Fueling Local Economies...

- Lessons from DNMI
- Pilot Districts
- Common Themes
- Common Solutions
- Promising Ideas
- Next Steps
About DNMI

Denver’s Neighborhood Marketplace Initiative (DNMI) is a new approach to strengthening and enhancing Denver’s diverse neighborhood districts.

- Develop and execute strategies to drive growth in the City’s urban neighborhoods.
- Develop stronger public/private partnerships.
- Develop methods to measure marketplace success and allocate the appropriate tools and investment to foster revitalization and growth.
- Build long-lasting relationships that connect neighborhoods with businesses and bring new resources to Denver’s urban markets.
The DNMI Process

The long-term plan is to help “advance” neighborhood business districts to self-sufficiency. The process included working with P.U.M.A. and OED to:

1. Determine a district’s stage of development.
2. Based upon the stage, determine which city tools and resources can be deployed to the greatest impact.
3. Support the creation of a “District Development Plan” – covering 3 to 7 years – that addresses local market needs and appropriate community and economic development tools, and sets expectations for public/private partnerships for moving the district forward.
4. Create performance measurements to gauge the district’s progress in meeting goals outlined in the district’s plan.
The DNMI Pilots

- Cherry Creek North
- Colfax Bluebird District
- Morrison Road Corridor
- Tennyson Street
- Welton Corridor
DNMI Common Themes

- Small business support
- Parking management
- Outdated land use codes
- Neighborhood connections
- “Living Streets”
Common Solutions for Living Streets

- Enhanced infrastructure (streetscapes, landscaping, lighting)
- Traffic calming
- Pedestrian crossings
- More sidewalk activity (cafes, enhanced walkability)
- Public art
Promising Ideas

Neighborhood/Business District Partnerships

- **Community Improvement Districts**
  
  (70% of Bluebird resident survey respondents would consider CID)

- **Mobilize Volunteers**
  
  (55% of Tennyson respondents would volunteer to improve park)

- **Community Activism**
  
  (new Welton business-neighborhood coalition emerging)

- **Community Venture Capital**
  
  (community investment fund suggested to seed East Colfax businesses)
Next Steps…

Market Opportunity Analysis for Denver’s Living Streets

- Aim to identify impacts of Living Streets on jobs, sales, values and fiscal return.
- Analysis will look at two types of corridors…
  - Vehicular corridor (Leetsdale)
  - Traditional streetcar corridor (Colfax)
Next Steps…

Market Opportunity Analysis for Denver’s Living Streets

- Analysis to include…
  - Neighborhood demographics, changes & trends
  - Surveys of businesses and residents
  - Identify development opportunities
- Economic Impacts of Living Streets
  - Case studies from other cities
Fueling Local Economies With Living Streets

The Denver Perspective

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