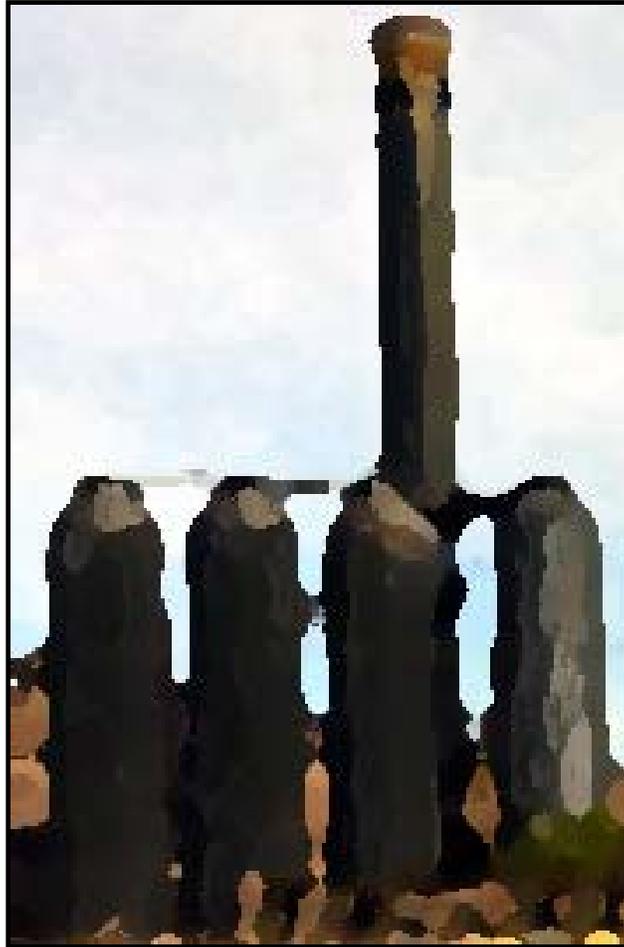


Bessemer Neighborhood Plan



CITY OF PUEBLO, COLORADO
Department of Planning and Community Development

Prepared with Assistance from

CAMIROS
and

PJF ASSOCIATES

**Adopted by City of Pueblo Ordinance 7193
August 23, 2004**

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I. EXECUTIVE SUMMARY

The Bessemer Neighborhood encompasses a culturally rich and diverse Colorado community with over 6,500 residents and 200 businesses. Bessemer is one of Colorado's oldest communities whose birth is due to the Colorado Fuel & Iron (CF&I) Steel Mill in the 1800's. The community's diversity is a result of generations of immigrants from all over the world coming to work at CF&I. Families and businesses today can trace their heritage directly back to these immigrants. The Bessemer Historical Society is currently undertaking a major archiving and restoration project to protect the heritage of historic documents and buildings from the CF&I Steel Mill. Bessemer Academy, a K-8 public school, is a focus of high visibility initiatives for educational innovation and community development.

The Bessemer Neighborhood is one of the oldest parts of the city. The construction of I-25 in the early 1950's created a gap that at one time divided the neighborhood, but the community has worked hard to address issues that are not geographically based on a community-wide basis. Housing in the neighborhood is quite old with almost 87% of the homes constructed before 1970 and over 50% built prior to 1940. The majority of the housing stock is very small in size and consists of generic single story structures developed as housing to accommodate steel mill workers and their families.

The analysis of existing conditions presented indicates that the Bessemer Neighborhood is in flux. The neighborhood has experienced a lack of reinvestment because of a number of factors:

- The long time homeowners are aging and the heirs to the properties have lost the interest or desire to occupy and maintain the properties.
- Housing units are relatively small, and it is difficult to accommodate contemporary life style amenities.
- There have been relatively few efforts to update and maintain properties because the cost to upgrade the units in many cases exceeds the value of the home. This is a typical condition, but the situation in Bessemer is that the unit size detracts from its desirability.

If trends continue, the diversity of population and housing found in the neighborhood may be challenged, and the continued growth of the absentee landlord and rental-based housing may affect Bessemer's long-term stability. Also, the continued aging of the commercial buildings may deter new businesses from starting or relocating to Bessemer and lead to a lack of reinvestment in neighborhood commercial structures.

However, all trends are not pointed in a negative direction — strong positives also abound. For example, the neighborhood still contains a variety of affordable housing, and it remains home to major employers, e.g. (Rocky Mountain Steel) and institutions (St. Mary Corwin Hospital). The recent Neighborhood Housing Services (NHS) commitment to rehabilitate housing and promote homeownership, as well as an ongoing commitment by the City of Pueblo to code enforcement and infrastructure improvements, all point to the great opportunities and potential for the neighborhood. Also, the efforts of the Bessemer Historical Society in preserving the history of CF&I Steel Corporation represent an opportunity to incorporate heritage tourism into the fabric of the neighborhood. The challenge is to organize a program to guide the future of the Bessemer Neighborhood in a manner that builds upon its strengths and organizes the resources and efforts of the residents, businesses and government to realize a common vision which is:

“The reinvestment in Bessemer should build upon its history of an ethnically diverse neighborhood developed from its working class roots and continue to embrace and promote its multi-cultural heritage.”

This Neighborhood Plan, which was developed with the community, is intended to provide land use policy guidance and creates an overall functional framework for the Bessemer Neighborhood. The Colorado

Department of Transportation (CDOT) is undertaking a planning and design study to reconstruct I-25 through Pueblo in order to provide a more safe and efficient roadway. The project is long term, taking as much as 20 years to complete, but would have a substantial impact on the Bessemer Neighborhood. It has been assumed that construction of I-25 improvements would not occur until past the planning horizon of the neighborhood plan. It will likely be a few more years before the status of the project is decided. However the potential changes caused by development of the roadway have been taken into account in the actions in that no major project improvements have been recommended that may be usurped by I-25 reconstruction.

STRATEGIES TO IMPLEMENT THE PLAN

The vision and plan for the Bessemer Neighborhood can be achieved through actions in a number of strategic initiative areas: Quality of Life, Housing, Commercial Redevelopment, Parks and Recreation, Heritage Tourism Development and Self-sufficiency. Each of these strategy areas addresses not only the physical growth of the Bessemer Neighborhood, but also the more intangible aspects of neighborhood revitalization and expansion: re-establishing a community identity, re-building community pride, effectively investing the “human capital” of the neighborhood, and fostering economic development.

A. THE QUALITY OF LIFE INITIATIVE

The Quality of Life strategies described below touch upon the often intangible aspects of community building which create a positive image for the area and its residents. These include: building a shared sense of community pride and concern; increasing opportunities for social interaction and community involvement; leveraging individual efforts by working together with a common purpose; and improving the physical condition of the public realm.

A1: Strengthen and aggressively enforce health and land use codes

A2: Install night lighting improvements at crime hot spots

A3: Increase neighborhood-based crime prevention and police presence

A4: Increase and Enhance Neighborhood Communication

A5: Continue regular community meetings

A6: Continue publishing “Bessemer Bylines”

A7: Promote communication among schools and youth organizations

A8: Expand community-wide Bessemer events and traditions

A9: Establish a feedback mechanism

A10: Improve the Level of Service in the Neighborhood

B. THE HOUSING INITIATIVE

The Bessemer Neighborhood desires to become a balanced mixed-income community that welcomes new residents without displacing those already in the neighborhood. A mixed-income community is healthier because it reduces economic segregation, attracts retail development and motivates lower-income families to improve their living conditions

B1: Support Neighborhood Housing Service’s Pilot Program of Housing Rehabilitation

B2: Develop “Infill” housing projects on scattered sites

B3: Undertake housing rehabilitation and develop new infill housing by applying the building design and landscape standards as proposed in the Charter Neighborhood zoning project

C. THE COMMERCIAL INITIATIVE

The Bessemer commercial redevelopment strategies are designed to: increase the retail mix in Bessemer to create synergy and draw in both residents and employees; improve the physical conditions of the public rights-of-way and commercial structures in Bessemer; and, strengthen existing businesses.

C1: Elevate the Bessemer Association for Neighborhood Development. The adoption of the Bessemer Neighborhood Plan should be followed by instituting a program modeled after the National Trust Main Street Program. Specific steps to take have been described in the strategies.

C2: Install Streetscape and Landscape Improvements

C3: Install Gateway Treatments and Identity Signage

C4: Install Parking Lot Landscaping Improvements

C5: Provide Opportunities for Entrepreneurship

D. THE PARK and RECREATION INITIATIVE

The vision is to create park spaces that are attractive, well-equipped and green, and to attract neighborhood involvement through high-quality programming and collaboration among parks, schools and residents. All the parks in the neighborhood are in some need of improvement, maintenance or restoration. Suggestions include the following;

D1: Minnequa Park. New amenities recommended for the park include: construction of a new basketball court and new park benches.

D2: Bessemer School Park. New amenities that are recommended for the park include: new park benches, additional trash cans, lighting and modify the playground to meet ADA accessibility standards

D3: Benedict Park. New amenities for the park include benches, trash cans and a new shelter.

D4: Lake Minnequa The City should lead an initiative to acquire the Lake Minnequa property with BAND's participation in the planning for the use of Lake Minnequa as a district level park to make up for some of the park deficiencies in the Bessemer Neighborhood.

D5: New Park near Edison School. Examine the feasibility of providing a new neighborhood park/playground near the old Edison School in the far eastern portion of the Bessemer Neighborhood.

D6: Bessemer Ditch Trail. Encourage the City to explore means to incorporate the Bessemer Ditch into the park resources in the neighborhood and the southern portion of the city in general

E. THE HERITAGE TOURISM INITIATIVE

The development of the CF & I Museum Site represents a major public investment with potentially major impacts on the surrounding community. As part of the development of the site plan for the property the process should identify opportunities to maximize the community revitalization and development potential of the area through development of the museum site. Recommendations include:

- Vacating streets and alleys
- Creation of "Bessemer Square" which would become a gathering place for special events and neighborhood functions.
- Bessemer Square should also serve a neighborhood park function.
- A visitor center for CF & I and the greater Bessemer Neighborhood.
- Related spin off commercial uses such as a lodging facility, restaurants, galleries or a Mercado.

F. THE HISTORIC PRESERVATION INITIATIVE

The Pueblo Historic Preservation Commission (HPC) is expected to take the lead in pursuing individual landmark designation status and other activities associated with preserving the historic resources of the Bessemer Neighborhood.

F1: Individual Building Nominations. Several buildings are suggested.

F2: Develop a Neighborhood History. To describe the social history of the neighborhood.

F3: Research Application of District Designation

G. THE SELF-SUFFICIENCY INITIATIVE

It is the desire of the Bessemer Association for Neighborhood Development to encourage and promote, to whatever extent possible, actions that will permit individuals and families the ability to earn an income that will help them be self-sufficient. BAND strongly supports the initiatives proposed in the Pueblo Community Human Investment Plan which include the following:

G1. Bolster and expand workplace literacy

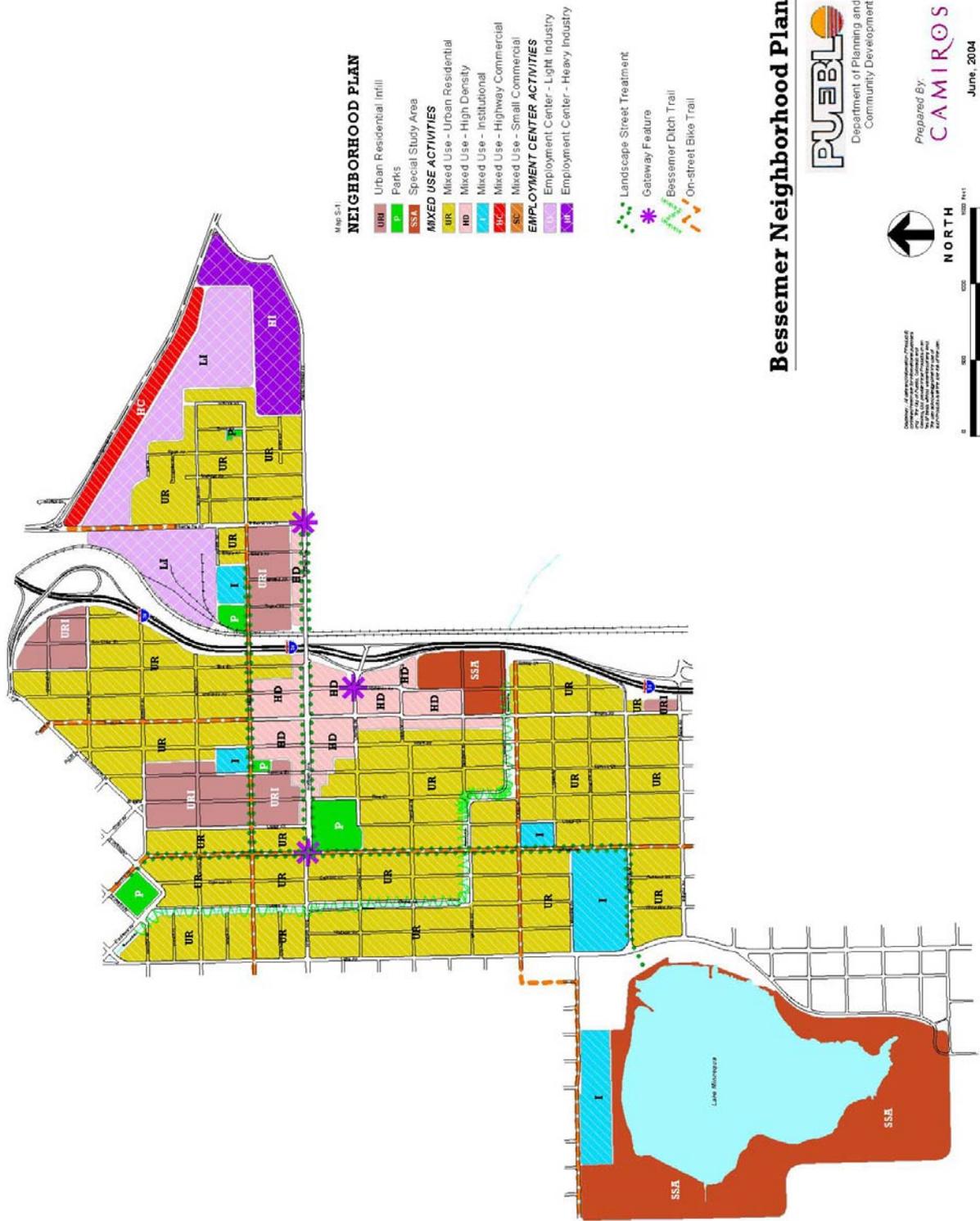
G2. Encourage the expansion of the role of the Parent Teacher Associations

G3. Establish a Jobs Clearinghouse via the Internet

G4. Continue to support Colorado State University - Pueblo and Pueblo Community College

G5. Encourage the two Chambers to combine the existing Business Roundtables into one

G6. Develop a plan to wire the community



Bessemer Neighborhood Plan



Prepared By:
CAMIROS
 June, 2004



II. INTRODUCTION

This report summarizes the findings and recommendations regarding the future of the Bessemer Neighborhood of Pueblo. The preparation of this plan was coordinated by the Pueblo Department of Community Development, along with the Bessemer Association for Neighborhood Development.

Purpose of the Neighborhood Plan

The City of Pueblo contains a number of older areas with a wide range of land uses in need of reinvestment and redevelopment actions by existing and new property owners. Often, these investments are made without a clear understanding of what the future may hold for the area. Some parties make their investments with the belief that their actions will not be affected by the conditions or future of the neighborhood. Others may hold back due to concerns regarding long-term neighborhood stability.

The City of Pueblo believes that a coordinated vision of the neighborhood's future can help to provide more surety for these investments. The Plan establishes long-range goals and objectives for the development and stabilization of the neighborhood. It provides a framework and establishes implementation strategies that will direct the neighborhood toward its vision of celebrating its cultural heritage. It is primarily a plan for land use, transportation and urban form.

The plan provides the neighborhood with a city-approved guide to the acceptable future development of the Bessemer Neighborhood. It is intended for use by neighborhood associations, residents, property owners, business people, private organizations, Pueblo's Planning and Community Development Department, Department of Public Works, Transportation Planning, Department of Parks and Recreation, Police Department, City/County Health Department, other City Agencies, Pueblo Planning Commission, City Council, other public and quasi-public agencies, concerned with planning, development and neighborhood improvement.

The plan is intended to promote patterns of land use, circulation and services that contribute to the welfare of the people who live and work in the neighborhood. The neighborhood plan addresses issues and opportunities at a scale that is more refined and more responsive to specific needs than the Pueblo Regional Development Plan and supplements the plan.

The plan is neither an official zone map, nor does it create or deny any rights. Zone changes that may be proposed as part of any development must be initiated by a separate procedure established under the City's Municipal Code.

The Planning Process

This report is the final product of the neighborhood planning process. The neighborhood planning process is part of the continuing implementation strategy for the Pueblo Area Comprehensive Plan, which includes Quadrant Planning and comprehensive planning for neighborhoods. The community involvement process for the Bessemer Neighborhood Plan was directed by the City of Pueblo Department of Planning and Development. The department took the lead in establishing the process and scheduling of activities leading to the development of the neighborhood plan.

Throughout the summer months of 2003 the Bessemer Association for Neighborhood Development (BAND) served as a sounding board for ideas of development and redevelopment in the area. At monthly meetings of BAND, plan progress was updated and various subject matters germane to the plan were discussed. The monthly meetings were supplemented by three formal meetings that were devoted exclusively to the plan. The public opinion poll conducted as part the neighborhood planning process also provided valuable information on the preferences of residents to various aspects of community life. A special meeting was held to present the findings of the survey. At almost every session the consultant took away valuable insights into the preferences of the community, and an effort was made to incorporate those concerns into the plan and strategies.

The plan was presented to BAND in early December for review and comment. The formal adoption process by the City is anticipated to continue throughout the early part of 2004 with adoption of the plan as formal policy by ordinance of City Council as the concluding step.

The Bessemer Association for Neighborhood Development

The Bessemer Association for Neighborhood Development Bessemer (BAND) is a critical element in the on-going revitalization efforts envisioned for the neighborhood. BAND was created to revitalize the Bessemer neighborhood and its membership reflects a broad cross-section of the neighborhood, including residents, businesses, non-profit organizations, and local institutions. BAND's mission is to preserve Bessemer's unique multicultural heritage within the environs of a clean, safe, friendly community that supports the interests of residents, businesses, and visitors.

BAND has structured its approach to community problem solving through the creation of solutions teams. Teams are organized around topics relevant to the revitalization of the neighborhood and include: volunteerism, marketing and public relations, landlord/renter relations, safe community, clean and improved community, Bessemer heritage and history, recreation, business development and zoning. Each topic is important to the future of the neighborhood and the neighborhood plan. BAND meets

monthly to report progress of the solutions teams and sponsors annual events such as a community clean-up, a family oriented ice cream social called “Pack-the-Park” and the first annual Bessemer Heritage Festival.

ORGANIZATION OF THE PLAN DOCUMENT

The final goals, strategies and key projects are summarized in this document as follows:

- A description of the existing conditions in the Bessemer Neighborhood is provided in Chapter III: The Bessemer Neighborhood.
- Chapter IV: A Plan for the Bessemer Neighborhood presents the vision statement and plan goals developed as a result of community input and presents the key plan concepts.
- Key strategies of the plan — Quality of Life, Housing Improvement, Industrial Development and Commercial Development — are discussed in Chapter V: Strategies to Implement the Vision.
- Chapter VI: Implementing the Vision presents the “implementation work program” that assigns a priority and responsible stakeholder to each project, to facilitate coordinated implementation of the four strategies.
- The Appendix contains detailed statistical data and findings of field work and various analyses conducted during the course of the planning process.

ACKNOWLEDGEMENTS

Organizations, groups and persons who have contributed to the development of this plan include:

- The Bessemer Association for Neighborhood Development, and all the Solutions Teams
- The Bessemer Neighborhood Partnership, and its constituent agencies
- Bessemer Academy
- City of Pueblo Departments of Planning, Land Use Administration, Housing and Citizen Services, Public Works, Parks & Recreation, Transportation & Transit Authority
- The Pueblo City/County Health Department
- The Colorado Department of Local Affairs
- The Colorado State University Cooperative Extension Community Technical Assistance Program, for coordination of the neighborhood surveys
- The Pueblo District Attorney’s Office, for assistance in survey data collection

The vision and direction evident in the plan are especially attributable to the countless hours and work of the Bessemer’s many neighborhood leaders. Special leadership has come from:

Dave Balsick, President; Sonya Race, Administrator; Board members Clark Nielsen, Roberta Burns, and Hermalinda Vigil; Solutions Team Chairs Bob Sallee, Paul Arriaga, Maria Sanchez, Pat Heine, Pam Kocman, Doug MacMillan, and Judy Kochevar; Gary Trujillo, Gus Sandstrom, Lee Merkel, Susan Schiff, Sister Nancy Giarratano, Fran McClave, and councilman Ray Aguilera.

III. THE BESSEMER NEIGHBORHOOD

A. Relationship to the City and Development History

The Bessemer Neighborhood is located south of the Arkansas River a few miles south of Downtown Pueblo and straddles Interstate 25 (see [Map III-1: Location Map](#)). The neighborhood encompasses just over 900 acres and extends about 2.0 miles north-south and 1.75 the east-west along Northern Avenue. Rocky Mountain Steel Corp. (formerly CF&I Steel) forms the eastern and a portion of the southern border of the neighborhood. The remainder of the boundary is formed by major thoroughfares that surround the neighborhood.

The Bessemer Neighborhood encompasses a culturally rich and diverse Colorado community with over 9,800 residents and 200 businesses. Bessemer is one of Colorado's oldest communities whose birth is due to the Colorado Fuel & Iron (CF&I) Steel Mill in the late 1800's. In 1881, the Colorado Coal and Iron Company established a blast furnace in Pueblo. This company was a forerunner of the present Rocky

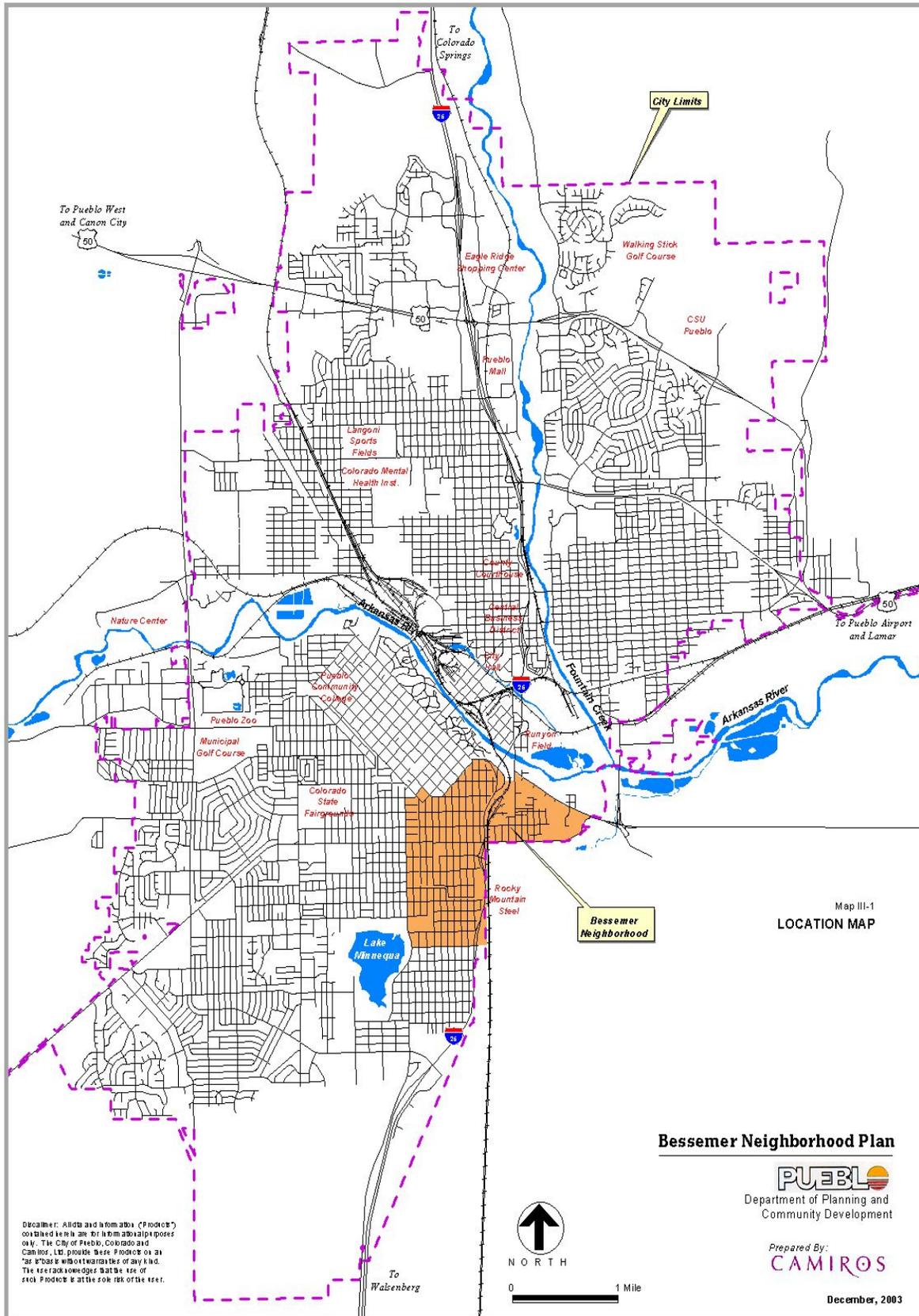


The Administration Building which is scheduled for rehabilitation and represents one of the remaining buildings of CF&I Corporation.

Mountain Steel Mill, and the emerging steel industry in Pueblo was a magnet to Eastern and Southern European immigrants seeking employment opportunities in America during the late nineteenth and early twentieth centuries.

In the 1870's a land grant was obtained for the purpose of developing a company town which was first called Bessemer after the steel making process and then

later renamed Minnequa. The town had a company store, the Colorado Supply Store, located at Evans and Baystate. It was a complete department store and was operated continuously until a fire destroyed the building in 1953. Also the steel company brought in Dr. R.W. Corwin to establish a hospital at Furnace and Elm Streets. This facility was merged with St. Mary's Hospital to create what is now St. Mary Corwin Hospital at its present site. The Steel Works YMCA was open in 1920 and was viewed as one of the finest YMCA buildings in America at that time. The building was four stories and a gymnasium, auditorium, swimming pool and banquet and social gathering rooms. The facility was in continuous use until 1950 when it was sold to private enterprises and used until fire destroyed the building in 1951.



Development of neighborhoods in the Bessemer area was centered around various ethnic groups. As various immigrant groups arrived, neighborhoods were generally formed near a grocery store that was owned by someone of that nationality. Regardless of the ethnic group, the neighborhood was closely associated with the steel works, the smelters and the date of the arrival of the group. The Italians were the first southern Europeans to settle in Pueblo. Their neighborhoods are the oldest and the closest to the smelters and steel works. The next large immigrant group to arrive were the Slavic peoples, followed by the Swedish community. Other ethnic groups found in Pueblo established smaller communities.

The most visible cultural identification remaining of all the ethnic communities are churches. CF&I gave land to churches to locate on and after the churches were established there was a tendency for the members of the cultural group to settle in the area.

The rich cultural heritage of the Bessemer Neighborhood is not well represented in the architecture and buildings in the area. There are a number of reasons for this situation. Many immigrants had no intention of staying in this country. Their goal was to make a fortune and return home. In their initial stay in the country they were housed in boarding houses near the steel works. When an immigrant decided to make Pueblo his/her permanent home he tended to bring the construction standards associated with his heritage with him. Often these common construction methods were substandard in the view of local officials and the cost of building to the local code exceeded their financial capabilities. However, more important than the physical design of his home, was the neighborhood in which the immigrant chose to live.



Homes in the neighborhood that may have been part of the housing built by CF&I Corporation for purchase by employees.

In response to the situation that immigrants faced and the abysmal conditions in the area adjacent to the steel works, CF&I began their housing division. What has been referred to as company housing however, was not company owned, rather they represent a division of the company that built homes that were sold to workers. There is not a precise record of the activity but speculation is that a block of platted land would be purchased and a construction company would be hired to build four or five homes in a row. The interior floor plan would be the same and the exteriors would differ slightly. This process would then “seed” a block and other homes would infill as homeowner finances warranted. (See “Pueblo, Colorado: An Industrial Heritage”, Joanne Dodds, Pueblo Library District).

As indicated, the community's diversity is a result of generations of immigrants from all over the world coming to work at CF&I. Families and businesses today can trace their heritage directly back to these immigrants. The Bessemer Historical Society is currently undertaking a major archiving and restoration project to protect the heritage of historic documents and buildings from the CF&I Steel Mill. Bessemer Academy, a K-8 public school, is the focus of high visibility initiatives for educational innovation and community development. The construction of I-25 in the early 1950's created a barrier that at one time divided the neighborhood, but the community has worked hard to address issues on a community-wide basis that are not geographically based.

B. Residents of the Bessemer Neighborhood

The Bessemer neighborhood is a community whose residents can trace their history to the working class families in the steel and mining industry. The 2000 Census tract data for the neighborhood indicates that almost 10,000 people reside in the area. *(Note: The Census Tract boundaries and the Neighborhood Boundaries do not exactly match. Thus the majority of statistics about resident characteristics are described on a percentage basis).*

In many ways the Bessemer Neighborhood is a mirror image of the city as a whole. The age of residents of the community is comparable to that of the city as a whole wherein the median age is 36 years of age for both the Bessemer area and for the City. Just over 35% of the population is estimated to be less than 25 years of age, which is again similar to the 34% of the city as a whole under 25. Households in the neighborhood average 2.4 persons compared to the same city-



Homes in the neighborhood that may have been part of the housing built by CF&I Corporation for purchase by employees.

wide average. Household incomes in the neighborhood, however, are very low with 54% at incomes less than \$25,000 per year compared to the city-wide estimate of 42% below this annual income.

Residents of the Bessemer Neighborhood by and large travel outside of the neighborhood for work, yet because it is a relatively close-in area their commute time is comparatively short. On the average they commute less than 19 minutes to their place of work and over 90% of them use a personal vehicle or carpool to work. The community survey indicated that there was no dominant job location for area residents as they traveled to various sections of the Pueblo region. The two most frequently identified

occupations of residents were in retail sales and service, and the industries that residents worked in most often were education/health/social services and retail trade.

The Bessemer Neighborhood contains a predominantly Hispanic population. Almost 60% of the residents consider themselves Hispanic, 35% are white and the remaining 5% are African American, American Indian or other races. The racial distribution for the City as a whole indicates that 44% of the population consider themselves Hispanic, 51% white and 5% are other races.

Currently over 24% of the population of the Bessemer Neighborhood is enrolled in school. This is comparable to the 26% of the city's population as a whole who are students in various stages of education. Just over 45% of those enrolled are in elementary school, which compares to 43% of the population for the city. There are slightly more high school students in the Bessemer Neighborhood at 24%, compared to 22% for the city. Residents enrolled in college in the Bessemer Neighborhood represent 19% of those in school compared to 22% for the city.

The educational attainment of the Bessemer Neighborhood residents is somewhat comparable to those for the city of Pueblo. Almost 35% of the residents of the Bessemer Neighborhood have no high school diploma compared to 21% for the city. The number of persons who have a high school diploma in the area is 32% of the population compared to 31% for the city. Those with some higher education represent 22% of the population compared to 24% for the city and residents with a college degree represent 13% of the population of the Bessemer Neighborhood compared to 24% for the city. Table III-4, below identifies the specifics of educational achievement in the Bessemer Neighborhood.

Table III-1:
EDUCATIONAL PARTICIPATION and ATTAINMENT, Bessemer Neighborhood

School Enrollment	City of Pueblo		Bessemer Neighborhood	
	Number	Percent	Number	Percent
Number in School	26,825	26.2	2,469	24.7
Preschool, kindergarten	3,318	12.4	315	12.7
Elementary School	11,605	43.3	1,111	45.0
High School	5,880	21.9	580	23.5
College	6,022	22.4	463	18.7
Educational Attainment				
Population over 25 years	66,175	64.7	6,537	65.5
No High School Diploma	14,147	21.4	2,257	34.5
High School Diploma	20,592	31.1	2,076	31.8
Some College	15,548	23.5	1,413	21.6
College Degree(s)	15,888	24.0	719	12.1

Source: Census 2000 Summary File 3

Detailed descriptions of the social, economic and housing characteristics of the Bessemer Neighborhood are available at the City of Pueblo Department of Planning and Community Development. Additional demographic data is also found in the Bessemer Neighborhood Survey mentioned earlier.

C. Summary of the Neighborhood Survey

A Bessemer Neighborhood Opinion Poll was determined to be essential to the development of the City of Pueblo's 2003 Neighborhood Plan process. A comprehensive assessment of neighborhood attitudes is an important form of public input to the plan. Residents were asked about a host of issues concerning community assets, perceptions of safety, local services and problems, and many others. The following are highlights of the responses. *The complete version of the findings is available at the City of Pueblo Department of Community Development and Planning.*

Most Bessemer respondents enjoy living in the Bessemer neighborhood. Nearly half of respondents reported that they live in Bessemer because of the cost of housing. Other reasons for living in Bessemer include growing up there, to be near friends and family and because it is close to work. Respondents especially appreciate Bessemer's cultural/ethnic mix and its sense of history. Only 11% of respondents have lived in the area one year or less, and only one fourth have lived there less than 5 years.



Businesses on east Northern Avenue do not provide goods and services that residents need, requiring them to go out of the neighborhood.

The 38% of respondents who consider themselves well informed about issues are involved in churches, schools and other organizations, and they are active in efforts to make changes. The better respondents know their neighbors, the more optimistic they are about the ability of the community to work together to improve things. The youngest among them are the least confident about their understanding of local issues, and about their ability to change things. The youngest, who also tend to be renters, are the least connected with their neighbors, and they are the most likely to have been victims of crimes.

Among the interrelated problems of the area are deteriorating housing stock, poverty and low wage jobs. A third of respondents were retired, disabled, homemakers or caring for family members who were disabled. All but 6 of the remaining two-thirds were working, many in service related jobs. More

than half the respondents' households had incomes below the poverty level. Thus, many struggle to survive and have less time and energy to spend on improving conditions around them, as has been the case in the central section of Bessemer for at least 40 years. Affordability of housing is the number one reason for living in Bessemer. While the upkeep of housing is important to the area as a whole, it is possibly out of reach for many residents who are elderly or disabled and/or low income. Other owners of rental units may be unwilling to make investments in home improvements, and renters cannot be expected to do some kinds of upkeep. The number of housing units and the homeowner/renter ratios are stable in the Central (51 %) and Southeastern (67%) sections, but down 10% in the Northern section (57%). The population density has dropped, especially in the central section with a 50% drop over the past 40 years. Currently, the burden of maintaining and/or improving the area is shared by far fewer young, healthy people than in the past.

Crimes were 8 out of the 10 biggest problems in Bessemer, according to Poll respondents. Respondents are most concerned about drug crimes, crimes committed by persons not living in the area, juvenile crimes, crimes committed by adults, alcohol/drug abuse, car crimes, loose dogs and graffiti/vandalism. The only non crime related problems making the top 10 were broken sidewalks and



The railroad trench and I-25 splits the neighborhood but residents have worked hard to solve problems on a neighborhood wide basis.

trash and litter lying around. Police response time was fairly satisfactory, but law enforcement as a whole was on the lower end of the satisfaction range. Far more respondents reported having been a victim of a crime(s) than the number who reported crimes to law enforcement agencies, or who had some interaction with the District Attorney's Office which would have prosecuted those crimes. While 81 % of respondents say they feel safe or fairly safe walking alone in the day time, only 32% feel safe or fairly safe walking alone

after dark. Forty percent do not go out alone after dark.

Bessemer respondents were most satisfied with the trash/waste disposal services, natural gas, drinking water and the fire station. The elementary schools ranked above the high school in terms of respondents' satisfaction with them, and Corwin Middle school was the lowest ranked school. Street lights and day care services were rated as unsatisfactory. All ages and sub-groups rated parks and social and recreational activities for all ages as the worst local services, especially programs for children and teens.

Respondents tend to shop in the Southside (87%) and the big box stores along 1-25. They rate the quality of goods and services, customer services, prices and availability of goods and services as important in making decisions about where to shop. Convenient pedestrian access, the exterior appearance of the business, attractiveness of the shopping area and local ownership of the business are not very important. Respondents buy fast food, groceries and gasoline in the Bessemer area, but very little else. They'd like to see a better grocery store, a hardware store and family restaurants.

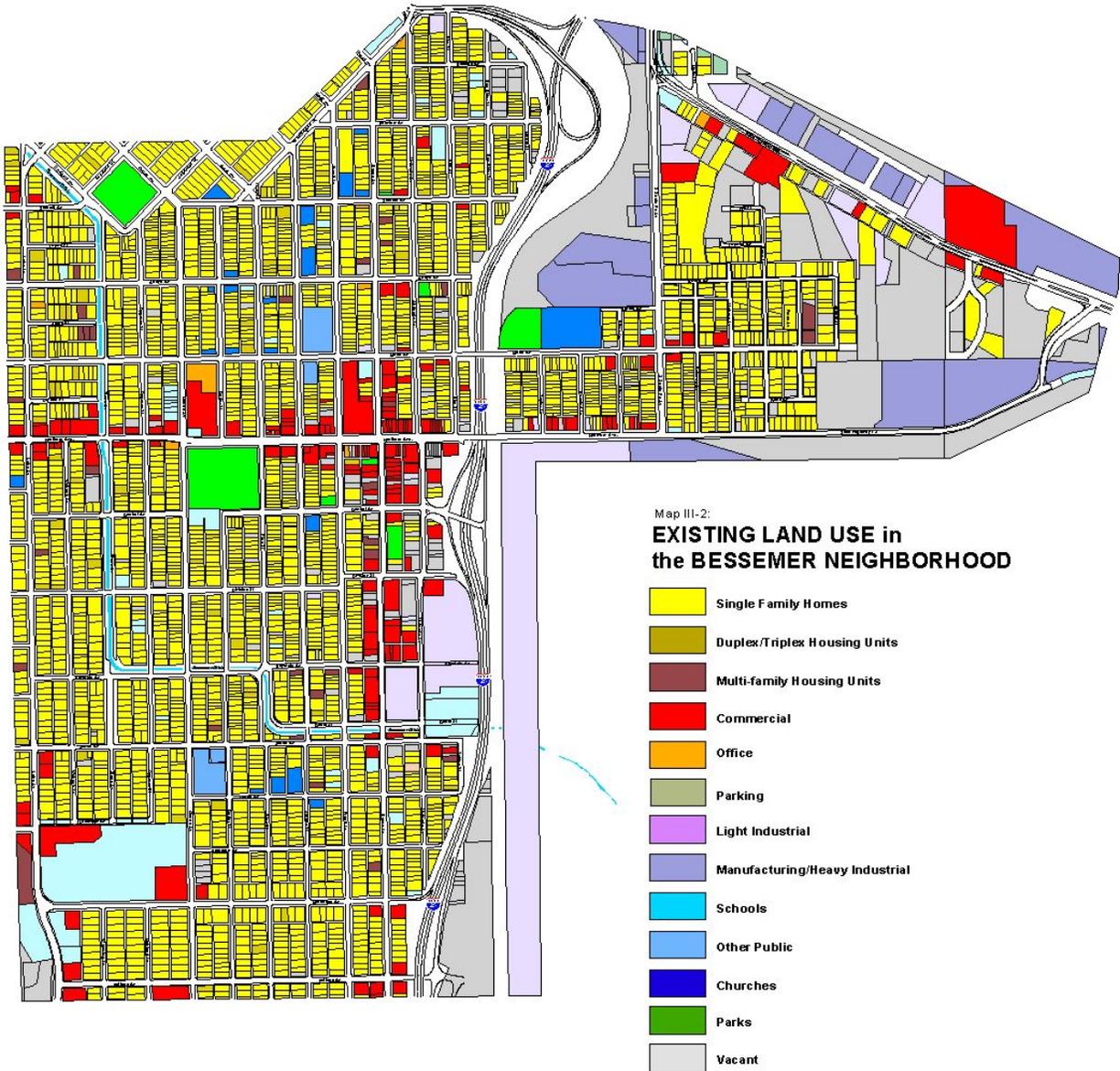
The highest priority areas for traffic improvements are around the schools. Mesa and Orman, especially where they intersect, are the streets most frequently listed as needing traffic improvements. Any traffic change that potentially slows traffic is popular.

Cars and motorcycles were the main form of transportation for 98% of respondents. Very few respondents use the bus service or were willing to say whether it was adequate. They do, however, favor bus system improvements such as shelters and benches.

D. Bessemer Neighborhood Conditions

Land Use

A field inventory of how land is used was conducted and the findings were then displayed in Map III-2: Existing Land Use. The developmental history of Bessemer is reflected in the pattern of land use found in the neighborhood. As a CF&I "company town" worker housing was constructed in proximity to the plant site and as neighborhoods developed the commercial goods to service residents located close to housing. The pattern of livelihoods in the era saw local businesses and taverns acting as "banking" facilities for workers. Before there were banks, savings and loans and credit unions the local bar or grocery store would cash weekly pay checks as an employee walked home from work. Thus, the area surrounding the plant's historic main gate is surrounded with bars and the general neighborhood is currently sprinkled with remnants of commercial activity typically found on corner locations throughout the community. As the community grew commercial activities clustered more around major streets, Northern Avenue in particular. Spin-off industries followed the mill plant, such as fabricators and scrap dealers on the perimeter of the site. As one moves away from the perimeter of the plant the neighborhood becomes more solidly residential with fewer commercial activities integrated in the community. As highways became more important to industrial production and distribution the perimeter roadways along Santa Fe Avenue and Santa Fe Drive became sites for businesses and today still are attracting companies.



Bessemer Neighborhood Plan



Prepared By:
CAMIROS

December, 2003

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NORTH



The amount of land devoted to various land uses in the neighborhood is shown in Table III-1:

Existing Land Use in the Bessemer

Neighborhood. As previously mentioned the commercial development in the community is related to the neighborhood growth associated with the CF&I plant and the growing importance of highways through the area. The largest cluster of commercial development is located along Northern Avenue between Santa Fe Avenue on the east and Lake Street on the west. Within this



St. Mary Corwin Hospital is one of the major employers in the City.

area, the main concentration is centered on Northern Avenue and Evans Street where the Vectra Bank is located. This area has more of a “neighborhood commercial” character in that buildings are built up to the sidewalk and there is a storefront quality to the area. The commercial strip west of Orman Street (Minnequa Park) is of a different character in that many businesses have parking in front of the stores and these businesses are more oriented to the motorist. Another concentration on non-residential activities occurs around St. Mary Corwin Hospital where medically related businesses and doctors’ offices have located. There are two commercial clusters on the east side of the neighborhood, one along Northern Avenue between I-25 and Santa Fe Avenue and another at the intersection of Mesa Avenue and Santa Fe Avenue. There is a total of 32.7 acres of land devoted to commercial activities in the Bessemer Neighborhood which represents 3.6% of the total area.

Additional non-residential activities include office uses and industrial activities. The office uses are fairly well identified with single users such as the Vectra Bank, Convergys Call Center, remaining office functions associated with Oregon Steel and the medically related activities associated with St. Mary Corwin Hospital. Office uses accounting for 20.5 acres of land are 2.2% of the neighborhood. Industrial activity is somewhat more concentrated along US 50C highway and Santa Fe Avenue. There is a mix of manufacturing and metal processing businesses along with warehousing and distributing activities. A newer industrial park along Santa Fe Avenue houses a tortilla factory, medical response firm and automotive repair business. Light industrial and manufacturing businesses account for 52.3 acres of the neighborhood and 5.7% of the total neighborhood.

Table III-2:
EXISTING LAND USE IN THE BESSEMER NEIGHBORHOOD

Land Use Category	Acres	Per of Total	Number of Lots
Single Family Homes	333.9	36.5%	2,788
Duplex/Triplex Homes	6.3	0.7%	39
Multi-family Residences	8.0	0.9%	45
Commercial	32.7	3.6%	184
Office	20.5	2.2%	38
Light Industrial	20.0	2.2%	19
Manufacturing	32.3	3.5%	6
Schools	3.0	0.3%	2
Churches	10.5	1.1%	17
Other Public	15.3	1.7%	4
Parks	13.5	1.5%	4
Vacant	68.6	7.5%	208
Right of Way	338.9	37.1%	Na
Parking	11.1	1.2%	16
Total Area	914.6		3,370

Source: Pueblo County Assessors Office and Camiros, July, 2003

It should be noted that as important as the Rocky Mountain Steel plant is to the community it is not in the Pueblo municipal boundary and therefore not technically a part of the neighborhood. Yet it's place in the history and future of the Bessemer Neighborhood is extremely important and is very much considered in the plan-making aspect of the process.

Residential uses dominate the activities found in the neighborhood. Over 38% of the neighborhood is used for single-family homes, duplexes and apartments. Residential uses account for almost 350 acres of land and the mix of residential types is intertwined into the fabric of the neighborhood. There are no identifiable concentrations of apartments, townhomes or duplexes units. A typical street may contain a mixture of housing types, possibly a commercial business and a church.

Public uses are limited to schools, parks and churches. These public uses account for 4.6% of the total neighborhood and amount to 42.3 acres of land. As will be discussed later there are deficiencies in the amount of parkland for use by residents but it is difficult to create additional lands because of the built-up nature of the neighborhood.

Vacant land is relatively scarce in the neighborhood. The largest concentrations are located in the far north area, in the vicinity of Elm Street and Fairview Avenue, in and around the Oregon Steel office complex and in the eastern portion of the neighborhood. The tracts in the east end are located adjacent to industrial activities and have topographic conditions that do not lend themselves to cost effective development. Vacant lands amount to 7.5% of the neighborhood and account for 68.6 acres of land.

E. Commercial Space Activities

E.1 Commercial Space Inventory

An inventory of non-residential space use was undertaken to identify the current types of business in the Bessemer area and to identify the amount of space they consume. Field surveys used to confirm the types of businesses currently occupying space were conducted and records research in the county assessor's office provided the basis for the amount of space, in square feet, that are occupied or vacant.

The Bessemer Neighborhood was subdivided into five geographic areas to better describe the differences in the characteristics of commercial development. (The sub-areas have no official recognition, but are seen as a convenient way of looking at the neighborhood). The results of the inventory are shown in Table III-2: Inventory of Non-residential Space Use. The existing land use map serves as a graphic guide to the location of non-residential uses. That map shows the land area consumed by various activities, while these statistics illustrate the type and amount of space used by the building on the land. The following are general findings associated with each of the commercial sub-areas.

Bessemer Neighborhood Commercial Area.

This is the area that is commonly considered the commercial center of the neighborhood and generally extends from Mesa Avenue to the Bessemer Ditch and from I-25 to Orman Street. The following are general comments about the activities in this area:

- General retail stores are the most frequently found business in the area. Specific businesses in this category include Found Treasures Antique Shop, Gornick Furniture and Elledge Music. There are 26 businesses in the retail category and they occupy almost 88,000 square feet of space.
- Restaurants and bars/taverns occupy space in a combined 24 buildings and use over 61,600 square feet of space.

Table III-3:

INVENTORY OF NON-RESIDENTIAL SPACE USE

SPACE USE CATEGORY	COMMERCIAL SUB-AREA											
	Bessemer/Minnequa		Northern/Lake		Northern/Eilers		Santa Fe Dr/Ave		All Others		TOTAL	
	Sq. Ft.	Bldgs.	Sq. Ft.	Bldgs.	Sq. Ft.	Bldgs.	Sq. Ft.	Bldgs.	Sq. Ft.	Bldgs.	Sq. Ft.	Bldgs.
AUTOMOBILE DEALERSHIP	9,175	1	2,912	1					0	2	12,087	4
AUTOMOBILE SERVICE CENTER	25,047	10	6,043	2	984	1	41,973	7	0	1	74,047	21
BANK	46,269	3							0	1	46,269	4
BAR/TAVERN	33,609	13	2,750	1	8,124	3			6,574	4	51,057	21
BARBER/BEAUTY SHOP	4,152	4	2,219	1	620	1	3,750	1	2,500	1	13,241	8
CONVENIENCE STORES	4,508	2	2,100	1					11,896	4	18,504	7
DISTRIBUTION WAREHOUSE	10,270	1					6,708	1	0	0	16,978	2
FARM EQUIPMENT SHED							3,744	4	0	0	3,744	4
FRATERNAL/PROF. ORG. BUILDING	20,913	5	2,219	1					1,880	1	22,972	6
INDUSTRIAL MANUFACTURING (LIGHT)							616	1	0	0	616	1
LAUNDROMAT			8,715	2					0	0	8,715	2
LIGHT COMMUNICATION UTILITY							19,500	3	0	0	19,500	3
LUMBER STORAGE (OPEN FRONT)							2,740	1	0	0	2,740	1
MATERIAL STORAGE	2,000	0					22,480	3	0	1	24,480	4
MEDICAL OFFICE BLDG									143,032	11	143,032	11
MINI WAREHOUSE							2,000	1	0	0	2,000	1
MORTUARY									5,306	1	5,306	1
MOTEL									18,422	2	18,422	2
OFFICE BUILDING	1,042	1	2,143	2	2,184	1	18,099	10	3,472	2	26,940	16
RESTAURANT	27,993	11			4,890	1			4,986	4	37,869	16
RESTAURANT (FAST FOOD)	1,313	1	1,184	1					3,324	2	5,821	4
RETAIL STORE	87,773	26	19,919	5	2,991	1	29,078	4	19,785	11	159,546	47
SERVICE STATION	3,960	1					3,600	1	0	0	7,560	2
STORAGE GARAGE					1,020	1	576	1	0	0	1,596	2
STORAGE WAREHOUSE	7,488	4			4,223	2	39,320	15	3,744	1	54,775	22
SUPERMARKETS	16,168	3					2,000	1	0	0	18,168	4
UTILITY BUILDING							17,037	12	0	0	17,037	12
VACANT BUILDING	91,798	28	10,678	8	29,861	10	101,201	21	34,709	20	268,247	87
GRAND TOTALS	393,478	114	60,882	25	54,897	21	314,422	87	369,516	87	1,081,269	315

Source: Pueblo County Assessors Office and Field Inventory, Camiros, July, 2003.

- There are 10 automobile service businesses in the area occupying 25,000 square feet of building space plus additional outdoor storage space.
- Vacant buildings and space are the single largest category of use or non-use in the area. There are an estimated 28 vacant buildings which contain almost 92,000 square feet of space. (Note: this category includes many of the unoccupied CF&I buildings).



The Northern Avenue Commercial Corridor.

Northern Avenue from Orman Street to Lake Avenue

This area can be characterized as more automobile oriented as many businesses have on-site parking and drive-thru service.

- Retail stores are the most frequently found retail uses and include businesses such as JB Pharmacy, the Family Dollar Store and LynDen Rose Bridal and Formal Wear. There are five retail businesses that occupy almost 20,000 square feet of space.
- There are 8 vacant buildings in the area which contain over 10,000 square feet of space.
- Two laundromats are along Northern and there are also a few automobile service businesses and a few small office buildings.

Northern Avenue I-25 to Santa Fe Avenue.

This area also includes the small cluster of neighborhood businesses in the general vicinity of Santa Fe Avenue and Mesa Avenue.

- There are more vacancies in this area than any other category of use. There are 10 buildings identified which contain almost 30,000 square feet of space. The vacant structures are concentrated along a deteriorated stretch of Northern Avenue.
- There are four bars and taverns and one restaurant in the area that combine for a total of 14,800 square feet of space.
- The A&E Used Furniture and Miketa's Floor Covering are the retail activities found in this area.

Santa Fe Avenue and Santa Fe Drive

This area encompasses a large concentration of industrial and warehouse businesses located along these two major thoroughfares and also includes the far eastern end of Northern Avenue. The types of businesses that occupy the area warehouse products, store equipment for construction services and undertake light manufacturing

- There are an estimated 27 buildings used for storage and utility functions and encompass over 46,000 square feet of space.
- There are 7 auto service businesses that occupy almost 42,000 square feet of space and a surprising number of office structures, 10 that are principally associated with an on-site industrial business.
- There are also 21 buildings vacant that account for over 100,000 square feet of space in the area.

All Others

The “all others” category includes the dispersed commercial uses found north of Mesa Avenue, south of the Bessemer Ditch and in and around St. Mary Corwin Hospital.

- Medical office space amounts to 11 buildings and occupies over 143,000 square feet of space and includes the medically related businesses, but not St. Mary Corwin Hospital itself.
- Retail activities and lodging are also located in the vicinity of the hospital. There are 2 motels and businesses offering convenience goods, flowers and medical appliances.
- There are 20 vacant buildings scattered throughout the area and over 34,000 square feet of space available.

The overall picture of space use in the Bessemer Neighborhood indicates that there is over 1.0 million square feet of space of which almost 25% is vacant. Some of the vacant space is in deteriorated condition, is isolated in the residential areas or is sandwiched in an industrial or office area and is limited for the type of use for the property.

There is a relatively high amount of office space in the neighborhood influenced by the presence of large users such as the medically-related space at St. Mary Corwin Hospital, the Convergys Call Center and Vectra Bank. There are also a number of single tenant office users, such as credit unions in the area, but little in the way of multi-tenant space available.



The Millstop Restaurant is one of the many eating establishments that draw customers from throughout the city.

Based on the number of sit-down restaurants in the neighborhood they appear to cater to a market that is greater than Bessemer. Some of the long-standing businesses have a city-wide reputation and far exceed the ability of neighborhood residents to support the number and variety of establishments.

There are also a large number of bars and taverns in the neighborhood that exceed what can be justified. However, the history of the neighborhood as a “company” community somewhat dictated their number and location. Many of the establishments appear to be just able to stay open and the long-time ownership of the establishments suggests that they can afford to remain in business and will continue in operation for the near term.

There are no “full service” grocery stores in the neighborhood. There are however a number of specialty food stores. As the neighborhood survey indicated the majority of residents expect to travel outside of the neighborhood for grocery shopping, and the major chain stores (Safeway and King Soopers) are located less than 2 miles west of the neighborhood.

There appears to be an excessive number of auto service establishments in the neighborhood. Most are independent establishments and not affiliated with a franchise. These businesses are viewed similarly to the neighborhood bars in that they are not very profitable and the land and buildings they operate in are inexpensive or owned outright which contributes to their ability to continue to stay open.

E2. Indication of Commercial and Retail Demand

The demand for retail space in the neighborhood is dependent on the forecast of household incomes and household expenditure patterns. Estimating retail demand involves calculating the amount of household income used for retail purchases in order to determine the volume of retail trade generated in the region of influence or trade area of a community. The volume of expenditures is then compared to the operating characteristics of specific businesses in order to estimate the amount of square feet of supportable retail space.

The process of estimating the retail demand also involves converting dollar expenditures into space. This is accomplished through the survey work undertaken by the Urban Land Institute (ULI). The ULI publishes a semi-annual inventory of sales per square foot of commercial uses. The survey, entitled “The Dollars and Cents of Shopping Centers - 2002” includes a variety of data such as rental rates, store size and operating expenses. The data is collected for over 100 tenants and ranges from a department store to an art gallery. While the survey covers shopping centers it is widely used as a measure of store types in all settings - downtowns, neighborhood centers and shopping centers.

The estimating process is shown in the following steps (column references refer to Table III-4):

- Taking the neighborhood trade area estimates of households and average household incomes (these were inflated from 1999 Census estimates) and applying consumer expenditure patterns surveyed by

the Bureau of Labor Statistics (column A). This results in an estimate of the amount of disposable income available for retail purchases for each household in the neighborhood trade area (column B).

- Next the total amount of available disposable income, or purchasing power is calculated (column C) and the sales per square foot dollar figure, from the ULI survey is applied to all of the categories (column D).
- Finally, the support for retail store types are calculated by dividing the total square feet of space justified by an average store size (column E & F). The results indicated the number of stores that would be needed to meet the retail demand in the Trade Area (column G). Lastly the current number of stores in each category with the Bessemer Neighborhood is identified (column H).

The difference between the number of stores justified (column G) and the current number of stores in the neighborhood (column H) is the calculated demand for additional businesses in the Bessemer Neighborhood.

Bessemer Neighborhood Plan

Table III-4:
ESTIMATE OF DEMAND IN THE IMMEDIATE BESSEMER NEIGHBORHOOD

	A Percent of Household Expenditures	B Expenditures Made by Area	C Total Trade Area	D Sales Square	F Square of Space Justified	F Average Store Size	G Number of Justified	H Stores in the Neighbor
AVERAGE GROSS INCOME		\$26,307	\$108,095,463					
Taxes	11.5%	\$3,025	\$12,430,978					
Savings	3.5%	\$921	\$3,783,341					
DISPOSABLE INCOME		\$22,361	\$91,881,144					
Housing	15.5%	\$3,466	\$14,241,577					
Transportation	12.3%	\$2,750	\$11,301,381					
Medical/Life Insurance	13.2%	\$2,952	\$12,128,311					
Contributions	3.4%	\$760	\$3,123,959					
TOTAL AVAILABLE FOR RETAIL		\$12,433	\$51,085,916					
Hardware & Building Materials	3.5%	\$435	\$1,788,007					
Building materials & supplies	2.5%	\$311	\$1,277,148	\$228.43	5,591	15,200	0.4	1
Hardware	0.7%	\$87	\$357,601	\$166.59	2,147	9,000	0.2	0
Paint, glass & wallpaper	0.3%	\$37	\$153,258	\$243.25	630	3,200	0.2	0
General Merchandise	12.3%	\$1,529	\$6,283,568					
Department stores	4.0%	\$497	\$2,043,437	\$159.18	12,837	28,875	0.4	0
Variety & discount	8.3%	\$1,032	\$4,240,131	\$105.14	40,328	11,800	3.4	1
Food Stores	18.7%	\$2,325	\$9,553,066	\$294.11	32,481	33,000	1.0	2
Automotive (Tire, Battery, Automotive)	7.4%	\$920	\$3,780,358	\$159.81	23,655	6,000	3.9	0
Apparel & Accessory	8.7%	\$1,083	\$4,449,583					
Women's clothing	3.0%	\$368	\$1,512,143	\$178.84	4,147	3,546	1.2	0
Men's clothing	1.7%	\$216	\$888,895	\$203.31	3,114	2,992	1.0	0
Children's clothing	1.5%	\$184	\$756,072	\$246.71	3,065	4,000	0.8	0
Shoes	2.5%	\$315	\$1,292,474	\$176.35	3,500	4,000	0.9	0
Furniture & Equipment	9.2%	\$1,148	\$4,715,230					
Furniture	2.2%	\$272	\$1,117,186	\$215.26	5,190	4,800	1.1	1
Home furnishings & accessories	5.3%	\$665	\$2,730,544	\$162.72	16,781	4,800	3.5	1
Household appliances, radio & TV	1.7%	\$211	\$867,500	\$290.39	2,987	3,400	0.9	1
Eating & Drinking Places	10.6%	\$1,322	\$5,430,433					
Sit down restaurants	6.4%	\$793	\$3,259,281	\$271.60	12,000	5,500	2.2	13
Fast food/carry out	4.3%	\$528	\$2,171,151	\$367.78	5,903	3,500	1.7	2
Drug & Medical Supplies	3.6%	\$443	\$1,818,659	\$380.80	4,776	13,900	0.3	1
Other Retail & Personal	26.0%	\$3,229	\$13,267,012					
Liquor/wine & spirits	2.9%	\$357	\$1,466,166	\$277.78	5,278	2,880	1.8	3
Sporting goods & bicycle	2.2%	\$274	\$1,123,890	\$241.52	4,653	5,000	0.9	0
Books & stationary	1.2%	\$149	\$613,031	\$127.29	4,816	3,000	1.6	0
Jewelry	2.2%	\$274	\$1,123,890	\$432.54	2,598	1,100	2.4	0
Hobby & specialty	2.0%	\$249	\$1,021,718	\$172.02	5,940	3,400	1.7	0
Cards & gifts	2.4%	\$298	\$1,226,062	\$228.55	5,365	2,400	2.2	0
Miscellaneous retail	2.3%	\$286	\$1,174,976	\$251.27	4,676	1,927	2.4	0
Beauty/barber & other personal	2.9%	\$361	\$1,481,492	\$218.20	6,790	1,800	3.8	3
Florist	0.6%	\$75	\$306,515	\$280.21	1,094	1,200	0.9	1
Movies/cinema	1.9%	\$236	\$970,632	\$60.57	16,025	24,500	0.7	0
Music/CD	3.5%	\$435	\$1,788,007	\$199.47	8,964	3,400	2.6	3
Video/DVD rentals	1.9%	\$236	\$970,632	\$107.58	9,022	5,600	1.6	0

Source: Consumer Expenditures, West Region - 2002, Bureau of Labor Statistics, Dollars and Cents of Shopping Centers - 2002, Urban Land Institute, Camiros.

Responses from the Survey

In addition to the statistical analysis the Bessemer Neighborhood Survey was reviewed to determine the desires for shopping improvements in and around the neighborhood. The survey found that 87% of the respondents tend to shop at the Regency Square and Sunset Plaza area on the southside and at big box stores in the Eagle Ridge and Pueblo Mall areas. They rated the quality of goods and services, customer services, prices and availability of goods and services as important in making decisions about where to shop. Convenient pedestrian access, the exterior appearance of the business, attractiveness of the shopping area and the local ownership of the business are not very important. Respondents buy fast food, groceries and gasoline in the Bessemer area, but very little else. They'd like to see a better grocery store, a hardware store, family restaurants and stores with movie rentals.

Other Research

Recent efforts have been undertaken to identify the potential of the inner city resident for retail market opportunities. The "inner city" is defined as economically distressed urban communities with an average household income lower than in many other parts of the community. However, there is a tremendous retail power in the inner city that many retailers are reticent about entering. One of the reasons is a lack of information about inner-city consumers. The Initiative for a Competitive Inner City has sponsored market research specifically targeted to the inner city shopper with some of the key findings as follows:

- Inner city households spend more on apparel and groceries than the average U.S. household. For examples, total average annual spending on men's, women's and children's apparel by inner city households is \$1,157, compared to \$1,124 spend annually on average of U.S. households.
- Employment, homeownership, and household size are some of the major demographic factors that impact inner city demand. In particular, the larger household size of younger inner city Latinos results in an increase purchasing of many home and family related products. Additionally, a larger percentage of inner city Latino shoppers and their spouses work, which may result in more stable income and a greater ability to make household purchases.
- Age also appears to play a major role in inner city purchasing behavior. Older inner city shoppers make fewer purchases on apparel and child-related products. Major home goods are often purchased by younger age groups, while older groups may have previously purchased durable home furnishings and electronics.
- Significant opportunities exist for specialty and independent retailers to serve unmet inner city demand. Independents often maintain an edge on their competition because of a greater familiarity with the marketplace, more unique merchandise, and tailored customer service.
- While discount department stores appear to be the stores of choice in suburbia, drug stores maintain a disproportionate share of shopper preference in the inner city. Products most often

purchased by inner city shoppers at drug stores include school and home office supplies, specialty bath and body care fragrances/colognes, and cosmetics.

- Lower household incomes do not translate into more price-conscious consumers. Inner city shoppers will not sacrifice quality standards for lower prices. In fact, while pricing is a critical element of an inner city retailing strategy, inner city price sensitivity is about the same as the average U.S shopper. Like the rest of the U.S. shopping population, inner city customers are looking for high quality products at low prices.

Summary of Findings

The analysis of the supportable commercial activities in the neighborhood indicates the following supportable businesses:

- There are no stores offering children's', women's or men's apparel and there is support for those businesses.
- There are quite a few automotive repair facilities in the neighborhood, yet no businesses that offer automotive parts, and there is support for a number of stores.
- The analysis suggests support for a variety of miscellaneous retail activities such as: book store, jewelry store, card and gift shop, hobby shop, sporting goods and a DVD/Video rental store.

Research previously cited corroborate some of these findings in that there is a higher than average expenditure for apparel among inner city shoppers. Inner city shoppers also valued service, which is a trait that the independent business owner can provide.



There are a number of vacant buildings along Northern Avenue which could accommodate retail activities.

In addition to the calculated values of additional space needed, a general indication of the types of businesses which make up a viable neighborhood business district are identified in the following table. Businesses are listed by category and the extent of their presence in the Bessemer Neighborhood is identified. Also the extent to which additional businesses need to be added or expanded is suggested.

Table III-5:
ADDITIONAL ACTIVITIES NEEDED TO CREATE A VIABLE NEIGHBORHOOD COMMERCIAL DISTRICT

DESIRABLE ACTIVITIES/USES	Found in Area	Present But More Needed	Desirable Addition
FOOD and DRUG STORES			
Bakery			
Convenience Market			
Delicatessen			
Drugs			
Health Food			
Liquor/Wine Shop			
Meat, Poultry & Fish Market			
Specialty Food			
Supermarket			
FOOD and BEVERAGES			
Fast Food Take-out			
Coffee/Tea Shop			
Bagel/Doughnut Shop			
Hamburger Stand			
Ice Cream Parlor			
Pizza			
Restaurant (with liquor)			
Restaurant (without liquor)			
Sandwich Shop			
APPAREL and ACCESSORIES			
Athletic Footwear			
Children's Wear			
Family Shoes			
Family Wear			
Jewelry Store			
Men's Wear			
Special Apparel - Unisex			
Uniform Shop			
Women's Ready to Wear Clothing			
Women's Specialty Store			
HOME FURNISHINGS			
Appliances			
Decorative Accessories			
Floor Coverings			
Furniture			
Home Accessories			
HOME IMPROVEMENTS			
Hardware			
Home Improvements			
Paint & Wallpaper			
MISCELLANEOUS RETAIL			
Arts & Crafts			
Bike Shop			
Book Store			
Cameras/Film Processing			
MISCELLANEOUS RETAIL (Cntd)			
Cards & Gifts			
Computer/Software			
Fabric Shop			
Flowers/Plant Shop			
Musical Instruments			
Office Supplies			
Pet Shop			
Photocopy/Fast Print			
Radio, Video			
Records, CD, DVD			
Sporting Goods - General			
Toys			
Variety Store			
Video Tape Rental			
PERSONAL SERVICES			
Barber			
Beauty			
Cleaner & Dryer			
Cosmetics			
Eyeglasses - Optician			
Laundry			
Photographer			
Shoe Repair			
Telephone Cell Phone Store			
Unisex Hair			
ENTERTAINMENT/CULTURAL			
Arcade, Amusement			
Music & Dance Studio			
SERVICES			
Accounting			
Banks			
Brokerage			
Employment Agency			
Finance Company			
Insurance			
Legal			
Medical & Dental			
Optometrist			
Real Estate			
Savings & Loan			
Travel Agent			
TRAVEL FACILITIES			
Hotels/Motels			
Conference/Meeting Facilities			

Source: Camiros

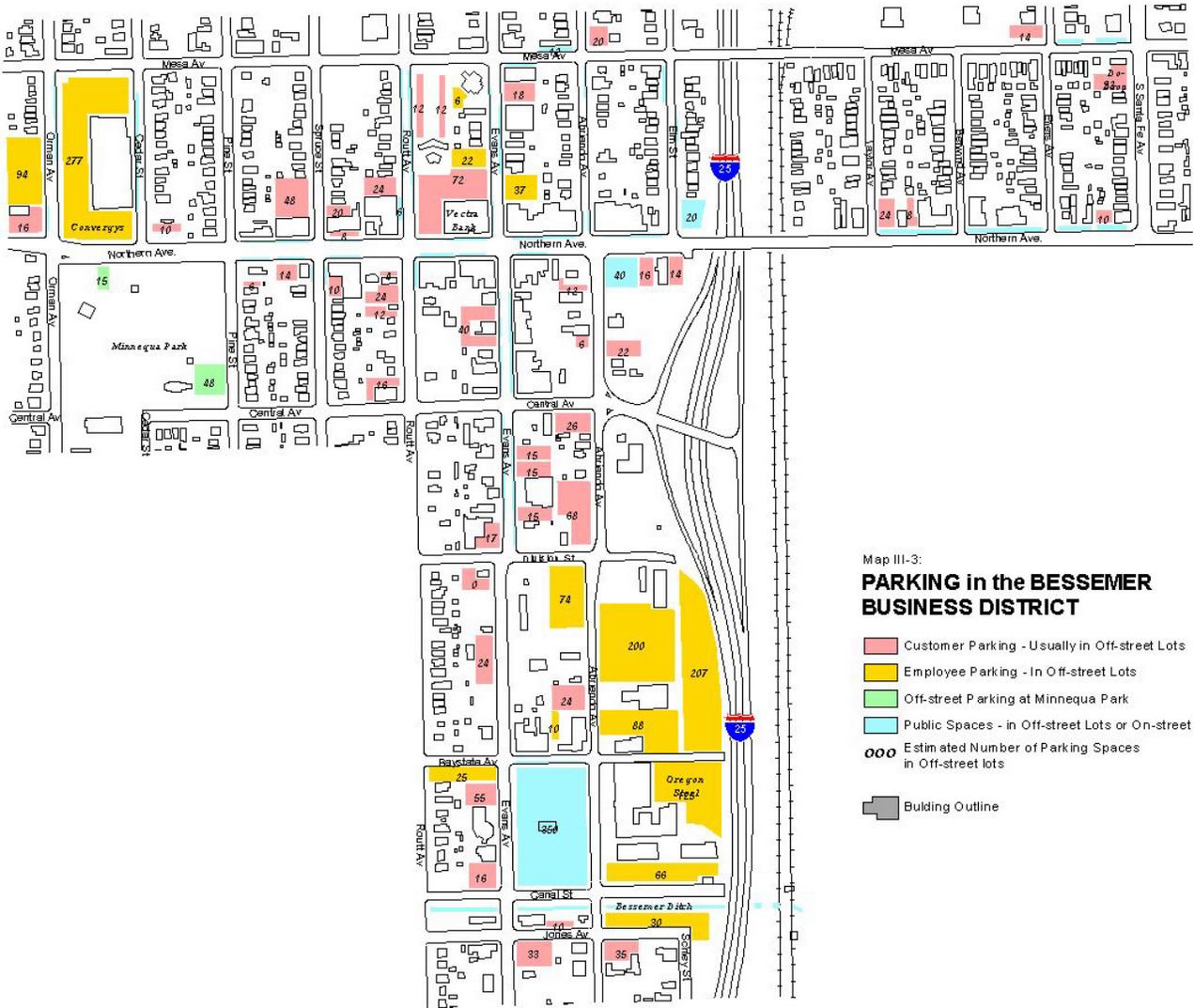
F. Parking in the Commercial Area

F1. Parking Inventory

A parking inventory was conducted in the Bessemer and Eilers commercial subareas in order to identify the amount and type of parking available to customers and employees of the area. Estimates were made using field inspections and a recent aerial photograph. In some cases the estimate of the number of spaces in parking lots was based on generally accepted standards for the size of a parking stall and aisle width that was applied to the size of the parking lot. This procedure was used when there was no visible striping of the parking stalls or in some cases where the parking lot was gravel surfaced. Map III-3 illustrates the general location of on-street and off-street parking areas. The numbers in the lots show the number of off-street spaces estimated for that location.

The results of the survey show the following:

- There are a total of 2,976 on-street and off-street parking spaces in the commercial area. There is likely to be more than the estimate because off-street parking spaces were counted only when they were available in front of businesses. For example, the curb spaces along Pine Street north of Northern Avenue were not counted – they serve residents.
- Of the total number of parking spaces 87% are located in off-street lots. Of those off-street spaces 38%, or 997 spaces are customer parking for businesses like Vectra Bank, Do Drop Inn and So-Lo Food. The remaining 1,618 off-street spaces are for employees. The major employee lots are for Covergys (2 lots with 337 spaces); Vectra Bank (2 lots with 59 spaces) and the large, but relatively unused Oregon Steel lots with an estimated total of 686 spaces.
- Some of the off-street lots required a judgment call as to what category it should be placed in. The most notable is the full block of parking across the street from Rocky Mountain Steel Administration Building. The parking serves the businesses across Baystate Avenue (the Mill Stop Café and others) as well as customer parking for the steel company, and some public parking.
- There are a few special parking areas noted in the inventory. For example, there are 63 off-street parking spaces at Minnequa Park assumed to be dedicated to park users only. There are two vacant lots along Northern Avenue at Elm Street which have gravel surface but have been used for general parking purposes.
- There are an estimated 361 on-street, curb parking spaces available for public use in the commercial area. Of that total 78 have a two-hour time restriction.



Map III-3:

PARKING in the BESSEMER BUSINESS DISTRICT

- Customer Parking - Usually in Off-street Lots
- Employee Parking - In Off-street Lots
- Off-street Parking at Minnequa Park
- Public Spaces - in Off-street Lots or On-street
- ooo Estimated Number of Parking Spaces in Off-street lots
- Building Outline

Bessemer Neighborhood Plan



Department of Planning and Community Development

Prepared By:

CAMIROS

December, 2003

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NORTH



F2. Parking Demand in the Bessemer Commercial Area

The previous inventory encompassed the entire commercial area within the Bessemer and Eilers sub-areas within the neighborhood. The results indicate a substantial reservoir of parking available for commercial usage. However, there are deficiencies in the distribution of parking spaces in the area. There is an abundance of spaces located in and around the Rocky Mountain Steel complex and a perceived dearth of parking along the Northern Avenue commercial corridor. The following quantifies the shortfall of parking to serve existing and potential businesses in the area.

For purposes of these estimates the area examined includes the retail activities along Northern Avenue between I-25 and Pine Street including those retail commercial uses along the cross streets of Spruce Street, Routt Avenue, Evans Avenue and Abriendo Avenue.

This area was subdivided by block face to further specify demand by blocks. For example, the 200 Block on the North side of Northern extends from Elm Street to Abriendo Avenue, the 300 Block on the north side of Northern from Abriendo Avenue to Evans Avenue and so on. The same system applies to the South side of Northern as well as to the cross streets identified above.

Next the amount of building space, in square feet, in each block was identified. The Pueblo County Assessor's records were used as a baseline and modified with field observations, where applicable. The inventory includes occupied as well as vacant space.

An estimate of parking demand for each block face was then calculated. Two "standards" were used to determine the resulting parking requirements associated with development of the area:

- All of the Northern Avenue commercial area is within a B-4 Zone District. The parking requirements for this zone are that retail uses shall be provided with at least one (1) parking space for each three hundred (300) square feet of gross floor area. (Article IV Off-street Parking Requirements, § 17-4-43 (b) (6)).
- The City and County of Denver has adopted special zoning regulations for the neighborhood surrounding Coors Field which is undergoing extensive rehabilitation of many older structures. An overlay district was created to facilitate redevelopment and specifies an off-street parking requirement of one (1) off-street parking space for each one thousand (1,000) square feet of gross floor area.

The resulting demand for parking for each block was then compared to the existing supply identified in the parking inventory. The following table and Map III-5, identify the deficiencies and surpluses associated with each block examined.

Table III-6:

PARKING SUPPLY and DEFICIENCIES BY BLOCK

200 Block North Side of Northern

<i>Parking Demand R-4 Zone</i>	79	<i>Parking Supply = 19 - Deficit = 60</i>
<i>Parking Demand Neig Com Zone</i>	24	<i>Parking Supply = 19 - Deficit = 5</i>

200 Block South Side of Northern

<i>Parking Demand R-4 Zone</i>	14	<i>Parking Supply = 30 - Surplus = 16</i>
<i>Parking Demand Neig Com Zone</i>	4	<i>Parking Supply = 30 - Surplus = 26</i>

300 Block North Side of Northern

<i>Parking Demand R-4 Zone</i>	84	<i>Parking Supply = 16 - Deficit = 68</i>
<i>Parking Demand Neig Com Zone</i>	25	<i>Parking Supply = 16 - Deficit = 9</i>

300 Block South Side of Northern

<i>Parking Demand R-4 Zone</i>	38	<i>Parking Supply = 8 - Deficit = 30</i>
<i>Parking Demand Neig Com Zone</i>	11	<i>Parking Supply = 8 - Deficit = 3</i>

400 Block North Side of Northern

Vetra Bank

Parking Supply = 72

400 Block South Side of Northern

<i>Parking Demand R-4 Zone</i>	89	<i>Parking Supply = 17 - Deficit = 72</i>
<i>Parking Demand Neig Com Zone</i>	27	<i>Parking Supply = 17 - Deficit = 10</i>

500 Block North Side of Northern

<i>Parking Demand R-4 Zone</i>	73	<i>Parking Supply = 63 - Deficit = 10</i>
<i>Parking Demand Neig Com Zone</i>	22	<i>Parking Supply = 63 - Surplus = 41</i>

500 Block South Side of Northern

<i>Parking Demand R-4 Zone</i>	50	<i>Parking Supply = 23 - Deficit = 27</i>
<i>Parking Demand Neig Com Zone</i>	15	<i>Parking Supply = 23 - Surplus = 8</i>

600 Block North Side of Northern

<i>Parking Demand R-4 Zone</i>	39	<i>Parking Supply = 59 - Surplus = 20</i>
<i>Parking Demand Neig Com Zone</i>	12	<i>Parking Supply = 59 - Surplus = 47</i>

600 Block South Side of Northern

<i>Parking Demand R-4 Zone</i>	14	<i>Parking Supply = 27 - Surplus = 13</i>
<i>Parking Demand Neig Com Zone</i>	4	<i>Parking Supply = 27 - Surplus = 23</i>

1300 Block East Side of Evans

<i>Parking Demand R-4 Zone</i>	91	<i>Parking Supply = 23 - Deficit = 68</i>
<i>Parking Demand Neig Com Zone</i>	27	<i>Parking Supply = 23 - Deficit = 4</i>

1300 Block West Side of Evans

<i>Parking Demand R-4 Zone</i>	20	<i>Parking Supply = 22 - Surplus = 2</i>
<i>Parking Demand Neig Com Zone</i>	6	<i>Parking Supply = 22 - Surplus = 16</i>

1300 Block East Side of Routt

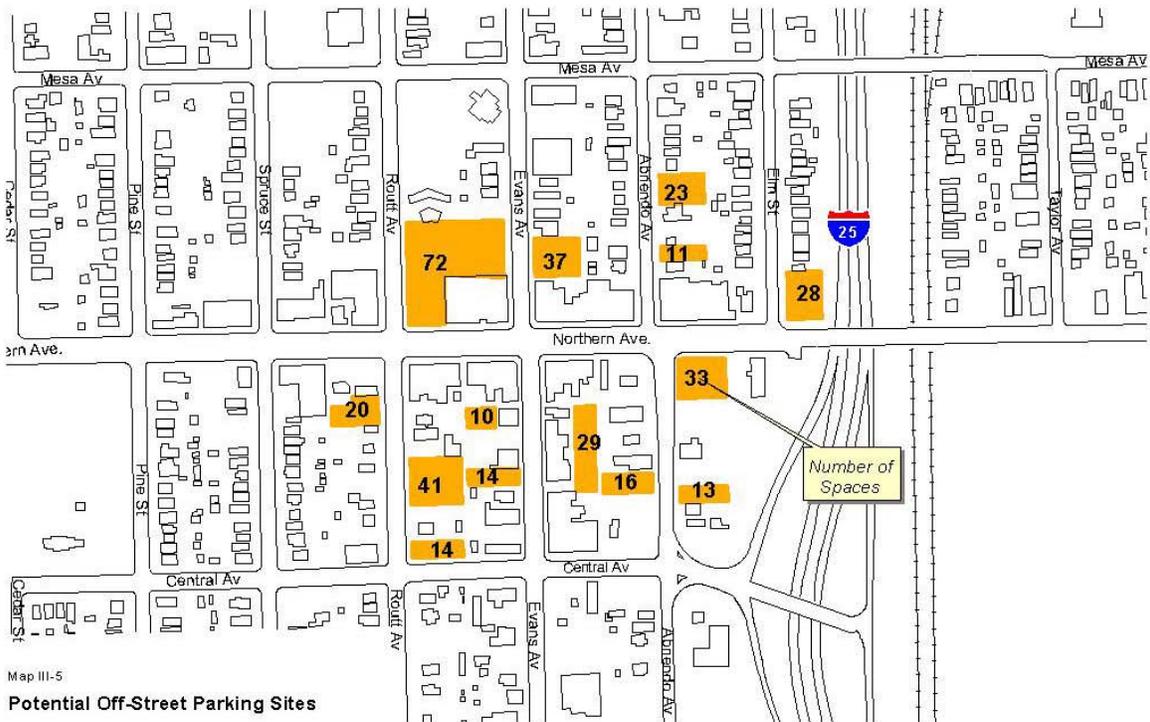
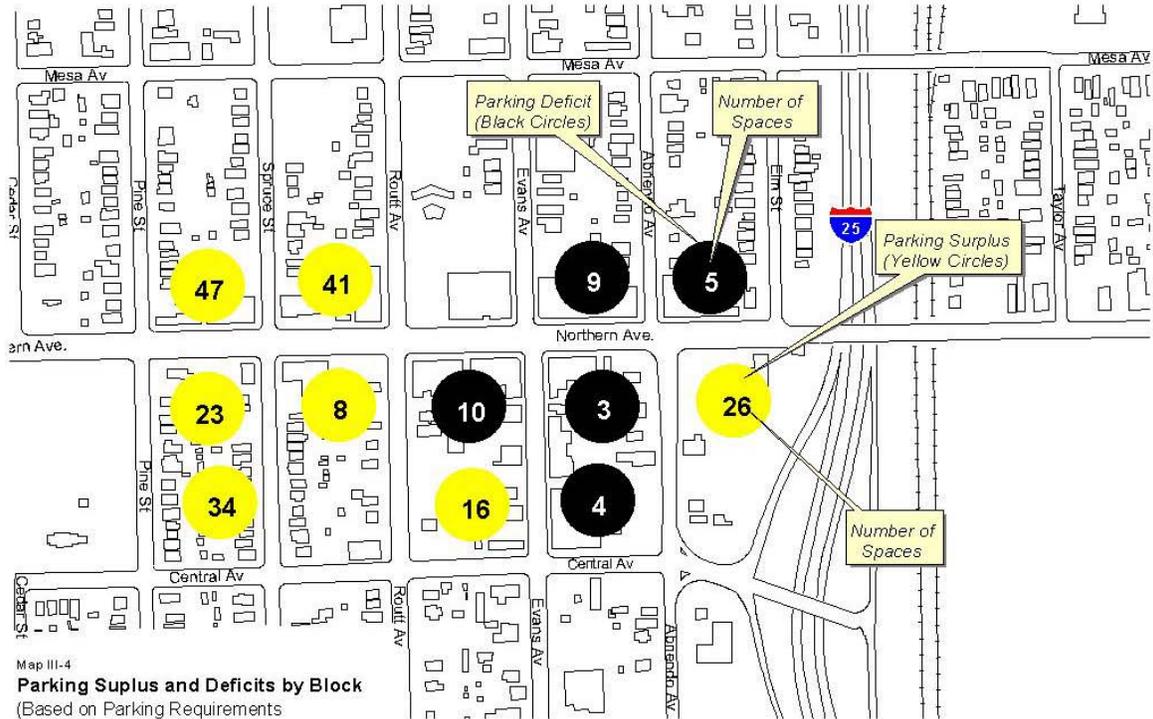
<i>Parking Demand R-4 Zone</i>	NA	NA
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1300 Block West Side of Routt

<i>Parking Demand R-4 Zone</i>	7	<i>Parking Supply = 36 - Surplus = 31</i>
<i>Parking Demand Neig Com Zone</i>	2	<i>Parking Supply = 36 - Surplus = 34</i>

Note: The first line is the parking needed under current R-4 zoning in the area.

The second line is the parking needed under a reduced requirement to facilitate redevelopment.



Discussion of Findings.

A few additional observations on the nature of customer parking behaviors are useful when reviewing the recommendations.

- Walking distance. The rule of thumb when examining walking distance threshold for customer parking is 500 feet. That is parking should be located within 500 feet of a business in order to provide a “suitable” shopping environment for repeat business.
- The lost art of parallel parking. The years of experience with off-street lots with pull-in parking has discouraged and even turned away many from even attempting on-street parallel parking. Virtually all of the parking along Northern Avenue and the side streets require one to parallel park.
- Northern Avenue traffic. Northern Avenue is an impediment to pedestrian access. There are two moving lanes in each direction, a left turn lane and parking lanes on each side of the street. Also, the street carries a substantial amount of traffic with traffic controls at virtually every intersection. Thus, even if parking is available across the street from a business it is often an adventure to safely access that business.

Recommended Parking Locations

An inventory of the lands in the commercial area was undertaken to identify opportunities to provide off-street parking. Foremost in the search was to identify vacant parcels, which if converted to parking would not displace any existing activities in the area. The following parcels were identified and are shown in Map III-6.

Vacant Parcels

The northeast corner of Elm Street and Northern Avenue. This vacant lot could accommodate 28 vehicles and would be in close proximity to the 200 block of the north side of Northern Avenue, which has the most severe parking shortage. One of the concerns with this site is that it has some access issues in that Elm Street is one-way southbound and it would be difficult to access for eastbound travelers along Northern Avenue. It also is at the base of Northern Avenue overpass of I-25 and there are visibility limitations and safety concerns for westbound traffic crossing over the bridge and would suddenly come upon vehicles turning into the parking lot.

Two vacant lots on Abriendo Avenue. The lots are on the east side of Abriendo Avenue and the smaller one could accommodate 11 vehicles and the second lot, which is farther north, could hold 23 vehicles. It would be expected that landscaping and setbacks would be appropriate to fit in with adjacent residential uses.

The southeast corner of Abriendo Avenue and Northern Avenue. This vacant parcel could accommodate 33 vehicles. However, the concern with this parcel is that it is more appropriate for retail development, being along at a prime intersection in the area. It may work as a short-term opportunity but would probably be best to view it for development, with some associated parking.

Mid-block on the west side of Abriendo Avenue between Northern and Central Avenue and another lot on the eastside of the street. These parcels could accommodate 16 vehicles and 13 vehicles respectively. An advantage that these two sites have is their intercept position for traffic coming off of I-25.



A vacant lot across from Zaragoza Hall is a parking opportunity.

Mid-block on the west side of Evans Avenue between Northern and Central Avenues. This lot is classified as vacant by the assessors but looks as though it is used by Jorge's Restaurant for parking. The lot could accommodate 14 vehicles its status needs to be confirmed.

Northeast corner of Routt Avenue and Central Avenue. This lot could accommodate 14 vehicles and appears that it is used for event parking at Zaragoza Hall. This could represent an opportunity for daytime/evening parking use, in that most events at the hall are in the evening.

Mid-block on the east side of Routt Avenue between Northern and Central Avenues. This is one of the largest vacant lots in the area and could accommodate over 40 vehicles. Combined with other parking opportunities in the block and potential mid-block pedestrian access from Northern Avenue could provide an excellent parking resource.

Mid-block on the west side of Routt Avenue between Northern and Central Avenue. This is another lot classified as vacant by the Assessor's office and appears to be connected or used for parking by the Mi Pueblito Restaurant. The lot could accommodate 20 vehicles its status needs to be confirmed.

Shared Parking

Vectra Bank, which has parking for customers and employees, represents an opportunity to provide an immediate solution to the parking shortfalls in the area. There are an estimated 72 customer parking stalls on the west and north side of their building and another 37 stalls, which is assumed for employees in a lot on the east side of Evans Avenue.

Discussions should commence with the bank to determine their willingness to permit general parking at the lot immediately adjacent to the bank facility. It may be appropriate for the City to act as the partner in any sharing agreement, which may include some arrangement for maintenance and security. Should the sharing agreement come to fruition, the City then needs to make known the availability of public parking through a signage program and advertising in local papers and in storefronts within the commercial area.

Back of Parcel Parking

There are two sites in the primary commercial area that represent parking opportunities on the rear portions of parcels. One area is in back of 1309 E. Evans Avenue and a second area is across the street at the rear of buildings between 1308 and 1328 E. Evans Avenue. The question is whether these areas could be used for employee, customer and general public parking. This could be viewed as a modified shared parking arrangement, but in this case there would need to be improvements made to the sites, such as paving, stripping, signage and lighting, prior to use of the area. This is probably the least desirable option to solving the parking shortfall because of the myriad of owners involved and agreements that would need to be put into place.

G. Housing

Housing construction in the Bessemer Neighborhood somewhat mirrors the construction patterns of the city as a whole. Over one-half of the housing units in the area were constructed before 1940 – the same as the city as a whole. Single-family homes account for over 78% of the housing stock in the Bessemer Neighborhood while in the city it is slightly lower at just over 72%. Just over 37% of the housing units are rental units, which is only slightly higher than the 34% for the entire city.

The characteristic that makes the housing in Bessemer unique is the size of many of the units. As the CF&I Mill expanded the owners provided “seed” houses in the neighborhood to encourage residential development. The company would construct 3 or 4 homes in a block to stimulate adjacent development. The homes that were built were small, less than 800 square feet in size and were developed on 25-foot wide lots. The requirements and demands of the 21st century household require space to accommodate the necessities of a modern lifestyle that are difficult to fit in a smaller home. The small lot sizes also make it difficult to remodel or add-on to an existing unit. It is estimated that there are over 400 homes on small lots in the neighborhood and almost all are at least 60 years old.

One of the measures for housing units that may contain hazardous lead based paint is age. Lead based paint in residential units was banned in 1978 and there have been studies that indicate that there is a higher likelihood that this hazard is found in units built prior to 1960. In the Bessemer Neighborhood 79.9% of the units were constructed prior to 1960 and 94.7% were built prior to 1978.

The population in the Bessemer neighborhood is relatively transient in nature in that according to Census figures just over 45% have move into their dwelling units between 1995 and 2000. This number is only slightly less for the city as a whole, which is 46%.



A variety of housing is found in the Bessemer Neighborhood.

The value of housing in the Bessemer Neighborhood is one-third less than the city as a whole. The median (Year 2000 Census, owner occupied units) value of a Bessemer home was \$66,700 compared to \$87,100 for the City of Pueblo. Over 95% of the homes in the Bessemer had a value of less that \$100,000 compared to 66% in the City as a whole. The Bessemer area has more single-family homes and more larger apartment buildings than those

found in the city as a whole. Rental rates for housing in the Bessemer are somewhat less than those of the city as a whole. The average rent in Bessemer is \$450 per month compared to \$475 per month citywide. (Census, 2000).

Approximately 59% of the housing units in the Bessemer Neighborhood are owner occupied and the remaining 41% are rental units. These percentages are somewhat different from the City of Pueblo as a whole wherein 66% are owner occupied and 34% of the units are for rent. The age of the homeowner or renter is of interest in the planning process in order to gauge the likelihood of renovation and rehabilitation. The thinking here is that as occupants age, their desire and ability to maintain and upgrade housing becomes more difficult.

The Bessemer Neighborhood exhibits occupancy characteristics that are different from the city as a whole. The number of homeowners over the age of 65 is greater, 42% of the total number of homeowners, compared to 34% for the city. The number of renters aged 65 and older is almost half, slightly less than that of the city. Table III-7, below identifies the age and tenure characteristics of residents in the Bessemer Neighborhood.

Table III-7:
HOUSING TENURE and AGE OF OCCUPANT, Bessemer Neighborhood

	City of Pueblo		Bessemer Neighborhood	
	Number	Percent	Number	Percent
Total Housing Units	40,307		4,088	
Owner Occupied Units	26,460	65.6	2,414	59.0
Householder Over 65 Years	8,871	33.5	1,014	42.0
Householder Over 65 Years – Living Alone	3,507	39.5	472	43.5
Renter Occupied Units	13,847	34.4	1,674	40.9
Renter Over 65 Years	2,212	15.9	203	12.1

Source: Census 2000 Summary File 3

H. Zoning

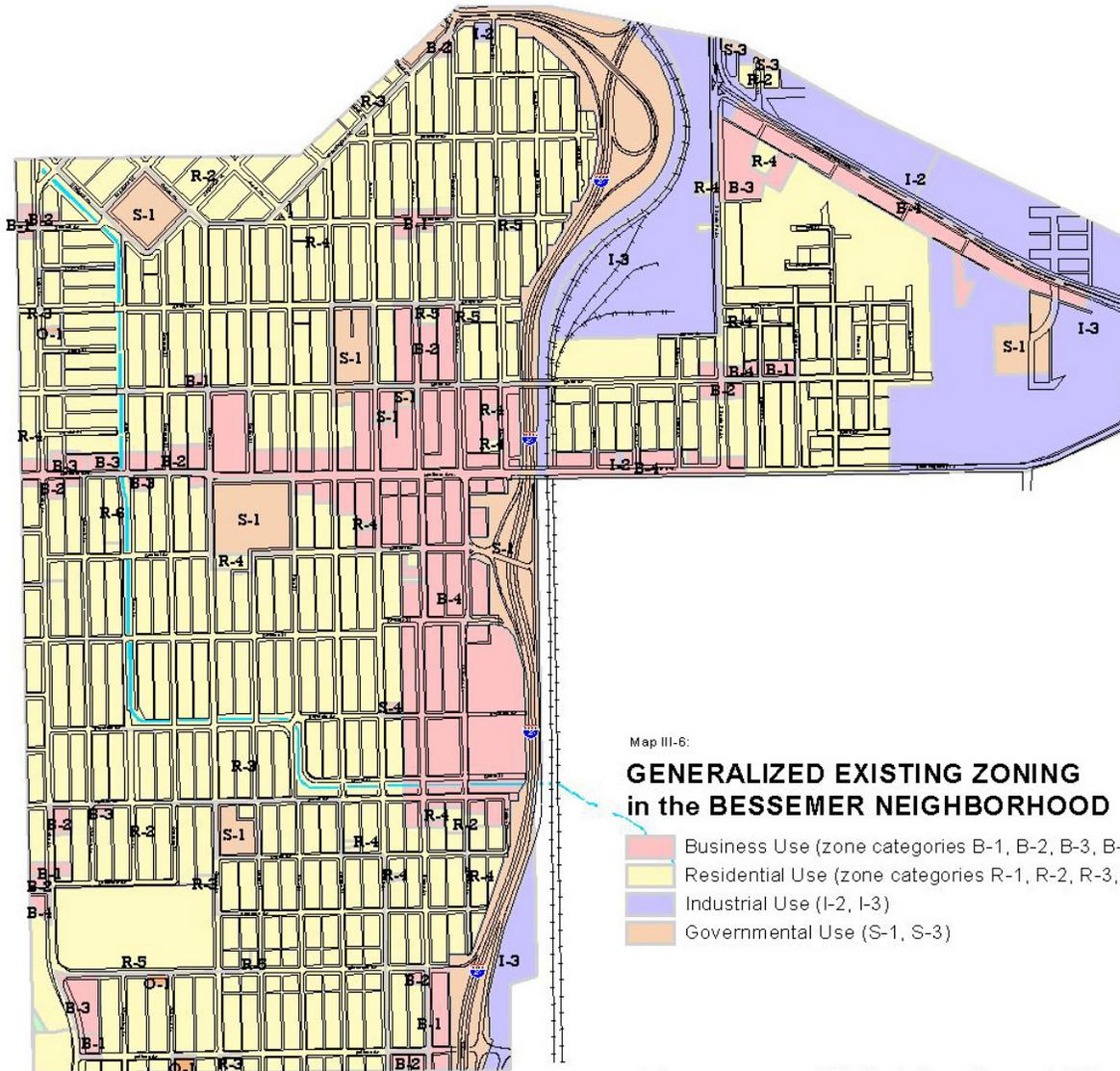
All of the Bessemer Neighborhood is zoned. Some of the areas zoned for commercial uses that are interior to the neighborhood have been converted to residential uses and for churches. Map III-4 shows the pattern of zoning in the Bessemer neighborhood.

I. Park and Recreation Services and Facilities

The park resources in the Bessemer Neighborhood are, on a statistical basis, below National Recreation and Park Association (NRPA) standards for parkland. However, the basic facilities provided in the Bessemer Neighborhood Parks exceed the NRPA standards for playgrounds, basketball courts, softball fields, and baseball fields. The Bessemer Neighborhood Park facilities exceed the Pueblo average service standards for playgrounds and baseball fields, but the area is slightly below the Pueblo service standard for softball fields and basketball courts, and well below the Pueblo average and NRPA standard for tennis courts and football/soccer fields. While the amount of land for park use exceeds local and national standards, the distribution of parkland in the community does not. Map III-4 illustrates the service radius of existing parks in the area. A one-half mile diameter surrounding neighborhood parks is a commonly accepted standard for walking to the facility and a one-quarter mile diameter is used for the school parks in the neighborhood. The map illustrates the voids in the service area where sections in the community are outside the walking distance to a park. Also when the condition of the parks and related facilities are taken into consideration the favorable ratios of park space to people decline. The following is brief description of the park amenities in the neighborhood.

Minnequa Park

Central to the whole neighborhood, this 8.6 acre park is the largest park resource in the Bessemer neighborhood and includes a new playground, two basketball courts, three shelters (including one large



Bessemer Neighborhood Plan



Department of Planning and
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Prepared By:

CAMIROS

December, 2003

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Map III-7:
PARK SERVICE AREAS
 Existing Parks
 Neighborhood Park Service Area (1/2 mile)
 School Park Service Area (1/4 mile)

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Minnequa Park provides for numerous park and recreation facilities for neighborhood residents.

party shelter), one fully fenced and lighted softball field, and a swimming pool. Other than the basketball courts, the facilities are in generally good condition and appear to be well used by the residents.

Benedict Park

Benedict Park is a 2-acre park immediately adjacent to St. Mary's School and Church and adjacent to I-25 on Mesa Avenue. It contains a softball field with backstop and a practice field without a backstop.

There is a new playground and a new half court basketball area near the St. Mary's School.

Bessemer School Park

Bessemer Academy School Park

Bessemer Academy School Park consists of one and one-half basketball courts on an asphalt surface, a dirt and gravel multi purpose field that includes a softball field and a soccer field, and, south of the school, across Mesa Street, a playground and open play area.

Minnequa School Park

This school park located at the southern end of the Bessemer neighborhood is a two-acre park with a playground, one basketball court and a softball field. The playground is in generally good condition as is the softball field although the turf is marginal in some areas.

Other Park Resources

The approximately four-acre Central High School Field is a well-maintained facility of three baseball fields and one multi-purpose field. It includes a concession facility, bleachers, and batting and throwing cages. The turf appears to be in good condition and the trees are well maintained and cared for.

Recreation Resources

There are no recreation centers, public or private, in the Bessemer area although there is a city swimming pool located in Minnequa Park. The Parks and Recreation Department does, however, run approximately 17 recreation programs at various park and School District #60 facilities throughout the year. The Parks and Recreation Department runs a summer recreation program at Bessemer Academy, and during the winter the department operates an after school recreation program at Bessemer Academy and, during the

winter, two open recreation programs at Minnequa Elementary, one for adults and one for youth. Other programs include swimming, softball and basketball.

J. Historic Resources

A reconnaissance level survey was conducted in the Bessemer Neighborhood. There does not appear to be sufficient integrity among Bessemer blocks for a historic district or districts, based on architectural criteria alone. However, other approaches to district designation involving the history of settlement patterns or social and economic conditions could be used to delineate a historic district. The reconnaissance survey did, however, confirm that there are a number of churches and other structures in the Bessemer area that are candidates for local designation, and in a few cases, may also be candidates for nomination to the National Register. Fifteen churches were evaluated throughout the Bessemer area and 12 have been determined to be viable candidates for local designation. Architectural descriptions and statements of significance have been prepared for the candidates and are available at the *City of Pueblo Department of Planning and Development*. The churches of historical interest include the following:

St. John the Baptist Greek Orthodox Church, 1010 W. Spruce St.

St. Michael's Orthodox Christian Church, 801 W. Summit Ave. (On National Register)

Southside Church of Christ, 1101 Cedar St.

Historic Southside Catholic Church, 919 E. Evans Ave.

Our Lady of Assumption Church, 900 Routt St.

St. Mary's Help of Christian Church, 307 Mesa Ave.

Lake Avenue Baptist Church, 1345 Lake Ave.

St. Francis Xavier Church, 611 Logan St.

Evangelist Church of God in Christ, 1148 Cedar St.

First African Methodist Episcopal Church, 1142 Pine St.

First Church of God in Christ, 1408 Spruce St.

St. Patrick's Church, 226 Michigan



St. Francis Xavier Church

Also of special interest are the following buildings:

Bessemer Academy School

Lindamood-Bell Reading Clinic

Edison School

326 W. Mesa Ave.



Bessemer Academy School

The CF&I Administration Building

Map III-6: Candidate Historic Resources identifies the location of candidate structures and a separate document containing a photograph and other information about each building is available at the Pueblo Department of Community Development.

The Bessemer Historical Society

The Bessemer Historical Society (BHS) is viewed as having a pivotal role in the envisioned renaissance of the Bessemer Neighborhood. BHS was founded in the summer of 2000 as a 501 (c)(3) organization with a primary mission to provide permanent care for the archives and objects of the Colorado Fuel & Iron (CF&I) Steel Mill. BHS collects, preserves, interprets, and exhibits the collections of the steel and mining industry, the Bessemer neighborhood, and the working families in the steel and mining industry in Pueblo and Colorado. BHS is dedicated to the preservation of the history of the Colorado Fuel and Iron Corporation (CF&I), its legacy to the City of Pueblo, the State of Colorado as well as the nation, and to the continuing education of this rich heritage to visitors of BHS site(s).

BHS will ensure the continuity of this vision through the purchase, maintenance and preservation of CF&I properties and historical archives collection. The properties purchased include the Main Administrative Complex and Dispensary. The buildings are listed on the National Register of Historic Places at the state level of significance and are one of the most beautiful examples of Spanish revival architecture in the City of Pueblo. The purchase of the CF&I's administrative buildings will form the basis of a museum to house the archival collection and to permit visitors to learn of this remarkable history. The museum will be an active facility for historical and genealogical research and serve as a community and educational center.

The ultimate vision of BHS is one of a self-sustaining charitable organization, maintained through the commercial development of its resources, tourist attractions, gift shops and restaurants, surrounded by a garden and community park. BHS's cooperation with other organizations also dedicated to the revitalization of the Bessemer Area will be of a benefit to all interested parties and significantly contribute to the success of BHS's mission.



Map III-8:
CANDIDATE HISTORIC RESOURCES

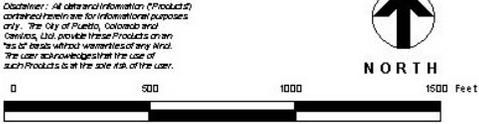
1. Lake Avenue Baptist Church
2. St. Michael's Orthodox Christian Church
3. St. Patrick's Catholic Church
4. Southside Church of Christ
5. Evangelist Church of God in Christ
6. Historic Southside Catholic Church
7. St. Mary Help of Christians Catholic Church
8. Our Lady of Assumption Catholic Church
9. St. John the Baptist Creek Orthodox Church
10. First Church of God in Christ
11. First African Methodist Episcopal Church
12. St. Francis Xavier Church
13. Lindwood-Bell Reading Clinic
14. Bessemer Academy School
15. Edison School
16. 326 E. Mesa Ave.
17. CF&I Administration Building

Bessemer Neighborhood Plan



Prepared By:
CAMIROS

December, 2003



K. Transportation

The existing roadway configuration for the Bessemer Neighborhood builds upon the historic major routes used to traverse the area. Northern Avenue and Santa Fe Avenue function as major arterial streets and Lake Avenue, Orman Avenue, Routh Avenue, Mesa Avenue, Jones Avenue, Indiana Avenue and Minnequa Avenue serve as minor arterial streets. Local collector streets have been designated for Evans Avenue and Arroyo Street.

Public Transportation

Public transportation is available through Pueblo Transit. Public transit service in Pueblo is based on a radial configuration, wherein all routes serving the city circulate to a central point, the transit center at 2nd Avenue and Grand Avenue in downtown. Crosstown travel requires a trip to transit center, then transferring to a route to another part of the community. The routes serving the Bessemer Neighborhood include the following: *Route 2 - Bessemer* is outbound along Evans Avenue and Indiana Avenue and then returns on Orman Avenue to the Downtown Transit Center; *Route 12 – Lake Avenue* is two ways on Lake Avenue south to Pueblo Boulevard and circulates around a few neighborhoods it serves before eventually returning to the Downtown Transit Center; and *Route 11 – Red Creek Ride*, which makes a large circumferential route in southwest Pueblo, then uses Northern Avenue to provide service to the “Lanes” before returning to the Downtown Transit Center along Santa Fe Drive.

Non-motorized Transportation

Non-motorized travel is provided via a designated system of on-street bicycle routes. Mesa Avenue, Orman Avenue, Minnequa Avenue and Jones Avenue are designated as streets that are suitable for bike riders of all abilities and Lake Avenue is designated for experienced riders. There are no dedicated off-street pedestrian or bicycle trails in the neighborhood.



Map III-9:
EXISTING TRANSPORTATION SYSTEM

-  Freeway
-  Major Arterial Street
-  Minor Arterial Street
-  Collector Street
-  Bike Route
-  Bus Route

Bessemer Neighborhood Plan

PUEBLO
Department of Planning and
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December, 2003

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NORTH



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IV. A PLAN FOR THE BESSEMER NEIGHBORHOOD

It is clear from the conditions presented in the previous chapter that the Bessemer Neighborhood is in flux. The neighborhood has experienced a lack of reinvestment because of a number of factors:

- The long time housing owners are aging and the heirs to the properties have lost the interest or desire to occupy and maintain the properties.
- Housing units are relatively small, and it is difficult to accommodate contemporary life style amenities.
- There have been relatively few efforts to update and maintain properties because the cost to upgrade the units in many cases exceeds the value of the home. This is a typical condition, but the situation in Bessemer is that the unit size detracts from its desirability.
- There are numerous vacancies in the commercial buildings and there have been no recent efforts at rehabilitation and upgrades to accommodate contemporary retailing and office activities.

If trends continue, the diversity of population and housing found in the neighborhood may be challenged, and the continued growth of the absentee landlord and rental-based housing may affect Bessemer's long-term stability. Also, the continued aging of the commercial base may deter new businesses from starting or relocating to Bessemer and lead to a lack of reinvestment in neighborhood facilities.

However, all trends are not pointed in a negative direction — strong positives also abound. For example, the neighborhood still contains a variety of affordable housing, and it remains home to major employers (Rocky Mountain Steel) and institutions (St. Mary Corwin Hospital). The recent Neighborhood Housing Service (NHS) commitment to rehabilitate housing and promote homeownership, as well as an ongoing commitment by the City of Pueblo to code enforcement and infrastructure improvements, all point to the great opportunities and potential for the neighborhood. Also, the efforts of the Bessemer Historical Society in preserving the history of CF&I Steel Corporation represent an opportunity to incorporate heritage tourism into the fabric of the neighborhood. The challenge is to organize a program to guide the future of the Bessemer Neighborhood in a manner that builds upon its strengths and organizes the resources and efforts of the residents, businesses and government to realize a common vision.

The vision for the community has evolved through the planning process coordinated by the City of Pueblo's Community Development Department that simply states that:

“The reinvestment in Bessemer should build upon its history of an ethnically diverse neighborhood developed from its working class roots and continue to embrace and promote its multi cultural heritage.”

To achieve this vision, community representatives further agree that it is critical to develop a set of coordinated strategies and projects that work to achieve the following objectives:

- 1. Maintain and strengthen the diversity of the neighborhood.**
- 2. Increase community participation in addressing neighborhood issues.**
- 3. Build upon existing community advantages.**
- 4. Improve the physical image of the Bessemer Neighborhood.**
- 5. Improve the quality and stability of Bessemer housing, for both rental and purchase.**
- 6. Maintain the rate of owner occupant housing in Bessemer.**
- 7. Increase access to commercial goods and services.**
- 8. Establish links between the CF&I Heritage Area and the neighborhood.**
- 9. Ensure an educated citizenry, prepared to cultivate the primary job opportunities available in the neighborhood.**

The neighborhood revitalization plan shown in Figure IV-1 suggests a basis for this effort. Recognizing that the area is, on the whole, fully developed, it suggests a series of evolutionary changes to strengthen viable districts and attract new investment. Key aspects of this plan are:

1. A focused effort on housing improvement and targeted new construction in identified “Infill Housing Areas.” This focused effort should also be complemented by selected actions to assure the long-term viability of the remainder of the neighborhood’s housing stock (“Housing Stabilization Areas”).
2. Revitalization of the commercial area through a program, which encourages: new investment on vacant, under-utilized and isolated sites; rehabilitation of sound and marketable commercial properties; and enhancement of existing viable commercial businesses.
3. Encourage the development of a CF&I Museum Site, which will give impetus to a heritage tourism area and create an opportunity for spin-off activities.
4. Improvement and repositioning of the Bessemer/Minnequa commercial area to better serve neighborhood residents and employees.
5. Provide expanded recreational activities for residents of all ages in the neighborhood.
6. Increase educational opportunities through community schools.

These broad actions and a host of related projects are further outlined and discussed in terms of four strategic initiatives that organize the details of this plan. These initiatives are outlined in the following chapter.

Bessemer Neighborhood Future Development

The future development shown in the neighborhood plan is intended to provide land use policy guidance and creates an overall functional framework for the Bessemer Neighborhood. The plan illustrates broad land use relationships and the major elements of the proposed street system, and is shown in Map IV-1: Neighborhood Plan. All of the use categories within the neighborhood reflect a mix of uses, rather than rigid categories. A description of the land use categories is provided below. Abbreviations in the parenthesis refer to plan map designations.

Parks (P)

Parks are considered to be publicly owned and managed developed parkland used for active recreational activities such as ballfields and playgrounds for persons of all ages, as well as for more passive recreational activities such as picnicking.

Urban Residential Infill – (URI)

This type of residential development applies to the developed portions of the original sections of neighborhoods that were built on a lot-by-lot basis. On some of the original platted lots, dwellings were never built, or the structures that were built have deteriorated and been torn down. The result is scattered sites for individual homes. In some cases as much as a half of a block is vacant. Construction of housing compatible with the size and scale of adjacent properties is proposed for the vacant lots.

Mixed Use – Urban Residential (UR)

Urban residential areas have a mixture of housing types and neighborhood commercial services. The mixture of housing consists of single-family detached homes, duplexes and multi-family housing at densities of 4 to 7 units per acre. Commercial services provide for the day-to-day needs of residents within walking distance. Development is expected to recognize the traditional grid system of streets that interconnects a large portion of the city.

Mixed Use – High Density – (HD)

High density mixed use areas contain residential and commercial uses where retail uses are emphasized on the first floor of all buildings to maintain a high activity level. Office and residential apartments are encouraged on the upper floors in multi-story buildings. Some higher-density, free-standing residential

units may also exist in this land use category. All efforts will be made to maintain the unique character of buildings throughout an area, and any new development will be built in a style compatible with the surrounding area.

Mixed Use – Highway Commercial – (HC)

Highway commercial businesses are those that typically serve a citywide or regional market, generate significant traffic volumes and desire the visibility afforded by heavily traveled roads. Typical highway commercial uses are automobile dealers, home furnishing stores, discount stores, fast food and sit-down restaurants and apparel stores. While the primary focus of these areas is retail sales and personal services, some office space is intermixed.

Employment Center – Light Industry – (LI)

Light industrial uses include manufacturing, assembling and research and development. These types of uses should be located within planned industrial parks and will offer some commercial and office services.

Employment Center – Heavy Industry – (HI)

These areas are strategically located near rail lines and highways. Activities would include foundries, refineries, large assembly, asphalt and concrete plants that would be subject to special permits or other review processes. **B**

Mixed Use – Institutional – (I)

Institutional mixed use is a category that includes public and semi-public uses such as hospitals, governmental complexes, high schools, cemeteries, etc. Also included are support uses for such activities as medical offices, lodging and restaurants. The intention of this category is to allow institutions room to expand while preventing unwanted encroachment into neighborhoods. Site design that ensures site compatibility with adjacent development is critical with this category of land use. Zoning to allow such institutional uses should generally be applied to an area only upon the request of an institutional landowner.

Special Study Area – (SSA)

Special study areas are areas where there appear to be multiple possibilities for development as well as significant care to be taken with development. Neighborhood plans may designate Special Study Areas for certain classes of use. They are typically located on undeveloped lands in strategic locations that suggest the need for careful, location-specific plans for infrastructure and private development. These areas should be developed through Master Development Plans created by the developer.

Transportation Plan

The transportation recommendations for the Bessemer Neighborhood build upon previous efforts incorporated in *The Bessemer Sub-Area Transportation Study*. This effort examined existing and future traffic issues within the neighborhood in order to identify short term and long term strategies to address those issues. The analysis resulted in recommendations for instituting traffic calming measures on Mesa Avenue and improvements to the Northern Avenue/Santa Fe Avenue intersection.

The major issue on Mesa Avenue was to provide for safe pedestrian crossings, especially adjacent to Bessemer Academy while maintaining on-street parking. The improvements envision the construction of curb extensions to shorten the crossing distance for pedestrians that would not reduce the number of parking spaces along the street. The preferred solution to the Northern Avenue/Santa Fe Avenue intersection is to widen Northern Avenue between I-25 and Santa Fe Avenue to accommodate a continuous two-way center left turn lane, reconfigure Northern Avenue east of Santa Fe Avenue to include two east bound lanes, a single west bound lane with a continuous two-way center left turn lane and relocation of the bus stop.

The New Pueblo Freeway.

The Colorado Department of Transportation (CDOT) is undertaking a planning and design study to reconstruct I-25 through Pueblo in order to provide a more safe and efficient roadway. The project is long term, taking as much as 20 years to complete, but would have a substantial impact on the Bessemer Neighborhood. The preferred alternative is the Modified I-25 Alignment (see Map: IV-2) and features the following proposals:

- The mainline of I-25 would be relocated east of the railroad tracks serving Rocky Mountain Steel.
- The existing I-25 alignment would revert to a major arterial street connecting Santa Fe Avenue on the north with Minnequa Avenue to the south. A new alignment and bridge over the Arkansas River would be required.
- Santa Fe Drive (US Highway 50C) would have a connection to Abriendo Avenue across realigned and existing I-25.
- Access to the realigned I-25 would consist of a long “slip ramp” extending from just north of the Arkansas River crossing to just south of Northern Avenue. The existing Central Avenue exit would be eliminated and would be replaced by a Northern Avenue intersection. A Mesa Avenue intersection would be retained, but reconfigured.
- The existing disjointed Indiana Avenue and Minnequa Avenue interchange would be consolidated to a diamond interchange at Indiana Avenue.

- Santa Fe Avenue would be realigned and reconstructed in the vicinity of US 50C and would cross over the Arkansas River with a new bridge and connect with the existing Santa Fe Avenue at approximately "D" Street.

It has been assumed that construction of I-25 improvements would not occur until past the planning horizon of the neighborhood plan. It will likely be a few more years before the status of the project is decided. However the potential changes caused by development of the roadway have been taken into account in the actions in that no major project improvements have been recommended that may be usurped by I-25 reconstruction.



Map IV-2:
NEW PUEBLO FREEWAY -
MODIFIED ALIGNMENT

-  I-25 Mainline Freeway
-  I-25 Access and Parallel Ramps
-  Modifications to Com plimentary Roadways

Bessemer Neighborhood Plan



Department of Planning and
Community Development

Prepared By:
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December, 2003

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NORTH



Non-motorized Transportation

Non-motorized travel is provided via a network of specially designated streets oriented to pedestrians and bicycles. Mesa Avenue, Orman Avenue and Minnequa Avenue provide for a “pedestrian connection” scheme designed to connect parks, schools and neighborhood shopping facilities in the neighborhood. The pedestrian oriented streets would also serve as bike routes throughout the neighborhood.

Streets designated for bicycle routes can be accomplished in a variety of ways. The ideal situation for a bike route consists of a street which is wide enough to accommodate two travel lanes, a parking lane on each side of the street and a 5’ stripped bike lane on each side of the street. This ideal situation consumes approximately 44 feet of pavement. In some cases a street with 36 feet of pavement could accommodate a bike route. It is recommended that under no circumstances should a street with less than 36’ of pavement be designated as a bicycle route.

The Bessemer Ditch Trail represents a unique opportunity for a pedestrian trail that could extend through the entire south side of Pueblo. There are however, many issues associated with developing this resource that need more extensive research. The ditch is a concrete lined private facility providing irrigation water to ranching users and is fenced for liability and safety reasons. It meanders through the community and it is crossed by every cross street. These opportunities are presented in more detail later in the plan report.

These broad actions and a host of related projects are further outlined and discussed in terms of strategic initiatives that organize the details of this plan. These initiatives are outlined in the following chapter.

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V. STRATEGIES TO IMPLEMENT THE PLAN

The vision and plan for the Bessemer Neighborhood can be achieved through actions in a number of strategic initiative areas: Quality of Life, Housing, Commercial, Park and Recreation, Heritage Tourism Development and Self-sufficiency. Each of these strategy areas addresses not only the physical growth of the Bessemer Neighborhood, but also the more intangible aspects of neighborhood revitalization and expansion: re-establishing a community identity, re-building community pride, effectively investing the “human capital” of the neighborhood, and fostering economic development.

A. THE QUALITY OF LIFE INITIATIVE

There are perceptions of the Bessemer neighborhood that are unfairly negative, such as those involving perceived levels of overall criminal activity. However, very real concerns exist in some parts of the neighborhood about juvenile crimes, vandalism and a lack of sufficient property maintenance by both owner occupants of property and absentee owners of rental properties. In addition, the neglected appearance of businesses, especially along key thoroughfares through the neighborhood, results in negative reactions from passersby who do not venture off main streets to get a full picture of the Bessemer Neighborhood.

There is a strong physical structure upon which to base revitalization efforts, most importantly the stabilizing influence of the old and new institutions in the neighborhood. In addition, there are crime prevention efforts and dedicated community organizations already in place that, if supplemented, will have a more significant impact.

The Quality of Life strategies described below touch upon the often intangible aspects of community building which create a positive image for the area and its residents. These include: building a shared sense of community pride and concern; increasing opportunities for social interaction and community involvement; leveraging individual efforts by working together with a common purpose; and improving the physical condition of the public realm.

A1: Strengthen and aggressively enforce health and land use codes.

The City of Pueblo has made great strides recently in stepping up enforcement of land use codes throughout the community, and these efforts should continue. The key to the success of these efforts will be aggressive followup, so that some property owners who are repeat offenders cannot continue to allow

their buildings to deteriorate. Codes should be strengthened to include, at a minimum, requiring adequate garbage containment for multi-tenant properties, restricting outdoor storage in residential areas and eliminating vehicle parking, storage and maintenance in front yards.

A2: Install night lighting improvements at crime hot spots.

A program should be initiated to identify areas needing increased nighttime lighting for resident security. In these areas, CDBG or other funding sources should be used to provide motion-sensor lights to residents for installation in rear yards and near alleys, to supplement existing streetlights.

A3: Increase neighborhood-based crime prevention and police presence.

Community policing resources should be used as soon as possible to re-institute bike and foot patrols, facilitate the sharing of information about recent crime activity with neighborhood leaders, and establish mechanisms for anonymous reporting of drug-related criminal activity to the police. The Pueblo Police Department should provide frequent and highly visible visits by law enforcement personnel to areas identified as recurring crime areas. The police satellite facility identified in current planning for new police stations in Pueblo should be constructed in conjunction with the rebuilding of Fire Station No.4 at the intersection of Mesa Street and Evans Avenue.

A4: Increase and Enhance Neighborhood Communication.

The Bessemer Neighborhood is somewhat unique among Pueblo neighborhoods because the Bessemer Association for Neighborhood Development (BAND) has been an advocate for community improvement for the past 6 years. The activities, newsletters and meetings sponsored by BAND are a key source of information about what is happening in the neighborhood and provide an opportunity to exchange ideas and viewpoints about local issues. With changes occurring in the neighborhood, there is more need than ever for additional avenues of communication. The goal is that people in Bessemer will know each other, that information will flow freely and that the “village” atmosphere of the neighborhood can be retained and enhanced.

A5: Continue regular community meetings.

The Bessemer Neighborhood Partnership meetings (typically on the first Tuesday of each month) should continue to serve as a clearinghouse of community information. The meetings should be broadly publicized to bring new participants into the information loop. Presentation of this community plan and updates on activities related to it could be the subject of periodic “special” meetings.

A6: Continue publishing “Bessemer Bylines”.

No newspaper covers specifically the Bessemer area, and publications with wider geographic scope (the Pueblo Chieftain) often do not cover news from neighborhoods. Publication of the Bessemer Bylines newsletter, with mailings and free distribution at sites around the neighborhood, is an important means in spreading information about the Bessemer Neighborhood.

A7: Promote communication among schools and youth organizations.

One of the best ways to reach families and children is through the schools and youth organizations. A newsletter about activities at youth-oriented facilities could encourage interchange among families in the neighborhood and school communities.

A8: Expand community-wide Bessemer events and traditions

The first annual Bessemer Heritage Festival proved to be a success in its effort to educate about, and celebrate, the history of Bessemer. It is hoped the festival will become an annual event and that additional events, such as a music festival or crafts fair, might also draw others into the Bessemer neighborhood and would increase neighborhood exposure. The presence of a “permanent” festival site, at the CF&I Heritage Center site would facilitate and focus the attention on the multi-cultural heritage of the neighborhood.

A9: Establish a feedback mechanism

The Bessemer Neighborhood Partnership should establish mechanisms for regular input and feedback on issues affecting the community. These might include expanded presence on the www.goPueblo.com website, suggestion boxes at area churches and schools, and hosting regular forums to discuss issues potentially impacting the Bessemer Neighborhood.

A10: Improve the Level of Service in the Neighborhood

The level of public services in the area significantly impacts the quality of residential areas. The City of Pueblo should ensure that a consistent effort is made to address such issues of daily concern to Bessemer residents such as sidewalk trip hazard repair, street sweeping, and mowing and litter clearance in public parks. To the extent possible, some of the tasks needing to be addressed are seasonal, and might offer opportunities for summer hiring of neighborhood youth to augment City staff efforts.

B. THE HOUSING INITIATIVE

The Bessemer Neighborhood desires to become a balanced mixed-income community that welcomes new residents without displacing those already in the neighborhood. A mixed-income community is

healthier because it reduces economic segregation, attracts retail development and motivates lower-income families to improve their living conditions

B1: Support Neighborhood Housing Service's Pilot Program of Housing Rehabilitation

Neighborhood Housing Services of Pueblo, Inc. (NHS) has initiated a pilot program to rehabilitate an area of the community to demonstrate activities that would contribute to revitalization of the neighborhood. The project area is bounded by Summit Avenue, Northern Avenue, Pine Street and Spruce Street. Within this area NHS has set a goal of rehabilitating 12 homes, painting 20 homes, constructing one infill housing project and undertaking 2 commercial improvements. The process utilized by NHS covers a wide range of assistance including the assessment of home's suitability for rehabilitation, cost estimates to complete the work, financing options, supervision of the work and inspection of the completed work.

This pilot program is designed to showcase the results of rehabilitation activities in the Bessemer Neighborhood and it would be important for BAND to follow the progress of the effort and to report it to the community in upcoming issues of *Bessemer Bylines* and at monthly meetings. The intent would be to publicize the program and to encourage other residents of the neighborhood to take advantage of the services offered by NHS. In addition to individual property owners other areas of the neighborhood, such as east of I-25 may be appropriate for a concentrated rehabilitation effort.

B2: Develop "Infill" housing projects on scattered sites.

Vacant lots and dilapidated structures occur in some parts of the Bessemer Neighborhood, specifically in the far northern corner of the neighborhood in the vicinity of Fairview Avenue and Elm Street and at Arroyo Avenue and Santa Fe Avenue in the eastern part of the neighborhood. New housing should be constructed on vacant lots and lots made vacant by the demolition of dilapidated structures. This lot-by-lot new construction should offer at least "one-for-one" replacement of units lost to demolition. The efforts of all housing organizations engaged in this activity should be coordinated by BAND so that areas identified as having multiple opportunities for infill development are addressed in a coordinated manner. Equally important to the quality of the neighborhood is ensuring that new housing is contextual in scale, design and construction quality, so that it blends seamlessly with existing housing and encourages the appropriate rehabilitation of solid existing homes.

B3: Undertake housing rehabilitation and develop new infill housing by applying the building design and landscape standards as proposed in the Charter Neighborhood zoning project.

The City of Pueblo has initiated a project to add requirements to their zoning regulations and housing codes to set minimum standards for building design and landscape quality in "charter" residential areas. These codes should then be strictly enforced for both rehabilitation and new construction. These

standards should be rigorously followed when public funds are utilized, and should be subject to regular review and refinement as appropriate. They will need to be appropriate for the neighborhood and the income level of families in all areas of the Bessemer Neighborhood.

C. THE COMMERCIAL INITIATIVE

Clearly, at one time the Bessemer Neighborhood functioned as a key provider of daily retail services to area residents. The increase in traffic volumes along Northern Avenue, and the reduction in workforce at the steel plant and new retail offerings in other parts of the city have provided stiff competition to local retailers.

Thus, the Bessemer Neighborhood, like many other in-town neighborhoods, lacks adequate commercial services, especially convenient services which are critical to everyday life. Commercial development in Pueblo has somewhat suburbanized -- the bulk of all shoppers' goods are now found in shopping centers that extend west from the neighborhood along Northern Avenue, in the vicinity of Pueblo Boulevard and north in the Pueblo Mall and Eagleridge Drive area. Everyday convenience shops also appear to have suburbanized. The lack of readily accessible convenience goods or groceries is, at best, an inconvenience to people who have access to an automobile. Those without access to the vehicle are forced to rely on a limited public transit system, or friends and neighborhoods for access to grocery stores and other daily needs.

The Bessemer community survey indicates that while many residents shop elsewhere, Bessemer is clearly the primary retail area in the minds of residents. Actions need to be taken to increase the range, size and viability of commercial services within, or adjacent to, the neighborhood.

The Bessemer commercial redevelopment strategies described below address the need to: increase the retail mix in Bessemer to create synergy and draw in both residents and employees; improve the physical conditions of the public rights-of-way and commercial structures in Bessemer; and, strengthen existing businesses.

C1: Elevate the Bessemer Association for Neighborhood Development

One of the frequent impediments to neighborhood commercial improvements is the difficulty in maintaining a consistent and sustained improvement effort. The varied interests, diverse ownership and multitude of participants in the process make the management of improvements complex and time-consuming. Furthermore taking action on commercial improvement projects requires significant consensus building. The scope and number of improvement initiatives requires a significant management

effort to that is often difficult to accomplish through volunteer efforts. What is needed is a clear and effective management organization for improvement. There are several options for this type of organization. A more formal and effective management structure is integral to the entire Bessemer improvement process and would facilitate a higher rate in success in all other strategies. Effective management of the Bessemer commercial district should include the following:

Implementation Program

The adoption of the Bessemer Neighborhood Plan should be followed by instituting a program modeled after the Main Street Implementation Program. The program emphasizes that all of the resources required for the plan should be identified, categorized and monitored on an ongoing basis. This will help sort out priorities, assignments and the interrelationships among the activities.

The organization of the following Implementation Program is based on one developed by the National Main Street Center (NMSC). Established in 1980 by the National Trust for Historic Preservation, the Center has worked in more than 36 states, with some 900 communities participating in the revitalization of traditional neighborhood commercial centers. The NMSC accomplishes its mission through the Main Street four-point approach. The approach is offered as a point of departure only. It will be in constant flux over the life of the program because of changing conditions, opportunities and demands.

C1A. Organization

Organization within the area establishes consensus and cooperation by building partnerships among the various stakeholders in the program. This will allow the program to provide effective, ongoing management and advocacy. Diverse groups from the public and private sectors must work together to improve and maintain a successful effort.

A1 Plan Implementation Committee. Develop an Implementation Committee and strategy. The strategy should list all of the potential projects for the program and the estimated costs, potential resources and funding sources for each. It should make a recommendation of selected projects, develop a schedule to pursue them, assign responsibility for each program and include the design and implementation of a program to monitor its progress.

The Plan Implementation Committee should develop an ideal sequence of events to implement the program. There is an inherent logic within the plan that needs to be identified such as what should happen first and so on. Securing project funding will need to be an integral and ongoing part of the implementation program.

A2 Grassroots Involvement. Develop a comprehensive table of organization for all aspects of the program and a strategy to attract grassroots involvement of local businesses and property owners in the area.

A3 Shared Parking Consortium. Begin packaging and implementing a shared public parking consortium. It is believed that this would work as well as or better than the current minimum off-street parking requirements. Despite the lack of a source of funding at this time, negotiations and acquisition of needed agreements should begin upon adoption of the plan.

A4 Neighborhood Commercial Design Guidelines. Support and encourage the implementation of the Neighborhood Conservation Overlay District proposal and the commercial design guidelines that are part of those regulations.

C1B. Promotion

Promotion of the area takes many forms, but the aim is to create a positive image of Bessemer in order to rekindle community pride. Promotion seeks to improve retail sales, events and festivals and to create a positive image of the corridor in order to attract investors, developers, new businesses, visitors and consumers.

B1 Media Program. Develop and conduct a regular program of media/press releases about activities and newsworthy events in the area.

B2 Strategic Marketing. Conduct targeted promotions to capture emerging market niches in the Bessemer neighborhood commercial area and the anticipated development of the CF&I Museum. Develop a wall map system to track area redevelopment opportunities.

B3 Program Recognition. Develop a data system for use in making applications to various award programs to develop recognition of the program.

B4 Bessemer Square. Develop the site bounded by Abriendo Avenue, Baystate Street, Evans Avenue and the Bessemer Ditch. Begin acquisition, design and development of the new park space.

B5 Lodgers' Tax Distribution. Monitor the distribution of the City's lodgers' tax for the area's fair share of promotional funds.

B6 Special Events. Expand the effort to plan a full program of special events, fairs and markets to fully utilize the special events park at Bessemer Square. The purpose is to be prepared to schedule events as soon as the new park is ready for occupancy.

B7 Outreach Program. Conduct outreach types of programs for the surrounding neighborhood to encourage their involvement in the area's redevelopment, that is, contests, neighborhood fairs, merchant youth relations programs, etc.

B8. Thematic Promotion:

B8a. Area Interpretive Program. (A) Develop an interpretive program for the history of the Bessemer Neighborhood explaining the corridor's significant events and landmarks and, (B) Conduct a historic building survey of all buildings in the area between Mesa Street, Orman Street, the Bessemer Ditch and Interstate 25.

B8b. Tours. Develop walking and self-guided tours of the area. Investigate the feasibility of circulator bus service to bring area visitors to the Bessemer area.

B8c. History Exhibit. Supplement the historical display of the workings of the CF&I Company with the development of a permanent exhibit about the history of Bessemer Neighborhood.

B8d. Multilingual Notices. Make strategic use of multilingual notices.

C1C. Economic Restructuring

Economic restructuring strengthens Bessemer's existing assets while diversifying the economic base of the neighborhood. This is accomplished by retaining and expanding existing businesses to provide a balanced commercial mix, by converting under utilized space into productive property and by sharpening the competitiveness and merchandising skills of the business people.

C1 Redevelopment Incentives. Develop a program of redevelopment incentives to encourage reinvestment in the area by local businesses and property owners. Investigate the feasibility of providing free design service to local businesses.

C2 Market Trend Data. Develop an on-going data system to monitor the progress of the trade area and surrounding area redevelopment opportunities to improve area business and identify prospects.

Actively market the area to attract frequently identified and unfulfilled goods and services for the corridor.

C3 Initiate a Business Improvement Program. Support new business recruitment and improvement of existing businesses, programs and related training programs.

C4 Lodging Redevelopment Strategy. Develop and implement a lodging strategy to secure an operator of the site identified in the Heritage Tourism area. Consider a partnership with existing Lake Ave. motel owners.

C5. Infill Redevelopment Strategy. Build upon the work of Neighborhood Housing Services to develop a strategy and related database to identify and encourage redevelopment of important infill properties in the area. Implement the strategy and undertake systematic marketing of properties.

C6 Heritage Tourism. Heritage tourists refers both to travelers who incorporate at least one visit to a historic site or landmark among other activities during their visit, and also to the a smaller group of visitors whose primary reason for traveling is to visit historic places. Build upon the attraction of the CF&I Museum to provide additional opportunities for growth of businesses in the Bessemer Neighborhood.

C1D. Design

Design focuses on the visual opportunities in Bessemer's physical fabric by directing attention to all of its physical elements: public and private buildings, storefronts, signs, public spaces, landscaping, merchandising displays and promotional materials. Its aim is to stress the importance of design quality in all these areas, to educate people about design quality and to expedite design improvements in the Bessemer Area.

D1 Streetscape Plan. Develop an overall plan of streetscape improvements, recommendations and cost estimates. Even though funds are not likely to be available to make all improvements at once, it would be extremely useful to have a current and updatable plan available for the most effective fund development.

D2 Private Property Redevelopment Standards. Promote and adopt the Residential and Commercial Design Standards contained in the Neighborhood Conservation District Overlay for use in the Bessemer Neighborhood.

D3 Private Property Maintenance Standards. Develop, adopt and enforce private property maintenance standards.

Program Funding

It is anticipated that the City of Pueblo would make a variety of public improvements in the Bessemer Area and there would be a substantial increase in the amount of private property rehabilitation. Private sector investment in local property improvements is a critical component for the successful implementation of the program. Program funding of each planned program activity should observe three funding goals:

1. All projects will first seek funding sources from outside city government (excluding federally funded programs, special referendum and similar non-general fund sources).
2. The pursuit of city government general funds will strive to always be part of a private-public partnership and financing wherever feasible and possible to do so.
3. The Program will always seek private donations and/or outside program reimbursements for eligible expenses whenever possible and practical to do so.

In addition to the private property standards described earlier, each public capital improvement project should include careful consideration to the maintenance expenses for each project. Such costs should be identified and planned for to assure that it is not a problem after a given improvement is completed.

The Implementation Committee should decide the best way to organize and staff an ongoing funding effort for the program. The decision of which sources to pursue can be overwhelming. One way to initiate the effort might be to select the top three or five projects in each category and then meet with the City to discuss the issue. If a consulting grants person specializing in redevelopment financing could be identified, that may be a possibility as well.

The important thing is to have an organized plan that delineates the cost-benefit relationship (figuratively speaking) of each priority and the ability to make fast decisions as potential funding sources surface. A readily available cost estimate for each chosen priority will be a tremendous asset in preparing fast applications.

Preparation of a comprehensive cost estimate should be a first priority for the program.

C2: Install Streetscape and Landscape Improvements.

The streetscape program identified above should contain a few subtle and relatively low-cost upgrades to the public right-of-way along Northern Avenue, Routt Ave., and Evans St. would have a significant positive visual impact on the Bessemer District. Improvement should be coordinated with planned upgrades to streets with the possible reconstruction of Interstate 25. The Bessemer neighborhood partnership should coordinate, with the help of volunteers the installation and upkeep of low-maintenance perennials in planting areas. Other upgrades should include: a new coat of glossy paint on all existing light poles; a rotating schedule of banners and hanging flowerpots on old light poles; planter pots at corners and in front of cooperating stores; coordinated benches and trash receptacles; and bike racks where space permits on side street sidewalks and in parking lots. Public area lighting can be improved and through the addition of building-mounted lighting on side streets and other dark areas, as appropriate.



An example of a mid-block connection to public parking

C3: Install Gateway Treatments and Directional Signage

The Bessemer commercial District needs to establish a unique identity and have defined limits. Initial revitalization efforts should focus on the stretch of Northern Avenue between I-25 and Orman Avenue. Key wayfinding or directional signs should be installed at the off ramp from I- 25 at Central Ave., at Orman Avenue in Northern Avenue, and at Santa Fe Ave. and Northern Avenue.

It is important to distinguish between gateway signage and directional signs. Gateway signs “announce” the entry into a neighborhood or business district and may consist of special signage, landscaping or a decorative sculptural piece. It is anticipated that gateway identity would be funded by and maintained by the sponsoring neighborhood or business group. Directional signage identifies the way to attractions or amenities in a area such as parks, schools and parking. The city may participate in the provision and maintenance of such directional signs in cooperation with neighborhood and business groups.

C4: Install Parking Lot Landscaping Improvements.

Landscaping should be incorporated into all off-street parking lots, including shade trees and perimeter plantings. The landscape palette should be coordinated with plantings used along Northern Avenue in pots and medians. The most important consideration in adding landscaping will be buffering adjacent residential properties from lights and noise as much as possible

C5: Provide Opportunities for Entrepreneurship.

Encourage the creation of commercial spaces that would be affordable to small business owners rather than national chains. Shared space, technical assistance and joint marketing efforts could be offered to attract and support these businesses.

D. THE PARK and RECREATION INITIATIVE

The vision is to create park spaces that are attractive, well equipped and green, and to attract neighborhood involvement through high-quality programming and collaboration among parks, schools and residents. All the parks in the neighborhood are in some need of improvement, maintenance or restoration. Suggestions include the following.

D1: Minnequa Park.

New amenities recommended for the park include: construction of a new basketball court and new park benches. Activities to restore park facilities include: upgrade and restoration of the bathhouse, replace playground equipment, irrigation equipment, restore turf, overlay parking area, prune trees, and; ADA audit improvements.

D2: Bessemer School Park.

New amenities that are recommended for the park include: new park benches, trash cans, and modify the playground to meet ADA accessibility standards. Activities to restore elements of the park include replacement of irrigation equipment and turf restoration.

D3: Benedict Park

New amenities for the park include benches, trashcans and a new shelter.

D4: Lake Minnequa

Encourage the City to acquire the Lake Minnequa property and have BAND participate in the planning for the use of Lake Minnequa as a district level park to make up for some of the park deficiencies in the Bessemer Neighborhood.

D5: New Park near Edison School

Examine the feasibility of providing a new neighborhood park/playground near the old Edison School in the far eastern portion of the Bessemer Neighborhood.

D6: Bessemer Ditch Trail

The Bessemer Ditch is attractive from the community-wide perspective in that it connects the future Bessemer Square with the City's zoo, park and golf course. Encourage the City to explore means to incorporate the Bessemer Ditch into the park resources in the neighborhood and the southern portion of the city in general. The following activities are suggested:

- Initiate discussions with the Bessemer Ditch Co. to determine the operational parameters of the ditch. Items such as maintenance requirements, liability concerns, needs for fencing and maintenance/liability of the pedestrian bridges across the canal could be discussed.
- Investigate how other ditch companies have worked with local municipalities to provide access. The Highline Canal in Denver (with the Denver Water Department) and the Central Arizona Project (CAP) in Arizona are examples of water providers who permit public access to their ditch facilities.
- A number of design alternatives should be examined. For example there are "end block" conditions along the ditch between I-25 and Pine Street and Canal Street and Jones Street run parallel to the ditch. One of these parallel and redundant streets could be vacated (Canal Street preferably) and a 15' wide combination alley, pedestrian trail and ditch maintenance access road could be substituted. The remainder of the land could be devoted to park space.
- A second condition is the block face treatment found along the ditch where Stone Avenue is parallel to the ditch on both sides. One approach could examine if the pavement width can be reduced on one of the parallel streets. Parking would be permitted only on one side of the street along with two travel lanes. The remaining right-of way could be converted to an off-street pedestrian trail or parkway.



The Bessemer Ditch today.

- Also small improvements could be investigated such as striping the streets parallel to the ditch as a bicycle route.

E. THE HERITAGE TOURISM INITIATIVE

The development of the CF & I Museum Site represents a major public investment with potentially major impacts on the surrounding community. As part of the development of the site plan for the property the process should identify opportunities to maximize the community revitalization and development potential of the area that can be realized from development of the museum site.

Specific site planning that should be addressed includes:

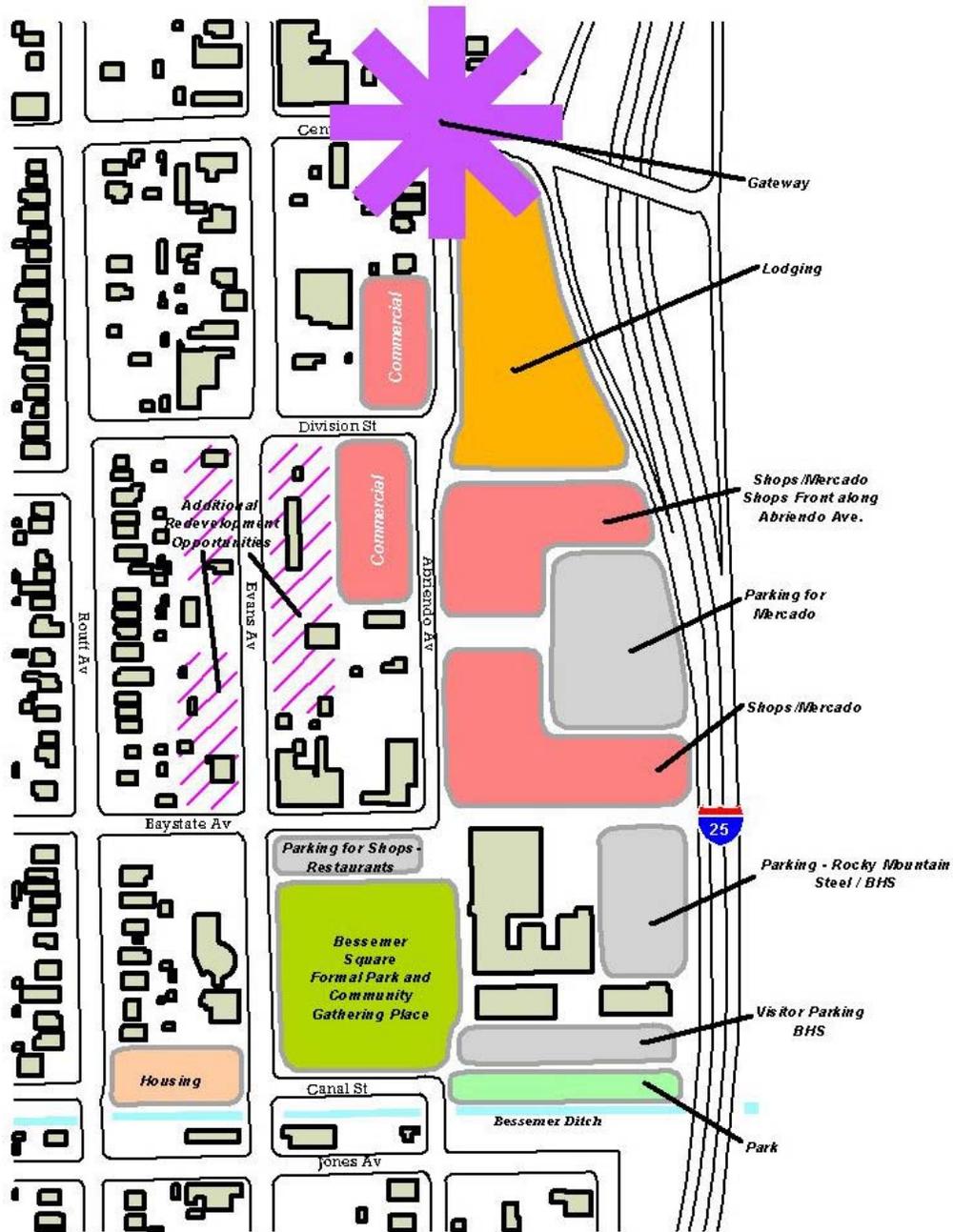
E1: Specific Design/Development Issues.

- Vacating streets and alleys (Canal Street, Abriendo Street and streets internal to the site) surrounding the site to consolidate and make available a larger tract of land to accommodate various functions.
- Access to the museum that minimizes the impact to the neighborhood.
- Creation of “Bessemer Square” which would become a gathering place for special events and neighborhood functions, the Bessemer Heritage Festival, and a farmer’s market.
- Bessemer Square should also serve a neighborhood park function, to make up for the short fall of park space.
- A visitor center for CF & I and the greater Bessemer Neighborhood.
- Related spin off commercial uses such as a lodging facility, restaurants, galleries or a Mercado.



The site for a neighborhood gathering place – Bessemer Square.

The following diagram suggests the opportunities that could be available in the Heritage Tourism Area.



Map IV-3:
HERITAGE TOURISM
AREA SCHEMATIC

Bessemer Neighborhood Plan



Department of Planning and
Community Development

Prepared By:
CAMIROS

December, 2003

F. The HISTORIC PRESERVATION INITIATIVE

The Pueblo Historic Preservation Commission (HPC) is expected to take the lead in pursuing individual landmark designation status and other activities associated with preserving the historic resources of the Bessemer Neighborhood.

F1: Individual Building Nominations.

The HPC should seek the consent of owners to prepare an application for local landmark designation for the following buildings:

- St. John the Baptist Greek Orthodox Church, 1010 W. Spruce St.
- St. Michael's Orthodox Christian Church, 801 W. Summit Ave. (On National Register)
- Southside Church of Christ, 1101 Cedar St.
- Historic Southside Catholic Church, 919 E. Evans Ave.
- Our Lady of Assumption Church, 900 Routt St.
- St. Mary's Help of Christian Church, 307 Mesa Ave.
- Lake Avenue Baptist Church, 1345 Lake Ave.
- St. Francis Xavier Church, 611 Logan St.
- Evangelist Church of God in Christ, 1148 Cedar St.
- First African Methodist Episcopal Church, 1142 Pine St.
- First Church of God in Christ, 1408 Spruce St.
- St. Patrick's Church, 226 Michigan

Also of special interest are the following buildings:

- Bessemer Academy School
- Lindamood-Bell Reading Clinic
- Edison School
- The Eilers Bar, 326 W. Mesa Ave.
- The CF&I Administration Building

F2: Develop a Neighborhood History.

During the conduct of the inventory of candidate structures it was observed that many buildings had been altered to the extent that their architectural integrity has been lost. However, research into the history of the neighborhood that would establish cultural or geographical significance may cause the altered buildings to be viewed differently. Association with significant events, persons or groups important to the history of Pueblo or the state is an important criterion of historical significance of a structure or site. The

Colorado State Historical Fund should be contacted to determine the funding opportunities for a neighborhood history.

F3: Research Application of District Designation

The HPC should conduct preliminary research to determine if there are any opportunities to create a district consisting of period homes depicting the CF&I mill worker lifestyle. This activity would consist of a number of steps:

- Conduct historical research to determine if the structures identified are in fact homes that were seeded by CF&I to encourage residential development near the mill site.
- The feasibility of such a designation should be determined after discussions with the Local Government Liaison of the Colorado Historical Society. That person can provide guidance on the likelihood of successfully implementing a theme designation and other options to designating areas of historical significance.
- Contact the Colorado State Historical Fund to determine if funding for historic renovation and restoration of the Bessemer vernacular is possible.
- Initiate the educational process to secure owner concurrence for district nomination.
- Upon access to the property a more careful evaluation of the architectural integrity should be undertaken.
- In the initial discussion with the property owner preliminary research on the historical information about the property should be acquired.
- If the property appears to be eligible for local designation, the owner's consent to designate should be acquired.
- Once consent has been secured the owners of the structure, city staff or volunteers need to complete the Pueblo Application for Landmark Designation and submit it to the Pueblo Historic Preservation Commission for consideration.

G. The SELF-SUFFICIENCY INITIATIVE

It is the desire of the Bessemer Association for Neighborhood Development to encourage and promote, to whatever extent possible actions that will permit individuals and families the ability to earn an income that will help them be self-sufficient. For most people, this need translates into an opportunity to work. Many of the jobs are low paying and offer few, if any, benefits. As the Pueblo economy matures, it needs to be concerned about the quality of its workforce. Educational needs run the gamut.

A basic education is necessary to be employable and to function in our complex society. In some cases basic literacy is needed. To qualify to work, people must be trained or retrained for jobs that are available in the community. Positive habits and discipline required in the work world must also be reinforced. To attract new industry a qualified workforce must be in place. Higher education is needed for the advanced technology and service jobs that are fueling the national economy.

Pueblo Community College is the source of this kind of job preparedness currently and warrants strong community support as it continues to carry out its mission in the face of a quickly changing global economy. BAND strongly supports the initiatives proposed in the Pueblo Community Human Investment Plan which include the following:

G1. Bolster and expand workplace literacy and workforce education programs that address persistent reading, math and communication deficits among substantial segments of the community's workforce that keep large numbers of employees from advancing to higher-paying jobs.

G2. Encourage the expansion of the role of the Parent-Teacher Associations and the School Site-Based Committees to undertake initiatives that increases the number of students, especially disadvantaged and minority, who are academically prepared to succeed in postsecondary education. A Parent/Student Review and Evaluation component could accomplish this goal through the application of high standards, encouraging and supporting the professional development of teachers, and the provision of support structures and education system realignment in the pursuit of advanced student achievement. This collaborative initiative should be a partnership between Parents and Students and the Greater Chamber of Commerce of Pueblo, The Latino Chamber of Commerce of Pueblo, Pueblo Public School Districts #60, Pueblo Community College and Colorado State University - Pueblo. .

G3. Establish a Jobs Clearinghouse via the Internet with a Pueblo Jobs Home Page. Other public-access sites and radio stations should also provide information. Information links should list sites for training and tutoring programs. Access to information is key to keeping Pueblo's residents competitive and connected to each other and to services.

G4. Continue to support Colorado State University - Pueblo and Pueblo Community College with their efforts to find creative ways to serve the working continuing-education student and to help integrate older persons back to school so they can gain the skills to stay current as productive members of the workforce. Encourage both entities to publicize the "Credits for Working Experience" component to help

bring the working person back to an educational pursuit to either earn the first college degree or earn a graduate degree. Approach businesses to offer support and incentive with these endeavors. Opportunities for convenient life-long learning are considered a hallmark of a high quality of life in a community and are essential for all people to advance their personal development and economic opportunities to the fullest potential. Barriers to taking advantage of services such as childcare and transportation should also be eliminated as part of this initiative.

G5. Encourage the two Chambers to combine the existing Business Roundtables into one, greater business roundtable of the fifteen largest city/county employers to identify specific employment opportunities based on industry projections and then make commitments to develop training plans which will train people specifically for these slots. Support the establishment of a partnership between employers and the area educational institutions— the high schools, Pueblo Community College and Colorado State University–Pueblo to ensure the upcoming workforce has the required skills for those jobs.

G6. Develop a plan to wire the community in an effort to effectively facilitate citizen access to information sources. This system would build upon existing services through local governments, libraries, schools, and other organizations in order to connect Puebloans to sources inside and outside government so as to enable them to gain the resources they need to thrive in all aspects of their lives. Explore the opportunity to establish an entrepreneurial portal, where new businesses could have immediate and extensive access to the worldwide web and information highway.

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VI. IMPLEMENTING THE PLAN

It is recognized that no single entity can carry out these strategies and related projects alone. Implementation of this ambitious plan will require the involvement of the City of Pueblo, a number of city agencies, other local groups, private businesses and local institutions. The role of the Bessemer Association for Neighborhood Development will be to encourage a community-wide effort to coordinate interested parties, seeking investment from both within and beyond the Bessemer community, and acting as a rallying point for all in the community to get involved in the revitalization of the Bessemer neighborhood.

The “Implementation Work Program” on the following pages prioritizes the projects within each strategy area described in Chapter V: Strategies to Implement the Plan and suggests groups or entities that are targeted for leadership of each project.

The recommendations in the initiatives could also serve as a means to measure progress toward neighborhood improvement. The initiatives could be modified and adopted as benchmarks to indicate how the neighborhood is succeeding toward achieving their goals.

Additionally, key next steps to be undertaken will include: encouraging the City of Pueblo to adopt aspects of the neighborhood plan as public policy, including the land use recommendations; and, developing cost estimates for proposed capital improvements to facilitate their inclusion in the capital improvement plans of city agencies.

NOTE: The initiatives for Self-sufficiency are not specifically listed but are assumed to be an on-going part of the support that the neighborhood can provide to the efforts of the community.

Table VI-1:
IMPLEMENTATION WORK PROGRAM

Strategy/Project	Priority/Time Frame			Organization
	Short Year 1	Medium Year 2-4	Long Year 5-10	
A. QUALITY OF LIFE				
A1 Strengthen and aggressively enforce health and land use codes.	●			City Code Enforcement-Police Dept., City/County Health Dept., City Land Use Administration
A2: Install night lighting improvements at crime hot spots/		●		City Police Dept., Property Owners, BAND
A3: Increase neighborhood-based crime prevention and police presence.		●		City Police Dept.
A.4: Increase and enhance neighborhood communication.	●			Bessemer Association for Neighborhood Development. (BAND)
A5: Continue regular community meetings.	●			BAND
A6: Continue publishing Bessemer Bylines.	●			BAND
A7: Promote communication among schools and youth organizations.	●			City Community Development, City Police, School District #60
A8: Expand community-wide Bessemer events and traditions.	●			BAND
A9: Establish a feedback mechanism	●			City Community Development, City Land Use Administration, BAND
A10: Improve the level of service in the neighborhood.		●		City Community Development, City Land Use Administration, BAND
B. HOUSING				
B.1: Support Neighborhood Housing Service's Pilot Program.		●		Neighborhood Housing Services, City Community Development, BAND
B2: Develop "infill" housing projects on scattered sites.			●	Private Developers, City Housing & Citizen Services, City Community Development
B3: Rehabilitation and infill to apply standards from Charter Neighborhood	●			Private Developers, City Land Use Administration, City Community Development
C. COMMERCIAL				
C1: Elevate the Bessemer Neighborhood Partnership.	●			City Community Development, Bessemer Historical Society (BHS), BAND
C2: Install streetscape and landscape improvements.		●		City Community Development, City Public Works, BAND and property owners
C3a: Install gateway treatments C3b: Install directional signage			●	a. BAND, Business Groups, Private Developers b. City Public Works
C4: Install parking lot landscaping improvements.			●	City Community Development, City Public Works, BAND and property owners
C5: Provide Opportunities for entrepreneurship.		●		City Community Development, BAND, Pueblo Chamber
D. PARK AND OPEN SPACE				
D1: Minnequa Park	●			City Parks & Recreation
D2: Bessemer School Park	●			City Parks & Recreation
D3: Benedict Park	●			City Community Development, City Parks & Recreation
D4: Lake Minnequa		●		City Parks & Recreation, City Public Works, City Community Development, BAND
D5: New park near old Edison School.			●	City Parks & Recreation, City Public Works, City Community Development, BAND

D6: Bessemer Ditch Trail			●	City Parks & Recreation, City Public Works, City Community Development, BAND
<i>E. HERITAGE TOURISM</i>				
E1: Specific design and development issues.		●		City Community Development, City Public Works, BHS, BAND
<i>F. HISTORIC PRESERVATION</i>				
E1. Individual Building Nominations	●			Pueblo Historic Preservation Commission (HPC), City Community Development
E2: Develop a neighborhood history.		●		HPC, City Community Development
E3: Research District designation.		●		HPC, City Community Development

VII. APPENDIX

Appendix A:

Future Land Use Articulation Matrix for City/County Comprehensive Plan and Neighborhood Plans

Appendix B

Demographic Statistics

Appendix Table A-1. General Bessemer Population and Housing Characteristics by Census Tract

Appendix Table A-2. General Bessemer Economic Characteristics by Census Tract

Appendix Table A-3. General Bessemer Housing Characteristics by Census Tract

Appendix Table A-4. General Bessemer Social Characteristics by Census Tract

Appendix A

Future Land Use Articulation Matrix for City/County Comprehensive Plan and Neighborhood Plans

The following table serves to cross-reference the categories of land use adopted in the Pueblo Regional Development Plan, the land use categories used in the Neighborhood Plans and current Zoning in the City of Pueblo. Expanded definitions of land use found in the Bessemer Neighborhood Plan are defined on pages 55 to 57 of the plan.

Comp Plan Future Land Use	Neighborhood Plans Future Land Use Categories	Permissible Future Zoning*
Rural/Ranch	Agricultural	A1, A2
Production Agriculture	Agricultural	A1, A2
Large Parks, Open Space & River Corridors	Park Open Space	S1
Country Residential	Large Lot Residential	A3, A4
Country Village	N/A	N/A
Suburban Residential	Low Density Residential	A4
Urban Residential	Urban Residential Mixed Use Urban Residential Infill Small Commercial Mixed Use	R1, R2, R3, R4 B1
High-Density Residential	Mobile Home Parks Multi-family Residential Mixed Use	R3, R4, R5 R7, R8
Urban Mixed Use	Urban Center High Density Mixed Use	R6, B2, B3
Arterial Commercial Mixed Use	Highway Commercial Mixed Use	B4
Employment Center—Office Park	Employment Center—Office Park	O1, I1
Employment Center—Light Industry Mix	Employment Center—Light Industry Mixed Use	I1, I2
Employment Center—Industry	Employment Center—Heavy Industry	I3
Institutional Mixed Use	Institutional Mixed Use	Any
Special Study Area	Special Study Area <i>(Reference pages in the plan that characterize the use for the specific area delineated)</i>	Any (esp. I1, I2, S1, S5, R5, R6)

* All existing zone districts are permitted. Existing uses will be allowed to continue until the zone districts are amended.