

# **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 44<sup>th</sup> 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 44<sup>th</sup> and Zuni plus 42<sup>nd</sup> 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