

Sunnyside Revitalization Committee

“State of the Corridor”

Combined Business & Property Owner Meeting

April 2004

Purpose of Meeting: Communicate goals of committee and prompt the organization of a strong business voice. A viable business participation has the potential to attract corridor revitalization through business redevelopment and streetscape improvements along the 44th Avenue and Tejon Street corridors.

1. Review Committee History Focused on Improving and Implementing Vision of Corridor
 - a. Summarize Vision and Guidelines
 - b. Summarize Developer Round Table
 - c. Summarize Signage (street and contest)
 - d. Past Focus Neighborhood Initiatives
 - e. Underground Storage Tank Efforts

2. Overview of 2004 Committee Goals
 - a. Improve and implement vision of corridor
 - i. Community resource person to help “market” Sunnyside corridors and seek public/private funding
 - ii. Influence future zoning, building and City of Denver Comprehensive Plans/Ordinances so that corridor guidelines for revitalization and redevelopment have “teeth” to shape future redevelopment
 - iii. Upgrade and repair existing district improvements (streetscape at 44th and Zuni plus 42nd and Tejon)
 - b. Communicate the Importance of Business and Property Owner participation in achieving goals

3. Communicate Specifics of Community Vision
 - a. Why is it important?
 - i. Consistent and recognizable corridors provide city-wide attraction
 - ii. Increased property values
 - iii. Increased traffic and retail sales
 - b. Key Components for Success
 - i. Protecting Sunnyside character and diversity
 - ii. Valid business participation
 - c. Promotion
 - i. Marketing potential to city, potential businesses and developers
 - ii. Seek funds to implement ideas