Blueprint Denver: an integrated vision for Land Use and Transportation
Blueprint Denver 2002

• Adopted by City Council in 2002 as supplement to the City’s Comprehensive Plan

• **Key concept:** Denver will only achieve its vision to be a world class city and improve its quality of life if transportation policy and transportation systems are integrated with land use planning
Blueprint Denver 2002

- Community process: what is your vision for Denver in 2020?
  - 1.5 year planning process
  - Engaged the public and an advisory committee to help guide the process
More communities that look like this . . .
And NOT like this . . .
Blueprint Denver 2002 Goals

Direct growth to Areas of Change; growth can be accommodated due to transportation choices and opportunities for mixed use development.

Downtown  
Lowry  
River North
Blueprint Denver 2002 Goals

Maintain the character of Areas of Stability yet accommodate some development

Wash Park

Park Hill
Multimodal Streets: Improve the function of streets to move more people in more ways; streets should be viewed as a way to move people, not just cars.
Blueprint Denver 2002 Goals

Promote mixed use development and urban centers
Blueprint Denver 2002 Set the Stage For . . .

- Denver’s context-based zoning code, adopted in 2010
- The Strategic Transportation Plan: Public Work’s Plan for moving more people
- Living Streets Initiative
Blueprint Denver Update: 2016 - 2018

Why now?

- Denver has evolved considerably in the past 15 years and needs policy updates related to
  - Land use;
  - Mobility; and
  - Parks and recreation
- Time for a fresh look that accounts for today’s social, environmental, and economic realities
Four Plans Working Together to Make One City

Denverright.
Parks Game Plan

Denverright.
Denver Moves: Transit

Denverright.
Blueprint Denver

Denverright.
Denver Moves: Pedestrians & Trails
First Major Question in the Blueprint Denver update: How did we do implementing the first Blueprint Denver?
GOAL 1

Direct growth to areas of change and manage and limit change in areas of stability
Areas of Change

67% Capture of New Housing

64% Capture of New Jobs

Areas of Change = 18% of City’s land area
GOAL 3

Improve the function of streets to move more people in more ways. Streets should be viewed as a means to move people, not just cars.
Build out of proposed rapid transit system

**Rail build-out since 2002**
- 20 new rail stations added in Denver
- 76 miles of rail added region-wide
- Opening of Union Station hub

**BRT & “Enhanced Bus” build-out since 2002**
- New downtown circulator
- 0 miles of new bus-only lanes
- 1 new BRT route added (Flatiron Flyer to Boulder)
Pedestrian access to rail stations

### Population within walking distance of high-frequency transit

<table>
<thead>
<tr>
<th>Population</th>
<th>Rail (1/2 mile)</th>
<th>High Freq. Bus (1/4 mile)</th>
<th>High Freq. Transit</th>
<th>Any Transit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Households</td>
<td>8%</td>
<td>29%</td>
<td>32%</td>
<td>78%</td>
</tr>
<tr>
<td>Employees</td>
<td>24%</td>
<td>44%</td>
<td>47%</td>
<td>79%</td>
</tr>
</tbody>
</table>
## Are we moving more people?

### Denver Region Travel

<table>
<thead>
<tr>
<th></th>
<th>2002</th>
<th>2014</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual transit ridership</td>
<td>81 million</td>
<td>104 million</td>
<td>↑ 27%</td>
</tr>
<tr>
<td>Daily vehicle miles of travel (VMT)</td>
<td>63.4 million</td>
<td>74.7 million</td>
<td>↑ 16%</td>
</tr>
</tbody>
</table>

### City of Denver Travel

<table>
<thead>
<tr>
<th></th>
<th>2002</th>
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<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily commuters biking</td>
<td>2,600</td>
<td>8,800</td>
<td>↑ 240%</td>
</tr>
<tr>
<td>Daily commuters walking</td>
<td>12,100</td>
<td>14,700</td>
<td>↑ 21%</td>
</tr>
</tbody>
</table>

### Population – City of Denver

<table>
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<tr>
<th></th>
<th>2002</th>
<th>2014</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>561,000</td>
<td>682,500</td>
<td>↑ 22%</td>
</tr>
</tbody>
</table>

Source: National Transit Database, 2000 U.S. Census, 2014 American Community Survey (1-year estimates), DRCOG
### City of Denver Resident Commute Mode Share

<table>
<thead>
<tr>
<th>Mode</th>
<th>2000</th>
<th>2015</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive Alone</td>
<td>68%</td>
<td>74%</td>
<td>↑ 6 pts</td>
</tr>
<tr>
<td>Carpool</td>
<td>14%</td>
<td>7%</td>
<td>↓ 7 pts</td>
</tr>
<tr>
<td>Transit</td>
<td>8%</td>
<td>6%</td>
<td>↓ 2 pts</td>
</tr>
<tr>
<td>Walk</td>
<td>4%</td>
<td>4%</td>
<td>0 pts</td>
</tr>
<tr>
<td>Bike</td>
<td>1%</td>
<td>2%</td>
<td>↑ 1 pts</td>
</tr>
<tr>
<td>Telecommute</td>
<td>4%</td>
<td>6%</td>
<td>↑ 2 pts</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
<td>1%</td>
<td>0 pts</td>
</tr>
</tbody>
</table>

Source: 2000 U.S. Census, 2015 American Community Survey (1-year estimates)

### Denver Region

#### 2002-2014 Change
- VMT per capita: ↓ 2%
- Transit ridership per capita: ↑ 5%

Source: DRCOG, American Community Survey, National Transit Database
## Are those people moving in more ways?

### Denver Region

**2002-2014 Change**
- VMT per capita: ↓ 2%
- Transit ridership per capita: ↑ 5%

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Source: 2000 U.S. Census, 2015 American Community Survey (1-year estimates)

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**Source:** DRCOG, American Community Survey, National Transit Database
2000-2014 Change in Drive Alone Commute Mode Share

LARGEST INCREASE

<table>
<thead>
<tr>
<th>Neighborhood</th>
<th>2000</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sun Valley</td>
<td>24%</td>
<td>52%</td>
</tr>
<tr>
<td>Barnum</td>
<td>59%</td>
<td>79%</td>
</tr>
<tr>
<td>Jefferson Park</td>
<td>42%</td>
<td>62%</td>
</tr>
</tbody>
</table>

LARGEST DECREASE

<table>
<thead>
<tr>
<th>Neighborhood</th>
<th>2000</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>University</td>
<td>68%</td>
<td>52%</td>
</tr>
<tr>
<td>University Park</td>
<td>80%</td>
<td>67%</td>
</tr>
<tr>
<td>Platt Park</td>
<td>76%</td>
<td>64%</td>
</tr>
</tbody>
</table>

5% inflation adjusted income growth in the red and orange neighborhoods since 2000 compared to a 2% decline citywide.

LEGEND

- Denver County Limits
- Arapahoe County
- Denver Neighborhoods
- Rail Line
- 9% - 16% decrease in commuters driving alone
- 1% - 8% decrease in commuters driving alone
- 3% decrease - 3% increase in commuters driving alone
- 4% - 8% increase in commuters driving alone
- 9% - 16% increase in commuters driving alone
- 17% - 25% increase in commuters driving alone
Lessons Learned

• Denver still has work to do when it comes to moving more people by more modes
• Investments in transit and bicycle infrastructure have dramatically improved the function of the transportation network in certain locations, but are not system-wide
• Partnerships are critical
• Blueprint provided policy direction resulting in important next steps and shifts in transportation investment
• Blueprint lacked clear policy on some of the “big ideas”
Blueprint Denver Update: 2016 - 2018

• An opportunity to learn from the Blueprint Denver 2002 Diagnostic and update Denver’s transportation and land use vision

• Key first step to planning process: community visioning
What is your vision for Denver in 2040?

MY VISION FOR Denver IN 2040 IS...

Equitable, w/opportunity for all incomes to live here.

#denveright Northeast Meeting
MY VISION FOR Denver IN 2040 IS...

- bike only thru-ways like Europe.
- more mass transit
- limited cars in downtown corridor
- green spaces connecting all neighborhoods.

#denverright Northwest Meeting
MY VISION FOR

my community

IN 2040 IS...

#denveright
Prioritizing Community Values
Community Values Prioritization

VALUES

- Strong and Unique Neighborhoods: 690
- Equitable and Inclusive: 506
- Sustainable and Resilient: 497
- Healthy and Active: 480
- Engaged Community: 383
- Robust Economy: 337
- Cultural Heritage: 303
- Friendly and Open: 295
- Fun and Vibrant: 288

TOTAL SCORE

0 100 200 300 400 500 600 700
Community Vision Online Survey

**Likes**

What do you like most about Denver? (top 5 responses)

- PARKS AND OPEN GREEN SPACE
- RESTAURANTS AND ENTERTAINMENT
- WALKABLE NEIGHBORHOODS
- OPPORTUNITIES TO LIVE A HEALTHY LIFESTYLE
- NEIGHBORHOOD MAIN STREETS

**Concerns**

What are your biggest concerns as Denver continues to grow and change? (top 5 responses)

- PEOPLE CAN’T AFFORD TO LIVE HERE
- GETTING AROUND
- TOO MANY PEOPLE
- DECREASED SAFETY
- QUALITY OF ARCHITECTURE
What makes Denver special?
cultural diversity
activities
downtown lifestyle
mountains
people
districts
neighborhoods
comunity
environment
parks
history
nature
access
friendly
open
beautiful
opportunities
climate
healthy
Daylight
THE Vision FOR DENVERIGHT IS:

- Equitable, Affordable and Inclusive
- Economically Diverse and Vibrant
- Strong and Authentic Neighborhoods
- Well Connected, Safe and Accessible Places
- Healthy and Active
- Environmentally Resilient
Ten Blueprint Denver Goals – Two Examples

• Develop high-quality mobility options that prioritize moving people by walking, biking, and transit and connect people of all ages and abilities to their daily needs.

• Focus higher intensity growth in walkable mixed-use centers and along high-frequency and high-capacity transit corridors.