Remediating + Redeveloping Urban Blight | City of Sheridan

CHALLENGE STATEMENT //

How can the City of Sheridan revitalize the industrial Santa Fe Business Park to facilitate economic stimulation and land use functionality while embracing the industrial and historic culture to the area?

EXECUTIVE SUMMARY //

The City of Sheridan is about 2 square miles, with a population of approximately 6,000, and is considered a low-income district with a 92% free and reduced lunch statistic. The DCI Challenge Studio focused on the Sheridan Santa Fe Business Park, an approximately 200 acre area within the City of Sheridan. This area faces challenges for future growth and development. Barriers to improving land use options and revitalization include historic land use of the parcel, lack of infrastructure hindering potential land uses, 51 separate land owners, and lack of structure for funding sources. Revitalization of this area can be achieved through efforts to develop a cohesive community vision of possible futures. Once a common goal is established, focus will be placed on the following three areas for the Sheridan Santa Fe Business Park district: (1) Identity (2) Financing (3) Implementation.

TEAM MEMBERS //

Jennifer Henninger, Representing the City of Sheridan / Kevin Tilson, Castle Rock Downtown Alliance / Jesse Silverstein, Development Research Partners / Angie Vencill, Castle Rock Downtown Alliance / Nathan Nosari, City of Breckenridge / Brandon Stam, planner of Grand Junction / Chelsea Rosty, City of Montrose / Mary Jane Loevlie, Downtown Colorado, Inc. board of directors / Tim Steinhaus, TCS Consulting / Jim Leggitt, studioINSITE / Kerstin Anderson, Town of Dillon / Sally Martin, Lafayette Urban Renewal Authority / Chad Howell, City of Thornton / Camille Cuypers, DCI Anthropologist.

BACKGROUND INFORMATION //

Population: App. 6,000

Stakeholders:
- Investors
- Land Owners
- City of Sheridan

Assets:
- River Access
- Industrial History
- Light Rail
- Central Location
- Greenway Trail

Partners:
- Urban Renewal Authorities
- FEMA 1306 Program
- Local Talent
- Various Funding Sources

Obstacles:
- Lack of Infrastructure
- Connectivity Issues
- Industrial Contamination
- Many Property Owners
- Neighborhood Identity
- Embracing Historical Context
- Branding Sheridan
- Unincorporated Parcels
FINDINGS + IDEAS //

These resultant ideas about solutions for remediating and redeveloping urban blight in Sheridan came about through a round table discussion between community members, private, and public figures. This exercise was primarily to generate new ideas and sketch out the beginnings of innovative solutions and as such are on a conceptual level.

1. New Resources

Infrastructure Funding
- Grants: TIF, Brownfield Grants, FEMA, Economic Development Grants
- Creative taxing solutions
- Using renewable sources of energy by way of unused spaces
- Attract the private investment of new industry
- Creative ways to use unused space for advertising
- Marijuana tax

2. Previously Undiscovered Assets

Unique Stakeholder + Community Champions
- Artists
- Environmental groups
- Bicycle and river users
- Community members invested in developing infrastructure

3. Suggestions from Participants

Cultivating Creativity and "Funk"
- Car grave yard
- Repurposing raw material
- Car statues in Platt River
- Industrial Adventure Park

Miscellaneous
- Housing along river
- Draw attention to environmental issues
- Plant plum trees along river
- Develop new Urban Renewal Authority (URA)
- Non-traditional utility infrastructure (one-stop-shop)

NEXT STEPS //

Concrete Steps:

1. • Local contracts
   • Collect narratives of local history
   • Identify local talent
   • Identify economic drivers
   • Gather community insight
   • Establish funding structure
   • Create property owner steering committee
   • Call for entries for scrap metal artists

Roles + Responsibilities:

3. • "Chief of Passion" to set goals and keep project on track
   • "Chief Innovator"
   • Infrastructure cost and capacity analyst
   • Grant Writer

Strategies:

2. • Property owner outreach
   • Visual concepts
   • Stakeholder engagement
   • Gathering stories
   • Exceptional communications
   • Creative means of funding

Desired Outcomes:

4. • Identity branding
   • Economic stimulation
   • A place by and for the community
   • Variety of amenities including bike access, lighting of spaces, gardens, industrial public art, green spaces, pedestrian crossroads, etc.
   • Breweries
   • Mixed use housing with river access
   • Rooftop utilization
   • A place that draws revenue to enhance local community & culture

Santa fe business district becomes known for community gathering