



Derby Downtown District

Pres 24-202

07/22/2024

Presentation Agenda and Goals

- Derby Downtown District Current State
 - Derby District History
 - Current Planning and Guidance and Adopted Revitalization Plan
 - Revitalization Efforts
 - Economic Development
 - Community Relations
 - Public Appearance
- Discussion: Seeking the council's input



Derby Downtown District Current State

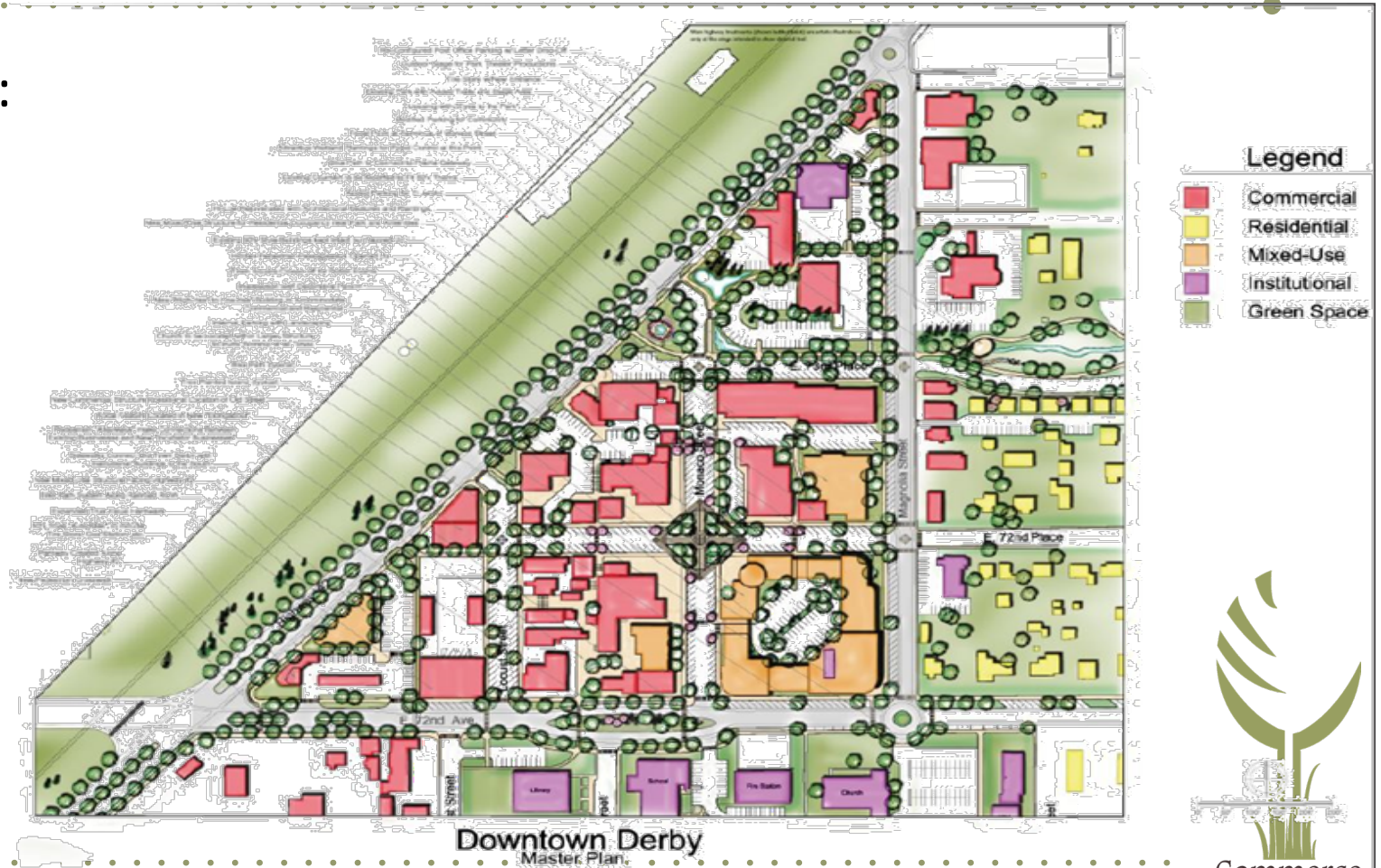
History: Derby Sub-Area

- Derby is one of the original railroad small-town communities located in Adams County (1889)
- The area developed rapidly between the 1940s and 1950s due to its proximity to the U.S. Army Rocky Mountain Arsenal and Stapleton Airport.
- In 1962 Derby merged with Commerce Town to create Commerce City.
- Most of the buildings in the Derby district were built in the 1950s, 60s, and 70s. They are located in the district's core commercial area.



Planning and Guidance: Sub-Area Makeup

- Regulatory Items for Derby:
 - Derby Master Plan
 - Derby PUD
 - Derby Urban Renewal Plan
 - Derby Design Guidelines and Standards
 - Derby Review Board
 - Derby Catalyst Fund
 - Lighting and Signage Plan

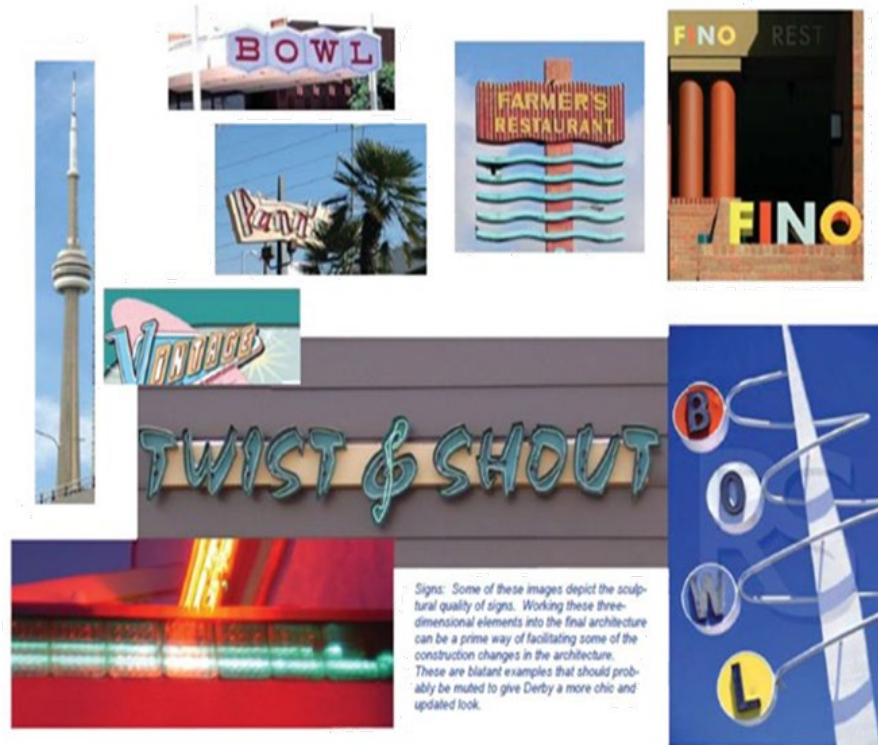


Derby Master Revitalization Plan

- The Derby Master Revitalization Plan was adopted in 2007
 - Minor amendments, approved for their potential to enhance the City's Comprehensive Plan and bring positive change to the community, were implemented
 - These amendments are intended to better meet the needs of the Derby Downtown District by ensuring that the PUD zone document is clear and consistent
 - Re-establish Derby as a destination
 - Enhance Derby's visibility and Identity
 - Revitalize Derby
 - Become an environmental model
 - Transform Derby into a healthy and multi-modal traffic environment
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Derby Design Guidelines - 1950s motif

- The Derby Design Guidelines were adopted in 2007, using the 1950s era as a unifying architectural foundation. This era was chosen due to its significant influence on Derby's development, particularly during the period of rapid growth between the 1940s and 1950s. The guidelines aim to maintain the community's historical identity while still encouraging buildings to express their individual time, use, and function.



DERBY COLOR PALETTE

Commercial Catalyst Funds

- The Commercial Catalyst Program is designed to encourage business and property owners to update building facades, signage, and landscaping within the Derby District
 - Tax Increment Financing funds the Catalyst Program
 - Tax increment financing (**TIF**) is a public financing method that is used as a subsidy for redevelopment, infrastructure, and other community improvement
 - Derby Review Board may approve catalyst funds for 50% of the final project cost, up to \$25,000 per applicant annually.
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Commercial Catalyst Funds

- These funds, intended to enhance our community's infrastructure and aesthetics, result from our collective efforts. They can be used for a variety of projects, including signage, windows, fencing, landscaping, and exterior renovations, all of which are chosen with the community's best interests in mind
- Over the past five years, Staff approved \$150,045.64 in catalyst funds, and \$52,401.30 has been disbursed
- Over the past 10 years, staff approved \$208,876.25 and \$158,374.05 to be disbursed



Revitalization Efforts

Economic Development

- Established a formal partnership with Adelante Community Development to host small business and entrepreneurship training classes at the Small Business Resource Center
 - Hosted 28 classes with a total of 365 participants
- Implemented a pilot program with the Police Department to establish the Derby Cop Shop which includes Crime Prevention Unit team members inside the Small Business Resource Center

Economic Development

- Partnering with the Police Department to host the National Night Out kickoff event at Joe Reilly Park and designate the Derby area as a participant in Project 365
 - Project 365 is a unique component of the National Night Out campaign where all registered areas are asked to designate a particular “problem area” in their communities
 - The goal is to work towards correcting those problems within “365” days and report results by National Night Out 2025

Community Relations

- In conjunction with the Cultural Council, staff hosted the first Hispanic Heritage Celebration event last September in Derby
 - Staff is currently working with Cultural Council and Derby stakeholders to host the event again in September 2024
- Economic Development, Community Development, and Community Well-Being are in collaboration to create a Business Toolkit on Homelessness which will be designed to guide business owners dealing with persons experiencing homelessness



Community Relations

- Preparing an application to the United States Department of Agriculture (USDA) for a grant to launch a Farmers Market
- The proactive Community Response Team diligently monitors the area, ensuring regular connection with business owners and residents on property maintenance, general questions and concerns, and feedback
 - Supporting business owners with ways to remediate or prevent violations

Public Appearance

- E. 72nd Place and Monaco Street Intersection
 - Reconstruct this intersection with more durable paving, lighting enhancements, improved drainage infrastructure, and multi-function landscaping
 - Our goal is to provide sustainable infrastructure that not only meets but also enhances the approved revitalization plan for the Derby area
 - The existing brick pavers will be reused in the water-quality landscaped area. At the same time, the intersection is proposed to be upgraded to a colored/patterned concrete surface that will handle the types of traffic traveling through it daily while maintaining the aesthetic aspects of the existing intersection components.
 - Decorative Luceapoles and festoon lighting will add safety while illuminating the area, which can be blocked off during events



Public Appearance

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E. 72nd Place and Monaco Street Intersection Improvements

- Based on the conceptual design analysis \$552,000 was budgeted for this project
- An entryway sign was erected on the corner of Highway 2 and E. 72nd Avenue
- Design Plans are nearing completion for the intersection known as the Derby Diamond
 - During design planning and review additional needs were identified
 - The project has expanded to include irrigation, road, and electrical improvements

Public Appearance

E. 72nd Place and Monaco Street Intersection Improvements

- Due to the area’s condition, an additional \$525,000 is needed

Current Budget \$552,000	
Design Plan	\$143,000
Derby Sign	\$52,000
Intersection Improvements (paver replacement/design)	\$357,000
Electrical, Irrigation, Road Improvement, and other aesthetic improvements	\$525,000
Addition funding request \$525,000	



Public Appearance

- During our CRT tour on July 11, 2024, the following were identified, and action was taken on the following.
 - Vegetation and Landscaping – Parks Maintenance will diligently work to remove overgrown weeds and tend to landscaped areas, ensuring a well-maintained environment for all
 - Brick Pavers – Streets will work to make temporary repairs to the missing pavers next week
 - Street Sweeping – Street contractors are scheduled to start next week with night sweeping operations in the area
 - Connected with business owners on property maintenance
 - Connected with and offered services to homeless persons
 - Provided emergency health services to one resident
- Permanent Access C3 signs are being made to promote reporting concerns





Discussion on Future Efforts

Discussion

- **Staff Suggestions for allocating Derby URA Funding:**
 - Complete the E. 72nd Place and Monaco Street Improvements
 - Control destiny
 - Purchase property/buildings
 - Infrastructure improvements that are directly related to business support
 - Patios for restaurants/food that exist today - shared gathering spaces directly adjacent to the business
 - Facade improvement/signage program update
 - Consider upfront money
 - Consider partnering with contractors so that we can influence work & provide a seamless process for signage/facade upgrades
 - Pilot Public Art Program
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Discussion

- **Staff Suggestions for allocating Derby URA Funding:**
 - Regular cleanup/landscape focus (perhaps this is a PW partnership and not URA spend)
 - Business support funds
 - Small Biz Grants
 - Temporary lease buy-downs for targeted businesses (art, restaurants, retail)
 - Targeted place-making effort (consider festival/event/gathering space as a key idea)
 - Pathway to Colorado Creative District
 - Consider space support for artist-in-residence/maker space programs
 - Update the design guidelines

Discussion

- Should a joint study session be scheduled with the Council and the Derby Review Board to expand the discussion?
- How would you like to engage with the business owners?