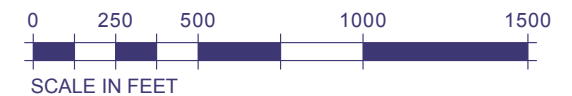


Date: January 3, 2013

City of Edgewater



Existing Infrastructure Map



PAGE INTENTIONALLY LEFT BLANK

Plan Implementation

Edgewater's Comprehensive Plan is intended to be a dynamic, living document that responds to changing conditions and continues to reflect the community's values and vision over the near and long-term. To do so, it must be adapted to the emerging vision of the community. Periodic reviews, refinements and updates will be necessary. Major updates to this *2013 Edgewater Comprehensive Plan* should be completed within five years (or more frequently if necessary) to reflect changes in community goals and objectives. Minor changes to the *Comprehensive Plan* (such as clarifications and changes that do not alter the intent of the Plan) may be requested more frequently than major updates by citizens, property owners, or City officials. For efficiency, the Planning and Zoning Commission should consolidate such requests for review at specified times during the year. It is important that the City regularly dedicate funds for future updates.

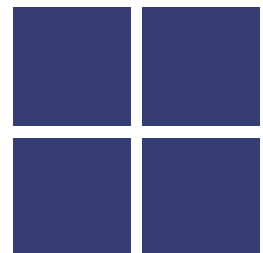
Annual Review/Monitoring

To assess the Plan's effectiveness in responding to changing conditions, the City will need to monitor actions affecting the *Plan*. To this end, City officials and Department Directors should collectively determine the benchmarks (criteria) by which actions to advance the *Plan* will be evaluated. Benchmarks may be quantitative and qualitative and should be reviewed annually for applicability. Using the benchmarks, all Department Directors should be required to submit an annual monitoring and evaluation report to the City Manager regarding their progress two months prior to adoption of the budget. The annual monitoring and evaluation report should include the following:

- Definition of benchmarks;
- Detailed description of the department's accomplishments and items still outstanding;
- Explanation of whether or not the *Plan's* objectives are being met and correspondingly which City Council strategies are being accomplished;
- Identification of impacts to City service costs from implementation of the action items (positive and negative);
- Priority action items to be pursued under the coming year's budget;
- Documentation related to growth trends and how those trends either support or conflict with the original assumptions on which the *Plan* was prepared;
- List of any difficulties in implementing the *Plan*

Plan Implementation Program

The following Action Plan Matrix provides an initial list of recommended actions designed to achieve the goals and objectives identified in *Edgewater's Comprehensive Plan*. Its purpose is to guide City Council, Planning and Zoning Commission and City Staff in the preparation of annual work programs and the prioritization of municipal resources (time, money, etc.) The matrix identifies the type of strategy/action required,





the party or parties primarily responsible for implementing the strategy/action and the timing of actions to be initiated. The priority column lists suggests **immediate** (initiated upon adoption), **short-term** (initiated within one to two years after *Plan* adoption), **long-term** (to be completed within three to five years after *Plan* adoption) and ongoing timeframes for each strategy/action.

Action	Strategy/Action	Responsible Party/Parties	Priority	Complete
Land Use				
Goal 1: Ensure a sustainable and balanced mix of land uses that provide increased opportunities for commercial services, employment and housing options.				
1.1	Adopt an Official Zoning Map.	Planning, City Clerk	Immediate	✓
1.2	Amend the zoning regulations to include a mixed-use zone district classification or overlay that would apply to Edgewater's Opportunity Areas.	Planning, P&Z, Council, City Manager, Citizens	Immediate	
1.3	Amend zoning regulations to allow increased height and density in the Water's Edge Opportunity Area and to address elements such as building orientation and rooftop patios.	Planning, P&Z, Council, City Manager, Citizens	Short-term	
1.4	Amend zoning regulations to allow increased height and density in the Water's Edge Opportunity Area and to address elements such as building orientation and rooftop patios.	Planning, P&Z, Council, City Manager, Citizens	Immediate	
	Modernize Land Use Regulations	Planning, City Manager, City Attorney, P&Z and Council	In Progress	
Goal 2: Create opportunities for new development and redevelopment in transformation and evolution areas, while preserving and enhancing the character of stabilization areas.				
2.1	Utilize mixed-use and higher-density residential land uses in the Water's Edge Opportunity Area as transitional buffers to minimize potential impacts of commercial activities on lower-density residential neighborhoods.	Planning, P&Z, Council, Citizens	Long-term	
2.2	Develop parking requirements appropriate for higher-density and higher intensity uses in Areas of Transformation. Explore innovative strategies and recommendations, such as shared parking to address the parking needs of the community.	Planning, P&Z, Council, City Manager, Public Works/ Engineering, Citizens and property owners	Short-term	
Economic Development				
Goal 1: Continue to diversify the local economic base or strengthen and stabilize tax revenues.				
1.1	Establish a single point of contact at the City for prospective projects.	Community Services Director, City Manager	Long-term	
1.2	Improve entitlement processes in an effort to convey a business-friendly environment, sensitive to the cost of regulatory delays.	Planning, P&Z, Council, City Manager, ERA	Long-term	
1.3	Advertise a business-friendly climate in the City.	City Manager, ERA	Long-term/ Ongoing	
Goal 2: Create a quality-working environment that fosters an attractive sense of place.				
2.1	Consider design guidelines and/or standards and/or overlay districts to preserve flexibility while promoting the community vision.	Planning, P&Z, Council, City Manager, City Attorney, Stakeholders	Long-term	

Action	Strategy/Action	Responsible Party/Parties	Priority	Complete
2.2	Promote adequately staffed and funded year-round programming of public spaces.	City Manager, Council, Parks & Rec, Community Services Director, Historic Landmark Preservation and Arts Commission	Ongoing	
2.3	Encourage street-fronting, pedestrian-friendly design through design guidelines and/or standards and/or overlay districts (parking); consider eliminating redundant curb cuts where possible.	Planning, P&Z, Council, City Manager, City Attorney, Stakeholders	Long-term	
2.4	Consider streetscape improvements, especially where catalyst residential/mixed-use redevelopment is most likely to benefit.	Planning, P&Z, Public Works, Engineering Council, City Manager, ERA	Long-term	
2.5	Explore resident-friendly, small-scale “place-making” opportunities within the community (i.e., pocket parks, plazas, public art).	Planning, P&Z, Council, City Manager, Historic Landmark Preservation and Arts Commission, Stakeholders	Long-term/ Ongoing	
2.6	Explore the feasibility of forming a business improvement district (BID) and historic district (both national and local) as mechanisms to fund public improvements and building/façade improvements respectively.	Planning, Council, City Manager, ERA, Businesses, Stakeholders	Long-term	
Goal 3: Encourage a full-service array of retail and service opportunities.				
3.1	Commit to the principles of “retail pruning” and high –quality residential density in appropriate locations.	Council, City Manager	Ongoing	
3.2	Promote high-quality development (mixed-use and higher-density residential) in appropriate locations.	Planning, P&Z, Council, City Manager, ERA, Stakeholders	Short-term/ Ongoing	
3.3	Track retail market conditions in surrounding communities that might impact investment and reinvestment in Edgewater.	City Manager, ERA, Stakeholders	Long-term/ Ongoing	
Goal 4: Promote a broad range of housing alternatives for employees, employers and residents of various incomes and lifestyles.				
4.1	Establish zoning overlays to encourage residential density and discourage surface parking.	Planning, P&Z, Council, City Manager	Long-term	
4.2	Educate stakeholder groups about the potential for high-quality residential density as a replacement for vacant retail.	Planning, P&Z, Council, City Manager, Stakeholders	Long-term/ Ongoing	
Goal 5: Encourage new development and redevelopment in the future character plan map and make strategic public investments to “leverage” private investment and reinvestment.				
5.1	Host an annual meeting for property owners and key stakeholders to share and update due diligence about prevailing market conditions.	Planning, P&Z, ERA.	Long-term/ Ongoing	
5.2	Foster relationships with developers in the Metro area.	City Manager, ERA	Short-term/ Ongoing	
5.3	Review the City’s charter language related to public acquisition of commercial properties.	City Attorney, Planning, P&Z, Council, City Manager, City Attorney, Charter Review Commission	Immediate	

Action	Strategy/Action	Responsible Party/Parties	Priority	Complete
5.4	If permitted by the charter, actively acquire and assemble properties and position them for sale/lease to private sector investors/developers.	City Manager, ERA, City Attorney	Short-term	
5.5	Define sustainability goals and encourage their use.	Planning, P&Z, Council	Long-term/ Ongoing	
Goal 6: Develop a workforce by making accessible opportunities for life-long learning.				
6.1	Assist in coordinating the efforts of multiple organizations and municipalities that might offer opportunities to advance those aspects of the Plan which impact the larger region (training and education).	Council, City Manager, DRCOG, Adjacent municipalities	Long-term/ Ongoing	
6.2	Collaborate with the local schools regarding ways the community can positively impact the education experience in our schools.	Council, City Manager, Jeffco School District, Jefferson High School Principal	Short-term/ Ongoing	
Community Character and Design				
Goal 1: Create a welcoming community image and develop a consistent identity for city gateways and corridors, as shown in the future character plan map.				
1.1	Enhance the City's streetscapes through improvements in landscaping and the addition of seasonal banners.	Planning, P&Z, ERA, City Manager	Long-term	
1.2	Investigate a gateway improvements program/project to re-design City gateway signage in a consistent and coherent fashion as depicted in the Framework Plan Map.	Planning, P&Z, ERA, City Manager, Stakeholders	Long-term	
1.3	Create a streetscape plan or corridor design plan to differentiate primary, secondary and 'Main Street' Corridors.	Planning, P&Z, Engineering/ Public Works, City Manager	Long-term	
1.4	Revise and adopt design guidelines and/or standards to establish consistent building patterns and improve pedestrian safety/connectivity. Create an architectural and site design information guide for all project types.	Planning, P&Z, Council, City Manager, City Attorney	Short-term	
1.5	Consider creating partnership programs, such as façade or frontage improvement matching grants, to enhance the sense of place and make commercial areas more inviting and interesting places to walk and shop.	Planning, P&Z, ERA, City Manager, Stakeholders	Long-term	
1.6	Revise the Sign Code to set forth guidelines and/or standards for all signs and to encourage upgrades to existing signage.	Planning, P&Z, Council, City Manager, City Attorney	Short-term	
1.7	Promote preservation of existing buildings by encouraging developers to incorporate existing quality architectural elements into redevelopment projects.	Planning, P&Z, City Manager, Historic Landmark Preservation Commission	Ongoing	
Goal 2: Preserve and enhance the residential character of lower density neighborhoods.				
2.1	Revise fence regulations to maintain vision clearance areas.	Planning, P&Z, Council, City Manager, City Attorney	Short-term	
2.2	Develop and adopt residential design guidelines and/or standards.	Planning, P&Z, Council, City Manager, City Attorney	Long-term	
2.3	Revise the Municipal Code to allow and require quality design of accessory dwelling units in low density residential areas.	Planning, P&Z, Council, City Manager, City Attorney	Long-term	

Action	Strategy/Action	Responsible Party/Parties	Priority	Complete
2.4	Review and modify home occupation regulations, as needed.	Planning, P&Z, Council, City Manager, City Attorney	Long-term	
2.5	Revise development guidelines and/or standards to allow homeowner improvements that are in line with the existing residential neighborhood conditions and/or block character.	Planning, P&Z, City Manager, City Attorney	Short-term	
Goal 3: Enhance the sustainability and appearance of the community through natural amenities in neighborhoods and commercial corridors.				
3.1	Consider "Complete Streets" or "Green the Street" programs to enhance the sense of place and make commercial areas more inviting and interesting places to walk and shop.	Planning, P&Z, Engineering/ Public Works, City Manager	Long-term	
3.2	Actively pursue new opportunities to expand parks & public use spaces within the City.	Community Services Director, P&Z, Parks & Rec, City Manager	Long-term/ Ongoing	
3.3	Encourage landscaping that improves storm water quality through low impact design.	Public Works, Planning, P&Z, City Manager	Long-term/ Ongoing	
3.4	Minimize the impact of mature street trees on public sidewalks by prohibiting new street trees species with shallow root systems and investigate methods for repairing displaced sidewalks from tree roots.	Public Works, Planning, Community Services Director, P&Z, City Manager	Immediate	
3.5	Create minimum landscape requirements for new development and redevelopment of existing homes.	Planning, P&Z, City Manager, City Attorney	Short-term	
3.6	Establish a master street tree list or revise the 'City Tree' list to identify tree species appropriate for use within the street right of way (i.e. trees without shallow root systems) that are suitable for the urban environment and local soils.	Community Services Director, Planning, P&Z, Council, City Manager	Short-term	
3.7	Require landscape strips or tree lawns between the street and sidewalk, where appropriate.	Planning, P&Z, City Manager	Short-term	
3.8	Develop minimum surface parking lot landscape requirements for high density residential and commercial land use.	Planning, P&Z, Council, City Manager, Stakeholders	Short-term	
Commercial Redevelopment				
Goal 1: Enhance Edgewater's regional retail position.				
1.1	Encourage maintenance and repair of existing commercial properties.	Police (Code Enforcement) Planning, P&Z, Businesses	Ongoing	
1.2	Explore the formation of a 'merchants' association or Business Improvement District (BID) to provide funding for management and maintenance of key commercial areas.	City Manager, Planning, P&Z, ERA, Businesses	Long-term	
1.3	Upgrade and maintain sidewalks, right-of-way landscaping and other infrastructure to encourage pedestrian movement to and through commercial areas.	City Manager, Engineering/ Public Works	Long-term/ Ongoing	
Goal 2: Promote greater variety of neighborhood retail/service choices for residents.				
2.1	Work with ERA to incentivize commercial redevelopment at appropriate locations in areas of transition.	City Manager, Planning, P&Z, ERA	Long-term	
2.2	Establish commercial redevelopment architectural design standards or guidelines.	Planning, P&Z, Council, City Manager, City Attorney	Long-term	

Action	Strategy/Action	Responsible Party/Parties	Priority	Complete
2.3	Actively solicit the interest of area retail developers who are familiar with the constraints of urban block infill development and redevelopment.	City Manager, ERA	Short-term/ Ongoing	
Goal 3: Gauge investor/developer interest.				
3.1	Assist existing commercial businesses with market research, business planning and strategic resources to enhance their ability to succeed.	ERA, City Manager	Long-term/ Ongoing	
3.2	Identify all policy and regulatory documents within the City related to commercial redevelopment and ensure alignment and consistency.	Planning, P&Z, City Manager	Long-term	
3.3	Prepare a set of development proformas (from the developer's perspective) which highlight any financial gaps. With this information, identify resources for filling gaps and promote the City's willingness to participate in projects.	City Manager, ERA, Stakeholders	Short-term	
3.4	Become a resource for retail market information by collecting and Maintaining data on retail supply and demand conditions in Edgewater and the surrounding trade area.	City Manager, ERA, Stakeholders	Long-term/ Ongoing	
Housing				
Goal 1: Preserve neighborhood vitality.				
1.1	Establish an adopt-a-block program wherein residents participate in making and maintaining improvements in the public realm, as well as on private properties.	Planning, P&Z, City Manager, Citizens	Long-term	
1.2	Repair or replace aging or deteriorated roads, sidewalks, lighting, drainage, alleys and utilities.	City Manager, Engineering/ Public Works	Long-term Ongoing	
1.3	Encourage maintenance and repair of the housing stock. Coordinate with residents to identify unique attributes of specific neighborhoods and improvements needed.	Planning, P&Z, City Manager, Citizens	Long-term Ongoing	
1.4	Prepare a mobility plan (ADA compliant) for safe and convenient movement in/out of neighborhoods to surrounding areas. Provide multi-modal transportation options, including pedestrian and bicycle connections in public services and infrastructure.	Planning, P&Z, City Manager,	Long-term	
1.5	Upgrade and maintain sidewalks, right-of-way landscaping and other infrastructure to encourage maintenance of housing, retain housing values and preserve stable and viable housing and to promote walkability.	City Manager, Engineering/ Public Works	Short-term/ Ongoing	
Goal 2: Promote a diverse and quality housing stock.				
2.1	Develop regulations that require the repair or replacement of buildings or dwelling units that may be unsafe for human occupancy.	Planning, P&Z, City Manager, Council	Short-term	
2.2	Work with ERA to incentivize mixed-use development at appropriate densities in areas of Transformation.	Planning, P&Z, City Manager, ERA	Short-term	
2.3	Establish residential and mixed-use architectural design guidelines and/or standards.	Planning, P&Z, City Manager	Long-term	
2.4	Actively solicit the interest of area residential developers.	Planning, City Manager, ERA	Long-term/ Ongoing	
2.5	Research the viability of preparing "small house" plans which fit on local properties and which interested investors could use.	Planning, City Manager	Long-term	
2.6	Revise the Municipal Code to allow and encourage quality design of accessory dwelling units.	Planning, P&Z, Council, City Manager, Citizens	Short-term	

Action	Strategy/Action	Responsible Party/Parties	Priority	Complete
2.7	Develop an amnesty program to successfully bring illegal accessory dwelling units into compliance.	Planning, Building, P&Z, City Manager, Council, Citizens	Long-term	
Goal 3: Enhance investor confidence and interest.				
3.1	Identify all policy and regulatory documents within the City and ensure alignment and consistency.	Planning, P&Z, City Manager	Long-term	
3.2	Prepare a set of development proformas (from the developer's perspectives) which highlight any financial gaps. With this information, identify resources for filling gaps and promote the City's willingness to participate in projects.	City Manager, ERA, Stakeholders	Long-term	
3.3	Become a resource for housing information by collecting and maintaining data on housing attainability such as the cost, demand and supply of homes.	Planning, City Manager, ERA	Long-term/ Ongoing	
Goal 4: Enhance Edgewater as a livable city, attractive in its setting and dynamic in its urban character by preserving its small town charm, history and culture.				
4.1	Establish programs which encourage owners, investors and occupants to maintain homes beyond what the Municipal Code requires.	Planning, P&Z, City Manager, Residents	Long-term	
4.2	Encourage the adaptive reuse of existing buildings for residential use.	Planning, P&Z, City Manager, ERA	Long-term	
4.3	Encourage development to respond to the positive qualities of the place where they are to be built and to enhance that place through their development. Developers should consider the character-enhancing role played by the use of color and light.	Planning, P&Z, City Manager	Long-term	
4.4	Respect the fabric of established neighborhoods when undertaking infill development projects.	Planning, P&Z, City Manager	Short-term/ Ongoing	
4.5	While accommodating increased density, build on the attractive qualities that distinguish the area. Add new building types to established areas with care and respect for the existing context.	Planning, P&Z, City Manager, Stakeholders	Short-term/ Ongoing	
Pubic Services and Infrastructure				
Goal 1: Promote a safe, balanced multi-modal transportation network.				
1.1	Continue to provide needed street construction and engineering improvements, including sidewalk repair and paving alleys.	City Manager, Engineering/ Public Works	Immediate/ Ongoing	
1.2	Conduct a walkability audit and bicycle count study within the City.	Planning, P&Z, Community Services Director	Long-term	
1.3	Prepare a mobility plan (ADA compliant) for safe and convenient movement in/out of neighborhoods to surrounding areas, area amenities and daily services.	Planning, P&Z, City Manager, Community Services Director, Council	Long-term	
1.4	Provide a striped dedicated bicycle lane along 26th Avenue, Harlan Street and 20th Avenue. Provide bike route signage on 25th Avenue to encourage an alternate route through Edgewater into Downtown Denver.	Planning, Engineering, P&Z, City Manager	Short-term	
1.5	Explore safe transitions between bicycle routes coming into and out of the city.	Planning, Traffic Engineer, P&Z, City Manager	Short-term	
1.6	Coordinate with the City of Lakewood to identify a dedicated bicycle route and/or lane to connect Edgewater neighborhoods to the Lamar Street Light Rail Station.	Planning, P&Z, City of Lakewood	Short-term	

Action	Strategy/Action	Responsible Party/Parties	Priority	Complete
1.7	Identify opportunities for transforming Harlan Street into a Neighborhood Corridor that is safe and pleasant for pedestrians, cyclist and motorists.	Planning, P&Z, City Manager	Short-term / Long-term	
1.8	Revise and adopt design guidelines and/or standards for Sheridan Boulevard to address safe multi-modal access. Work with CDOT, City and County of Denver and DRCOG to identify measures to allow better connectivity between Edgewater and Sloans Lake.	Planning, Engineering, P&Z, CDOT, DRCOG, City of Denver, Council	Short-term	
1.9	Explore working with 'B-Cycle' and the City and County of Denver to locate a bike-sharing station within the City of Edgewater.	Planning, City Manager, City of Denver, B-Cycle	Short-term	
Goal 2: Ensure that adequate infrastructure and public services are available.				
2.1	Continue to provide needed upgrades to infrastructure facilities such as sewer and water lines.	City Manager, Engineering/Public Works	Ongoing	
2.2	Develop a complete location-based utility and infrastructure database in ArcGIS (i.e. water/sewer lines; fire hydrants, paved streets and street lights).	Planning, City Manager, Public Works	Immediate/ Ongoing	
2.3	Analyze and identify infrastructure and service deficits.	City Manager, Public Works	Ongoing	
2.4	Establish criteria for bringing utility connections and services of illegal dwelling units into compliance.	Planning, P&Z, Council, City Manager, Engineering/Public Works	Short-term	
2.5	Annually, establish and monitor capital investment plans for general and enterprise fund programs, including vehicle and major equipment inventory, building development and maintenance investment, streets, public property inventory, investment schedules and utility funds.	City Manager, Public Works	Ongoing	
Goal 3: Promote and support programs and investments that increase sustainability.				
3.1	Investigate the potential purchase of alternative energy sources for public facilities.	City Manager, Public Works, Council	Long-term/ Ongoing	
3.2	Evaluate the current system for collection of refuse and recyclables and consider implementing sustainable alternatives where feasible.	City Manager, Public Works	Long-term/ Ongoing	
3.3	Increase flexibility in the zoning and building regulations for active and passive solar projects in commercial and residential areas.	Planning, P&Z, City Manager	Long-term	
3.4	Create a storm water management plan that establishes guidelines for on-site treatment of storm water.	Planning, P&Z, City Manager, Public Works	Long-term	
3.5	Develop and encourage "green" building that reduces energy demands through use of building materials, lighting, heating and cooling systems.	Planning, Building, P&Z	Long-term	
Community Involvement				
Goal 1: Encourage the Edgewater community to be engaged and connected with City programs and functions.				
1.1	Continue to schedule and allocate funds for community-building activities such as a City-sponsored cleanup days to improve the appearance of the City and bring together citizens of all backgrounds.	Community Services Director, City Manager, Council, Citizens, School District, Community Organizations	Short-term/ Ongoing	
1.2	Pursue opportunities for youth involvement, such as creating a youth commission, a youth council representative/correspondent position, or a "student government day" where Edgewater students shadow public officials and City staff.	City Manager, Council, Jeffco School District, Citizens	Long-term/ Ongoing	

Action	Strategy/Action	Responsible Party/Parties	Priority	Complete
1.3	Encourage entities such as parent groups, service clubs and church organizations to become actively involved in organizing and attending City events and activities.	Community Services Director, City Manager, Jeffco School District, Citizens	Long-term/ Ongoing	
1.4	Continue to provide opportunities for residents to be involved and pursue ongoing ways to reach out to new segments of the population. For example, work with interested citizens, students, etc., to help plan events related to culture (i.e., dance/dinner for Cinco de Mayo, cook-offs, etc.).	Community Services Director, City Manager, Council, Citizens	Long-term/ Ongoing	
Goal 2: Position Edgewater as a family friendly community.				
2.1	Host regular meetings with Jefferson County School District representatives to discuss opportunities for participation in community meetings and events.	City Manager, Jeffco School District, City Boards and Commissions, Citizens	Short-term/ Ongoing	
2.2	Collaborate with the schools on campaigns consistent with Edgewater's vision and goals.	City Manager, City Boards and Commissions, Jeffco School District, Citizens	Short-term/ Ongoing	
2.3	Pursue opportunities to partner with the schools to develop or fund educational, extra-curricular and/or after school activities as well as instructional programs such as "Safe Routes to School" and bicycle rodeos/clinics.	City Manager, Jeffco School District	Short-term/ Ongoing	
2.4	Involve schools in the City's organized youth recreation programs.	City Manager, Jeffco School District; Parks & Rec, Community Services Director	Short-term/ Ongoing	
2.5	Create vibrant public spaces such as small plazas or pocket parks that can be activated with children's play areas, community-gathering areas with tables and chairs to accommodate entertainment or educational activities for all ages.	Planning, P&Z, City Manager, Council, Community Services Director, City Boards and Commissions	Short-term	
Goal 3: Celebrate the cultural and historic resources of Edgewater.				
3.1	Promote and expand cultural events for families and other community members.	City Manager, Parks & Rec, Citizens, Council, City Boards and Commissions (i.e., Arts Advisory Board and Historic Landmark Preservation Commission)	Short-term/ Ongoing	
3.2	Encourage community-wide public art, such as sculptures and interpretive signs that pay tribute to Edgewater's history.	City Manager, Parks & Rec, Residents, Council, Arts Advisory Board, Citizens, Stakeholders	Long-term/ Ongoing	

Action	Strategy/Action	Responsible Party/Parties	Priority	Complete
3.3	Collaborate with the Arts Advisory Board to develop a public art program.	City Manager, Parks & Rec, Council, Citizens City Manager, Parks & Rec, Historic Landmark Preservation Commission, Stakeholders	Long-term	
3.4	Evaluate current museum needs and investigate alternate resources.	City Manager, Parks & Rec, Historic Landmark Preservation Commission, Stakeholders	Long-term	
3.5	Promote Edgewater's historic preservation program by identifying potential historic properties and resources to celebrate them and allow them to be useful through restoration and adaptive reuse.	City Manager, Planning, Parks & Rec, Historic Landmark Preservation Commission, Citizens	Long-term/ Ongoing	

Responsible Party Key

Adjacent Municipalities includes City of Denver, City of Wheat Ridge and City of Lakewood

Building, City Building Department

CDOT: Colorado Department of Transportation

Council: Edgewater City Council

DRCOG: Denver Regional Council of Governments

Engineering: City Engineering Department

ERA: Edgewater Renewal Authority

Parks & Rec: City Parks and Recreation Department

Planning: City Planning Department

Police: Edgewater Police Department/Chief of Police

Public Works: City Public Works Department

P&Z: Edgewater Planning & Zoning Commission

BACK OF COVER (BLANK)



2401 Sheridan Boulevard

Edgewater, CO 80214

P) 303-235-8300

F) 303-238-7192

edgewaterco.com

