

Derby Strategic Approach

June 9th, 2025



Challenges



Market

- Mix of existing businesses lacks variety; limiting customer attraction, low traffic volumes, limited sizes

Financial

- Lack of public investment in infrastructure, perceived risks and high capital costs, businesses are often undercapitalized

Physical

- Poor visual appearance, safety concern, lack of district identity, and poorly maintained infrastructure

Political

- Limited local leadership and public resources

Implementation

- Need for a vision and detailed market analysis, area champions, and improved communication between stakeholders



Three-pronged Strategy

1. Focus on market specialization (e.g., Hispanic business, art & entertainment) or diversify businesses to attract a broader customer base
2. Encourage new residential investment in adjacent neighborhoods to attract affluent customers
3. Promote collaboration among local property owners, businesses, and residents to support public and private investment

Objectives

- **Enhance Derby as a vibrant commercial district that attracts customers from nearby neighborhoods and the larger metro area**
 - Focus on market specialization (e.g., becoming a center for Hispanic business, art, and entertainment) or diversify businesses to appeal to a broader customer base
 - Encourage new residential investment and development in adjacent neighborhoods to attract a more affluent customer demographic
- **Encourage local property owners, businesses and residents to act collaboratively on their own behalf to encourage private and public investment in Derby by:**
 - Promoting collaboration among local property owners, businesses, and residents to encourage public and private investment
 - Support the establishment of a Business Improvement District (B.I.D), Downtown Development Authority (DDA), or similar entity controlled by stakeholder representatives
 - This entity would manage marketing, security, public improvements, fundraising, and planning, with assistance from the City and Urban Renewal Authority (URA) to ensure inclusive participation and transparency
- **The City's role should provide initial oversight and performance reviews to support these initiatives**



What actions/activities is the City currently doing/completed?

- Providing technical assistance, reimbursing property owners for improvements, operating a business assistance program, crime prevention unit
- Completed various plans and grant applications to support development (CDOT Main Street Grant Application, USDA Farmers Market Grant Application)
- Launched the Hispanic Heritage celebration

What actions/activities can the City do short-term?

- Invest in public improvements, assist in organizing businesses, incentivize private investment, update land use codes, launch Farmers Market and other placemaking programs

What actions/activities should the City undertake long-term?

- Identify redevelopment opportunities and ensure ongoing maintenance of public facilities

Recommendations

Political

- Encourage and support the formation of advocacy or management entities, such as a Business Improvement District or Development Authority
- Revise development codes to promote private investment, discourage auto-related uses, and improve the area's appearance
- Radical Redevelopment: Use It, Improve It or Lose It Approach

Physical

- Staff is working with the procurement office for pedestrian, streetlights and 72nd & Monaco improvements
- Radical Redevelopment: Derby Commons Public-Private Superblock Redevelopment
- Radical Redevelopment: Vacancy to Vitality Lease-to-Own Model

Market

- Draft RFP for marketing strategy to position the area as a destination - \$ 25,000
- Promote uniform operating hours, signage and marketing efforts among businesses
- Launch Farmers Market and other placemaking programs - \$50,000
- Radical Redevelopment: Designate Derby as a Market Innovation Zone

Financial

- Revise the Catalyst Fund façade program to be more effective and develop program for additional financial incentives (will bring back to URA & Council for review)
- Extend the life of the Urban Renewal District to provide redevelopment resources

Questions?



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