

Roundtable #4 Participant Questions

Panelist Questions/Comments

Amazon, King Soopers and others are offering delivery options for fresh food. Rather than sacrifice park land and expense of building large grocery stores, how can we make home delivery more affordable for all residents in Park Hill?

- I do not believe one neighborhood can create or influence the overall pricing structure within the broader Denver market. That said, I do believe the cost of home delivery is coming down quickly and is, in many cases, already comparable with in-store pricing. With that in mind, NE Park Hill can take steps as a community to help make home delivery services available to everyone in the neighborhood. I recommend two immediate steps: 1) start a campaign to help / encourage low income residents to sign up for SNAP. In doing so, you will grow the fresh food buying power of the neighborhood and attract new retailers. 2) encourage / lobby home delivery companies to accept SNAP (not all do) and/or lobby local officials to require it in Denver. That way low income residents will be able to benefit from the services. —CB

I know Albus Brooks has tried to get a grocery store here. Do you know if a market study for this area has been done? If not, what resources are available to get this done?

- No market study has been done that I am aware of, but working with your council person and OED would be a good way to find out and/or get one underway. —CB

With Park Hill Supermarket already in the area, how can we make it more successful/healthy?

- I don't know enough about the store and/or in what ways it is not successful or healthy? Often times those things are "in the eye of the shopper". You can certainly let the owner know about programs like CO4F that are available to help grocers increase the availability of fresh foods in underserved areas (like NE Park Hill). —CB

Why would it be a good idea to give up precious green space on the Park Hill Golf Course land and build a competing grocery store?

- The negative health and social impacts on low income residents in "food deserts" are as well documented as the positive benefits of parks and open space for all urban residents. As such, this question sets up a false (and unnecessary) dichotomy – essentially asking Park Hill residents to choose between having the appropriate amount of open space and having the appropriate access to fresh food. The reality is much more complex (which, we hope, was one of the take-aways from the presentations) and requires a deeper dive into the community's use of and need for different kinds of open space as well as current access (or lack of access) to fresh foods and, most importantly, the health impacts from both. What the community will learn, I suspect, is that there is no one food store that can

address all the needs of a community as diverse as Park Hill any more than one tract of park or one sport (e.g., golf) can serve all residents of the area. In my experience, the best solution will be multi-faceted (and require compromise from everyone involved). —CB

Are you aware there is a large-medium format grocery store at 40th and Colorado?

- I am. The store in question is both a retail outlet and a wholesale distributor of specialty Asian products. —CB

Would you be interested in a loan or grant to help this existing grocery store on the map?

- CO4F has a state-wide mandate to foster increased food access in food deserts (including Northeast Park Hill), so any operator interest in expanding fresh food access in NE Park Hill would be considered for a loan or grant. —CB

Could fresh food be made available in trucks like our food trucks that supplement our restaurants?

- There are examples of this in the metro area that serve a variety of neighborhoods and household incomes. I would suggest reaching out to some of the existing programs and trying to better understand their criteria for entering a new market. This may be something a consultant can help with as part of a broader market study looking at a “void analysis” of fresh food retailers in the NE Park Hill sub market. —CB

Who will negotiate with the grocery firm? The developer of the property? The city? What role does Clayton have, other than convincing the city to rezone prior to the sale of the property?

- My understanding is that this is a visioning effort, so questions like these are TBD depending on the resulting outcome and subsequent planning efforts. That said, Clayton as the owner of the property could utilize any or all of these approaches as part of implementing the overall vision for the site (i.e., not just the grocery component, if included). —CB