



KSE-BALL ARENA REDEVELOPMENT LDR PRE-APPLICATION

MARCH 25, 2022



Kroenke Sports & Entertainment

DENVER / CO

This site offers a once-in-a-lifetime opportunity to transform an underutilized area into a neighborhood built for the needs of a growing region.

Imagine a 21st Century Denver...

Kroenke Sports & Entertainment

Owner of the Denver Nuggets (NBA), Colorado Avalanche (NHL), Colorado Rapids (MLS), and Colorado Mammoth (NLL), is committed to providing world-class sports and entertainment for both live and broadcast audiences. We will welcome fans into our venues as family, providing respect and care from the purchase of a ticket to the drive home. We will celebrate the best in sport and entertainment by recognizing the diversity and human spirit around us, and by working within our community to improve the lives of all those within the community.

Imagining a Great Opportunity

It's rare to find 55-acres under visionary ownership in a city with such potential. This site embraces the goals outlined in community-led, adopted plans by the city, notably the Denver Downtown Area Plan Amendment and Central Platte Valley – Auraria Standards and Guidelines, including recognizing the pressing need for affordable housing.

As a result, we have the potential to generate a truly unique regional destination characterized as a mixed-use neighborhood made accessible to benefit not just the surrounding communities but the entire city.

Project highlights include:

- A complete, connected, and inclusive neighborhood.
- At least 12-percent open space for public use.
- 4-5 million GSF of mixed-use, office, retail, and housing.
- Connects to nearby areas such as The River Mile, Stadium District, Auraria Higher Education Campus, Downtown, and Sun Valley Eco District.

Proposed Action Plan

This vision draws inspiration and insight from the City and the local community. By building on the community input from the downtown area plan amendment and Comprehensive Plan 2040, there was a strong basis to work from.

In addition, a robust community outreach plan is in place to bring the original steering committee back to the table and engage the larger downtown community to gather updated input to evolve the plan through the LDR and rezoning process. Kroenke Sports & Entertainment (KSE) has synthesized this input into a comprehensive framework that sets forth the approach for a connected and well-scaled development.

- LDR-Pre Application March 2022
- Public Engagement - March 2022 Ongoing
- Rezoning Application - August 2022
- Speer Bridge SDP/TEP - August 2022 Commence
- Old City Hall Viewplane - Fall 2022
- Rezoning Complete - January 2023



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- Project & City Goal Alignment

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- Rezoning & Equity Community Outcomes
- From Community Values to Goals
- Alignment & Implementation of Adopted Plans

PROCESS 04

- Near-Term Priorities
- Process after Zoning
- Outreach Plan

01

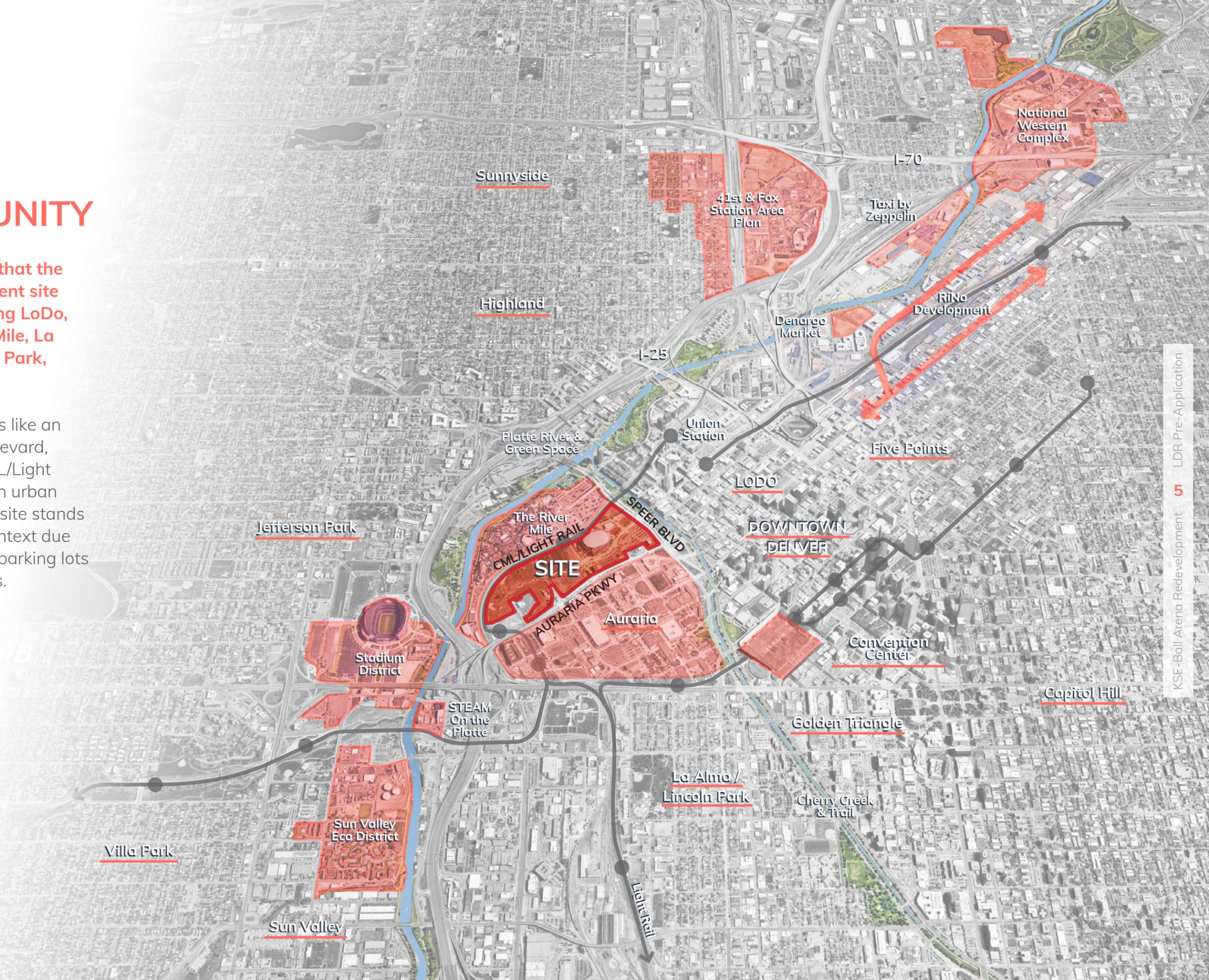
INTRODUCTION

1. INTRODUCTION

THE OPPORTUNITY

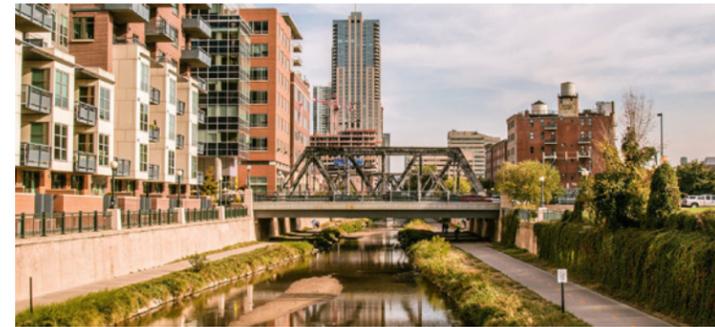
The long-term vision shows that the KSE-Ball Arena Redevelopment site could play a key role in uniting LoDo, Auraria Campus, The River Mile, La Alma/Lincoln Park, Jefferson Park, and beyond.

The existing site currently feels like an island enclosed by Speer Boulevard, Auraria Parkway, and the CML/Light Rail lines. Surrounded by a rich urban and environmental fabric, the site stands isolated from the adjoining context due to its large swaths of surface parking lots and constrained access points.



Large-scale Active Master Plans

1. INTRODUCTION

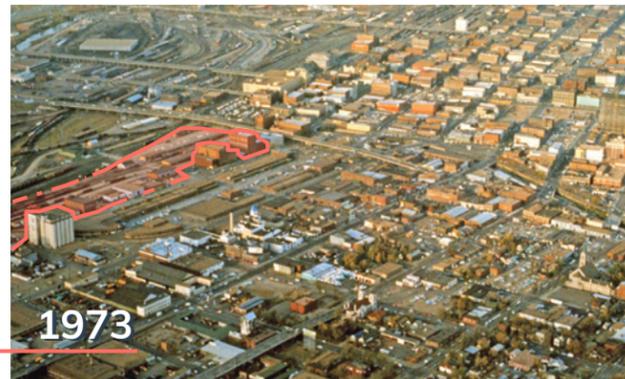
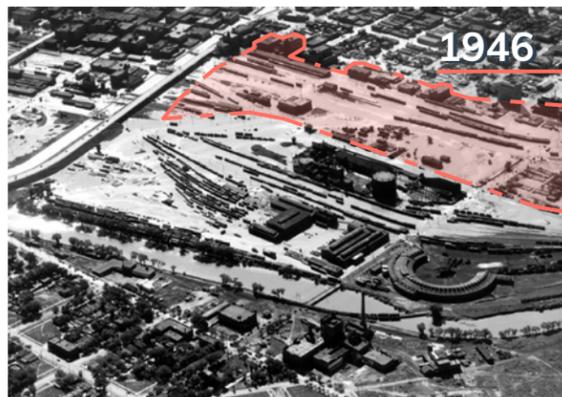


DOWNTOWN TODAY

Denver uniquely combines urban amenities with its natural beauty and thriving cultural scene.

With Union Station, Larimer Square, Auraria Higher Education Campus, South Platte River, and Speer Trails, including many more amenities in close proximity, the site will advance the City's and local community's vision for this unique site by embracing goals outlined in the community-supported Downtown Area Plan Amendment. In addition to creating a desirable urban fabric and enhancing connectivity to downtown, the site will bring new jobs, shops, restaurants, homes, workplaces, and parks to the area. By doing so, it will connect several of the area's vibrant, but disconnected neighborhoods.

1. INTRODUCTION



HISTORY

Auraria is an area that has transformed numerous times over the years, from rebuilding itself after a devastating flood in 1864 to being consolidated into the City of Denver (then known as Denver City), to becoming a focal point for urban renewal, and converting largely into the home of present-day Auraria Higher Education Campus, a multi-institutional hub of higher education.

More recently, The River Mile rezoning application earned unanimous support in 2018 from City Council, adjacent registered neighborhood associations and key stakeholders after a robust public engagement process. Numerous steering committees, charrettes, and community meetings helped advance the Planning Board and City Council's consideration of the plan amendment and notable work with the Downtown Area Plan Amendment, followed by the Central Platte Valley-Auraria Design Standards and Guidelines. Both documents play a critical role in addressing various community stakeholders and City Council members' wants, concerns, and priorities for future redevelopment opportunities made possible through the rezoning.

KROENKE SPORTS & ENTERTAINMENT (KSE) ORGANIZATION GUIDING PRINCIPLES & VALUES

1

Affordable Housing

With the combined projects of The River Mile and the Ball Arena Property, KSE seeks to maximize the housing available in downtown Denver ideally situated at two light rail stations. In conjunction with the City's forthcoming inclusionary housing ordinance, this development adds huge capacity for future affordable housing in downtown Denver.

4

Diversity

Sport is at the heart of KSE's mission, with this project we wish to bring a diversity of public recreation opportunities to the site that will draw families and kids to uses not available downtown. We recognize people love Colorado for the outdoor opportunities but that not all are able to access the mountains, we wish to create urban outdoor recreation opportunities that complement the rehabilitation of the South Platte River

2

Sustainability

KSE is undertaking an ambitious sustainability program for the Ball Arena which we wish to continue through the development that prioritizes mixed mobility, water management, embodied carbon, and health outcomes for the community.

5

A Connected Neighborhood

From the Auraria Campus to Jefferson Park, from Union Station to Sun Valley, from LoDo to Lincoln Park; this property will be a connector for currently desperate downtown neighborhoods through extensive public realm and mixed mobility infrastructure.

3

Inclusion

KSE seeks to create a vibrant public realm and park system that offers new recreation opportunities not currently available in Downtown Denver, with a focus on the major downtown green space we currently lack. A variety of parcel types, mixed-use buildings, a lower-scale and actionable Phase 1, and partnerships with the AHEC campus will create a building program that compliments The River Mile and Downtown Denver as a whole.

1. INTRODUCTION

REGULATORY GUIDANCE & IMPLEMENTATION

The KSE-Ball Arena Redevelopment embraces numerous planning efforts put forth by the City by aligning with established principles, goals, standards, and guidelines established in these documents.

The following documents served as a catalyst for the overall approach to this vision and planning effort, these documents include but are not limited to the following:

- Denver Downtown Area Plan Amendment
- Denver Zoning Text (D-CPV)
- Old City Hall Viewplane
- Central Platte Valley–Auraria Design Standards & Guidelines
- 5280 Trail Vision Plan
- Design Guidelines: Boulevards & Parkways
- Auraria West Station Area Plan
- Auraria Higher Education Center Plan

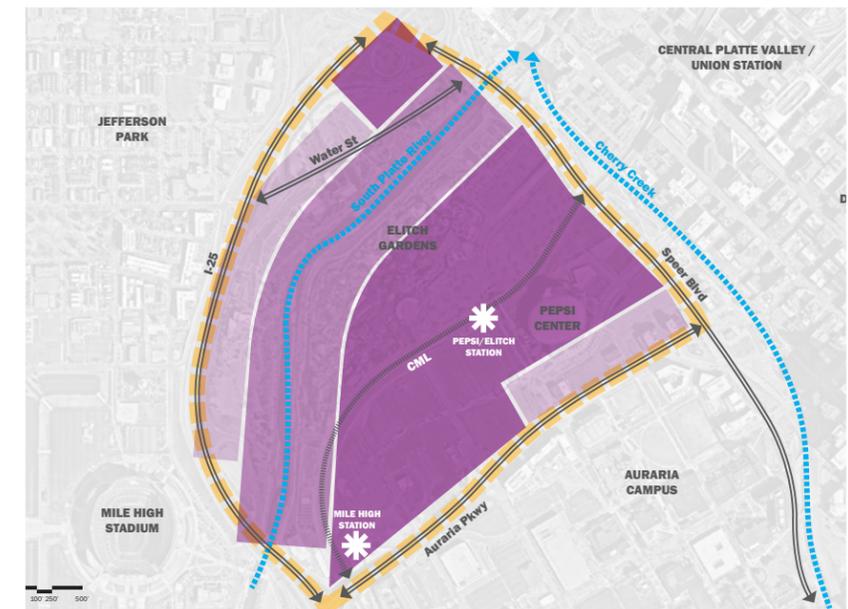
Sample of Reviewed Documents



DenverRight Comprehensive Plan 2040 Community Values to Goals



Downtown Amendment - Auraria Zoning Amendment



1. INTRODUCTION

PROJECT AND CITY GOAL ALIGNMENT

Kroenke Sports & Entertainment (KSE) Project Goals



Solve the Speer Blvd Barrier



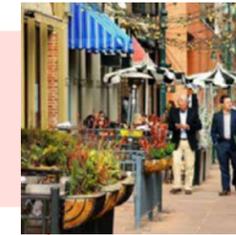
Elevating the Arena Experience



Connect The River Mile and Auraria



A Special Place for Downtown Denver



Accessible and Complimentary Development



Downtown Area Plan (DAP) Amendment Vision Elements



A Prosperous City



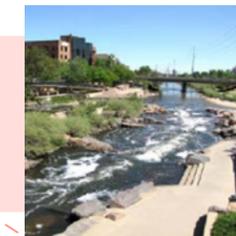
A Walkable City



A Diverse City



A Distinctive City



A Green City



DenverRight Comprehensive Plan 2040



Equitable, Affordable and Inclusive



Strong and Authentic Neighborhood



Connected, Safe and Accessible Places



Economically Diverse and Vibrant



Environmentally Resilient



Healthy and Active



Ball Arena Framework Plan



A Signature Speer Pedestrian and Bike Bridge

Enhance all other connections and plan for a future where Speer and Auraria become multi-modal neighborhood Streets.



Preserve and Enhance Ball Arena as a City-Center Venue.

Convert parking lots into year-round, mixed use development and multi-use open space



Expand the Sports and Entertainment Draw of Ball Arena

Provide Amenities and Parks that appeal to Denverites of all ages and Backgrounds



Create a Signature Downtown Park

Maximize green space and connecting people to existing park assets along Cherry Creek and the South Platte River



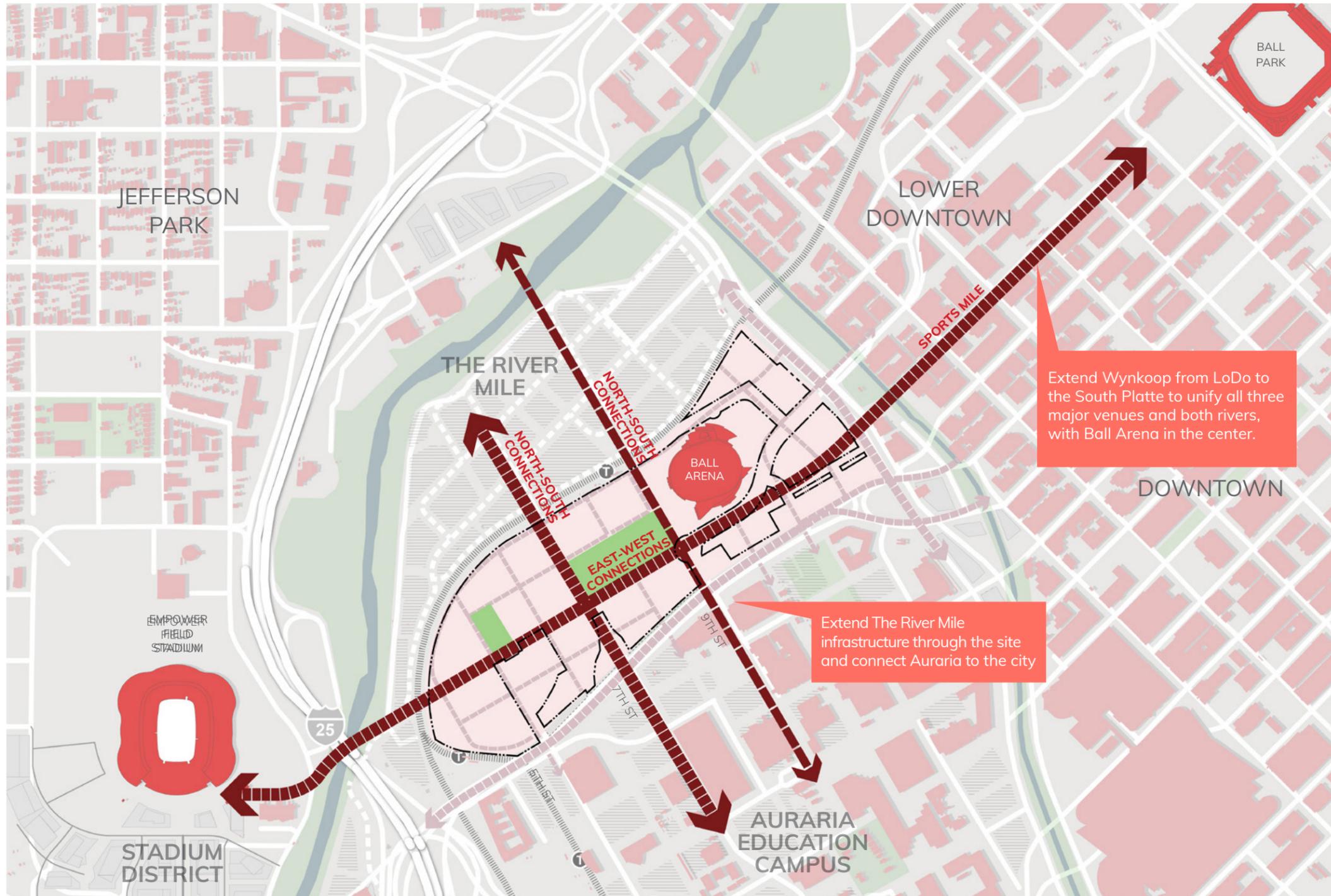
Maximize the Potential of Site's Existing Assets

Enhance connections from the Two Light Rail Stations, Ball Area, the Rivers, and the Auraria Campus.



02 VISION

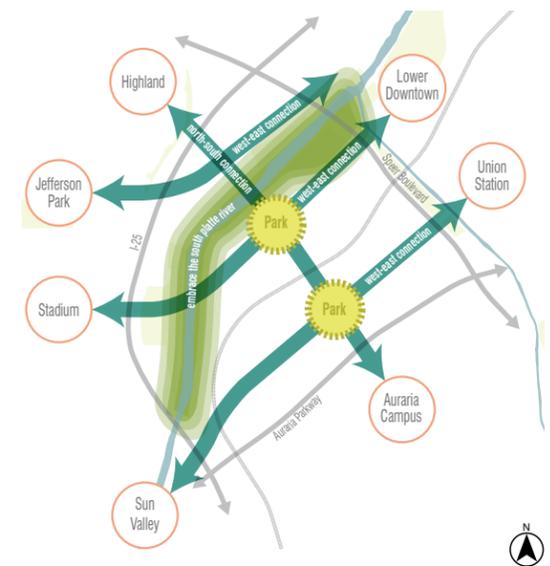
CONCEPT



The KSE-Ball Arena Redevelopment site is positioned at the nexus of local, district, city, and regional elements with the potential to make and complete extraordinary connections.

With all three stadiums in the Downtown area, serving the diverse communities around it, this site is the integral stitch to what could be an exciting and defining “Sports Mile” in Denver. Imagine connecting all three venues with urban vibrancy, retail activity, and new public amenities.

Downtown Amendment Framework



THE CONFLUENCE RIBBON

PARK LOOP SYSTEM



The KSE-Ball Arena Redevelopment will include over twenty percent of the land area dedicated to parks and open spaces. The plan will create a rich diversity of parks for the downtown area and make critical bicycle and pedestrian connections across and over current physical barriers that have previously landlocked the site (the CML, Speer Boulevard, and Aria Parkway).

The Confluence Ribbon is a vision realized through the Ball Area and The River Mile redevelopment plans that creates over two miles of linked parks, urban plazas, and pedestrian promenades to the South Platte River and Cherry Creek corridors, and to existing the following park assets: Confluence Park, Centennial Gardens, Fishback Park, and Gates Crescent Park. A fully realized Confluence Ribbon can meet the City's goal for downtown residents to live within three minutes of a quality open space and within five minutes of a neighborhood park (The Outdoor Downtown Plan).

The two projects combined will propose eight total pedestrian/bike bridges within the Auraria/CPV District linking the urban redevelopments to each other, LoDo, the waterfronts, and to their adjacent parks and open spaces. The proposed bridge over Speer Boulevard linking the Ball Area Redevelopment to LoDo will provide one of the most critical connections to the success of the proposed 5280 Trail.

-  Ball Arena Redevelopment Future Parks & Open Space*
-  The River Mile Future Parks & Open Space*
-  Existing CCD Parks & Open Space
- *Includes privately funded improvements on city land
-  New Pedestrian / Bike Bridge Connections

SITE INFLUENCES



The vision will be the result of opportunistic constraints and forces - all of which will influence the development and create a distinctive and authentic neighborhood.

The River Mile provides a stepping-off point for the plan development where it is critical to respond to the work and alignments that are being created across both sites.

The existing surface parking lots are a result of the needs of the arena, however these needs may evolve and influence the new plan and how parking is accommodated, both near-term and 50 years into the future.

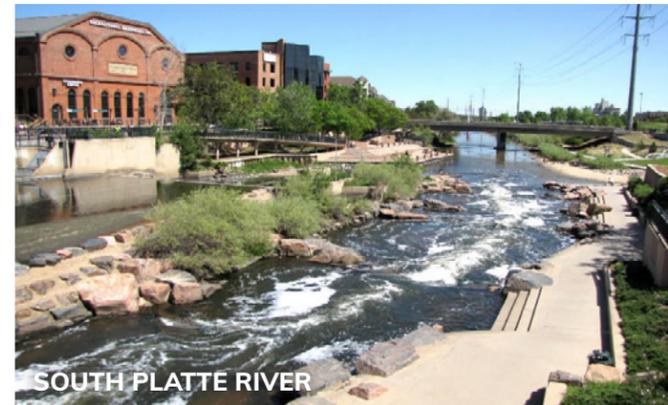
The Viewplane (Old City Hall) will impact the massing and orientation of many properties on the development but KSE acknowledges the importance of these views in the neighboring developments.

- - - - Future Urban Grid Overlay
- Physical Barriers
- - - - CPV View Plane
- ■ ■ ■ Conceptual Urban Street Grid
- Site Boundary

2. VISION

CONTEXT

IMAGES OF EXISTING CONDITIONS



ILLUSTRATIVE CONCEPT PLAN

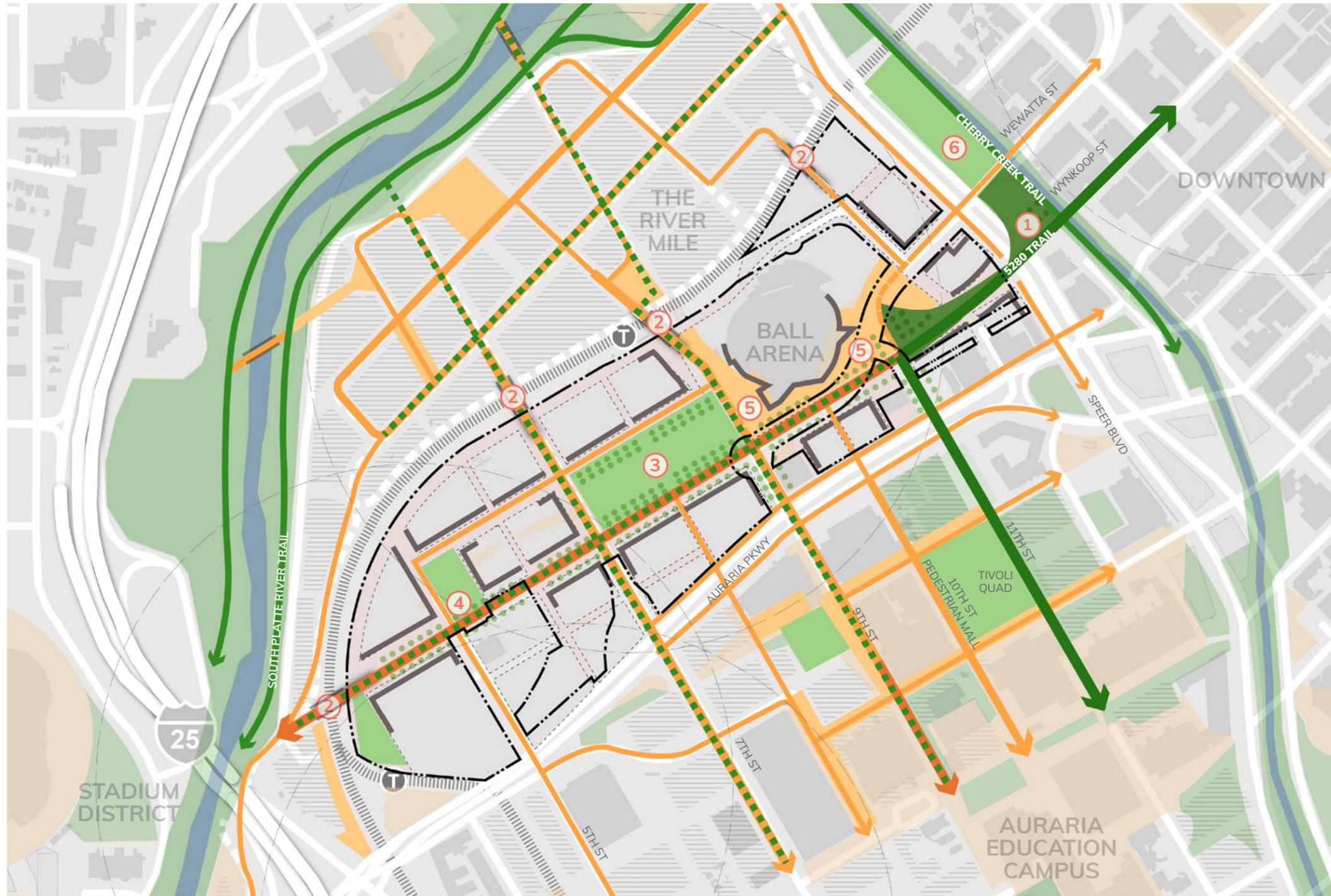


The KSE-Ball Arena Redevelopment at full buildout will serve as a connector of neighborhoods by stitching together isolated areas of the City and healing physical barriers by emphasizing connectivity, inclusivity, and access for all.

With enhanced connections including the Speer Bridge Crossing, Pedestrian Bridges, and a variety of open spaces, a mixed-use neighborhood is positioned to flourish and resemble the best practices and thinking by the City and the broader community.

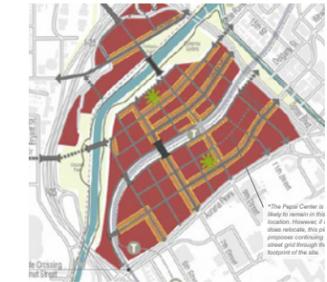
Approximately 10-acres are dedicated towards open spaces around Ball Arena, with an additional 2.8-acres of improvements off-site, specifically along the Cherry Creek Trail. These assumptions do not include alleys or mews, nor do they include bridges.

OPEN SPACE & PEDESTRIAN NETWORK



<p>1 BRIDGE AS PLACE</p> 	<p>2 ENHANCED CROSSINGS</p> 	<p>3 SIGNATURE PARK</p> 
<p>4 WATER MANAGEMENT</p> 	<p>5 ARENA ENGAGEMENT</p> 	<p>6 CHILDREN'S PLAYGROUND</p> 

Potential Active Corridors
Downtown Amendment, Figure 14



A Place for Pedestrians Diagram
Downtown Amendment, Figure 24



-  RTD Light Rail Station
-  Promenade Path
-  Pedestrian Path
-  Bike Trail
-  Active Frontage
-  Bridge Connection
-  Building Footprints
-  Green Space
-  Plaza/Open Space
-  Platte River & Cherry Creek
-  Site Boundary

2. VISION

VEHICULAR CIRCULATION & SERVICE NETWORK



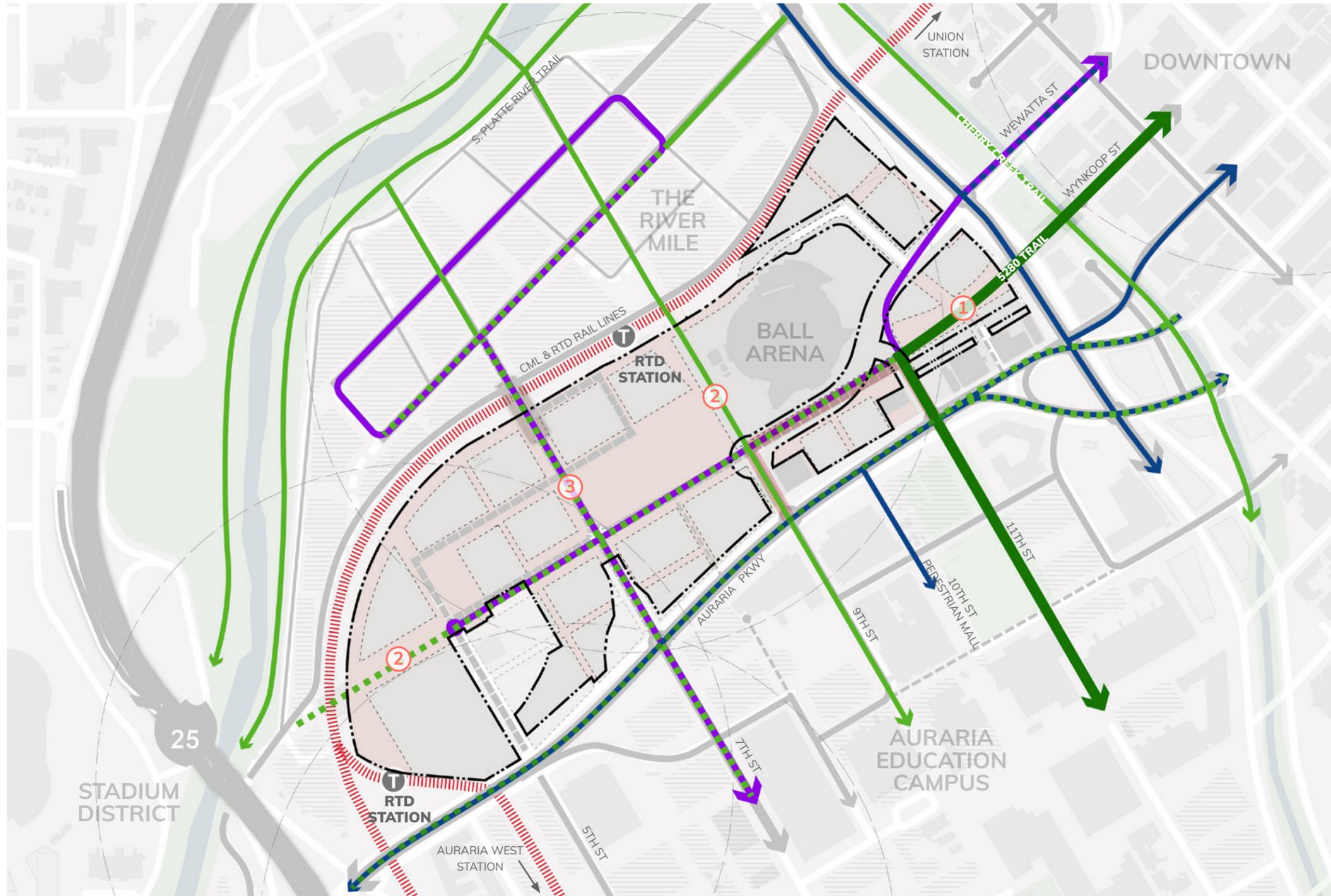
- 1** PROMENADE WITH DROP-OFF AREA FOR BALL ARENA
- 2** SERVICE ROAD FOR ARENA & FUTURE DEVELOPMENT
- 3** BRIDGE CROSSING CONNECTING RIVER MILE AND AURARIA

Connected Multi-modal Network
Downtown Amendment, Figure 16



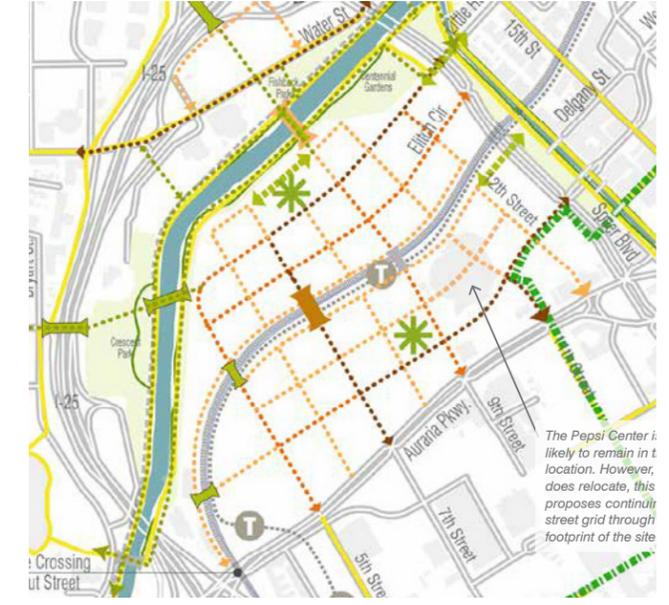
- Existing Signalized Intersection
- ⊙ Potential Signalized Intersection
- ▶ Service Entrance
- T RTD Light Rail Station
- Highway/Major Arterial
- Downtown Arterial
- Main Street Local
- Local Street
- Private Service Drive
- Private Shared Access Drive
- Off Street Pedestrian Connections & Access Drive
- ⊡ Site Boundary

MOBILITY & TRANSIT



- 1** ENHANCED 5280 TRAIL CONNECTION
- 2** ENHANCED BICYCLE CONNECTIONS
- 3** SHUTTLE SERVICE LOOP

Robust Bicycle Network Diagram
Downtown Amendment, Figure 25



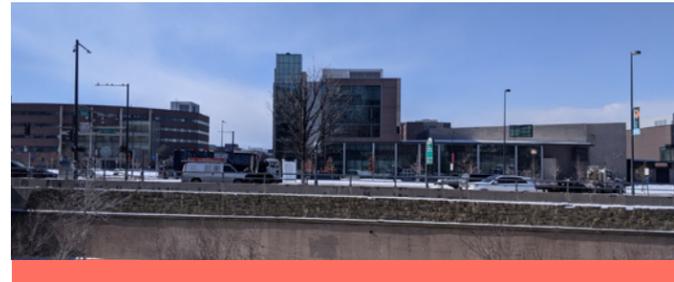
	RTD Light Rail Station
	RTD Bus Line
	RTD Light Trail
	Autonomous Shuttle
	Bike Lane
	5280 Trail
	Drop-Off Only Area
	Street Network
	Site Boundary

2. VISION

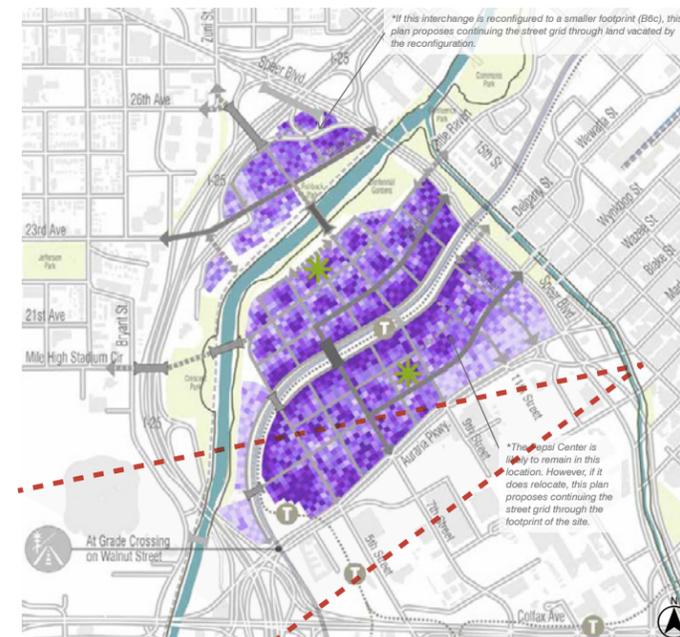
CPV AURARIA ZONING FORM WITH OLD CITY HALL VIEWPLANE IN PLACE

The Old City Hall Viewplane covers approximately 15-acres within the KSE-Ball Arena Redevelopment (not including the 501 Wazee parcel), thereby decreasing development potential by approximately 4-5 million GSF and significantly impacting future growth potential around the existing RTD Empower Field at Mile High Station.

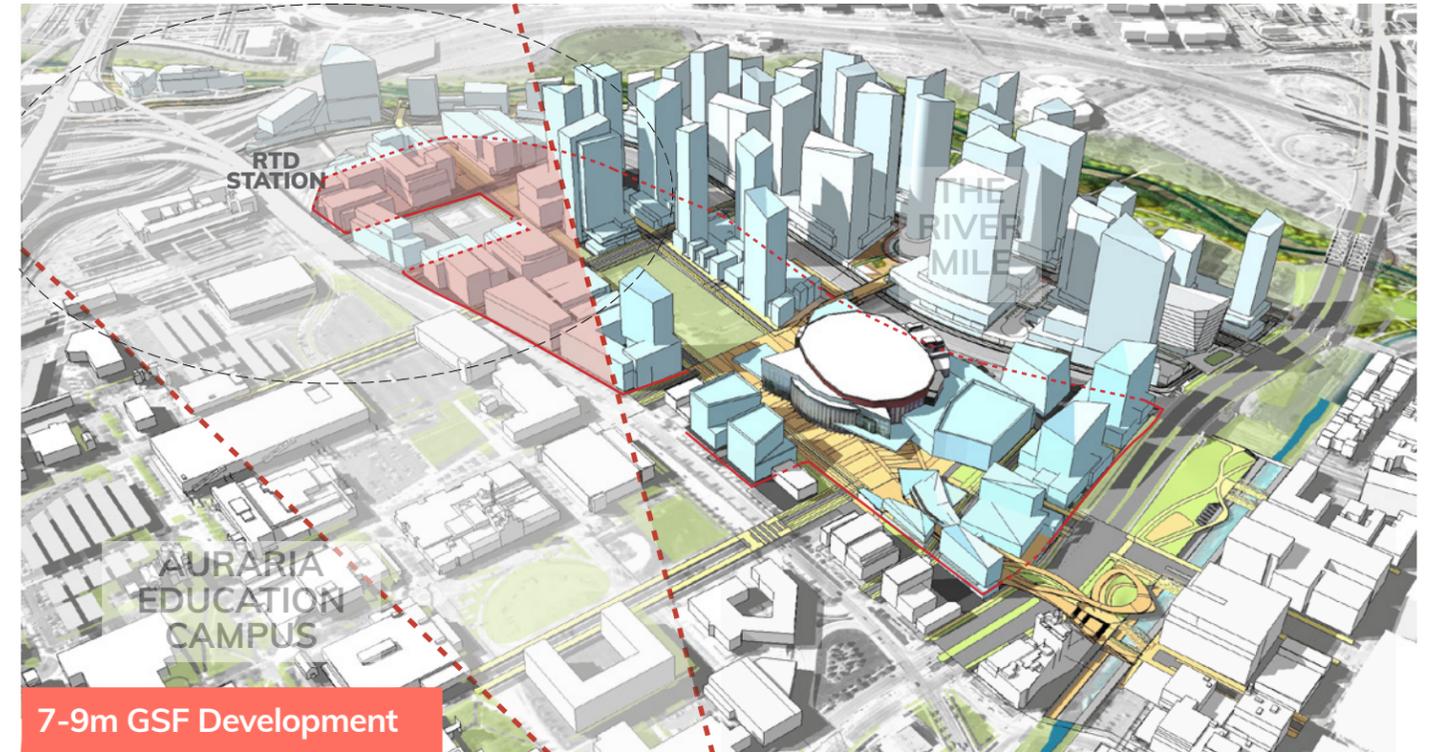
Views from Old City Hall



Variety of Building Intensity
Downtown Amendment, Figure 26

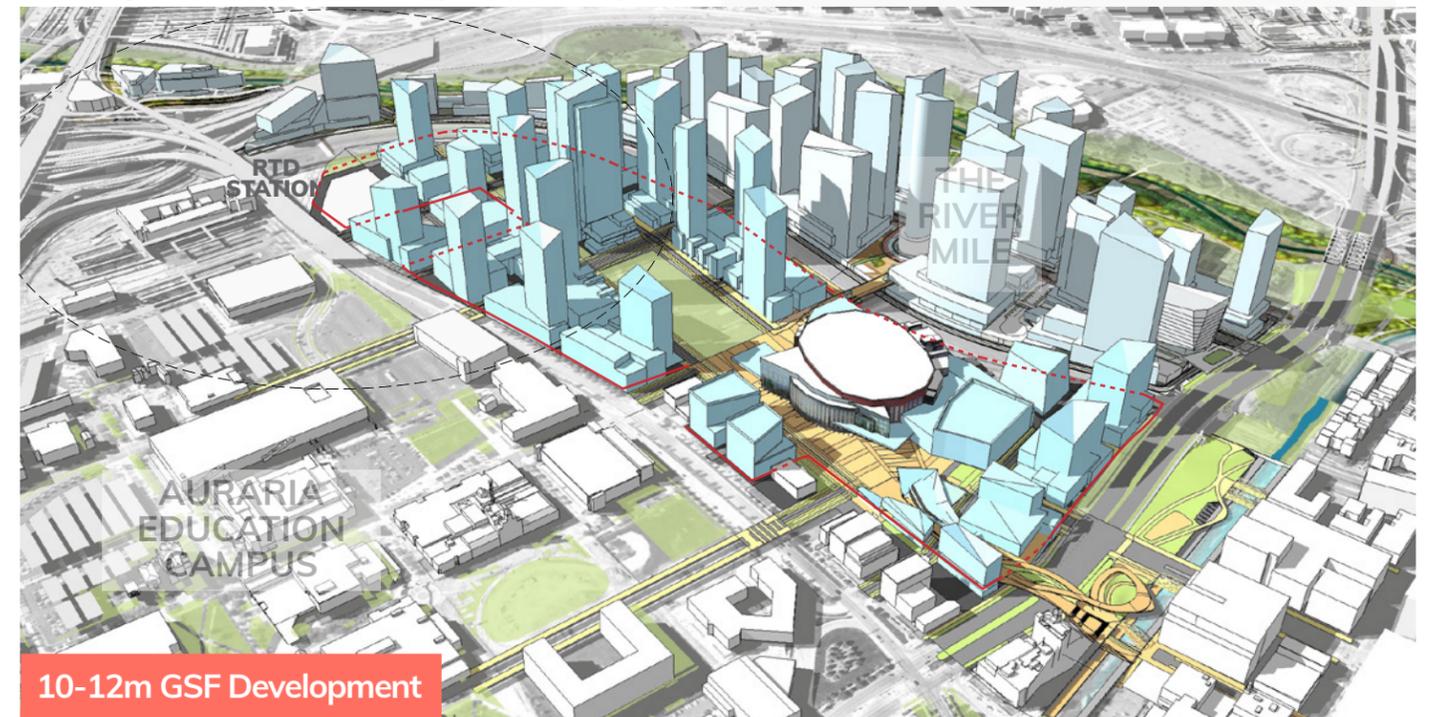


Development **WITH** Imposed Viewplane in Place



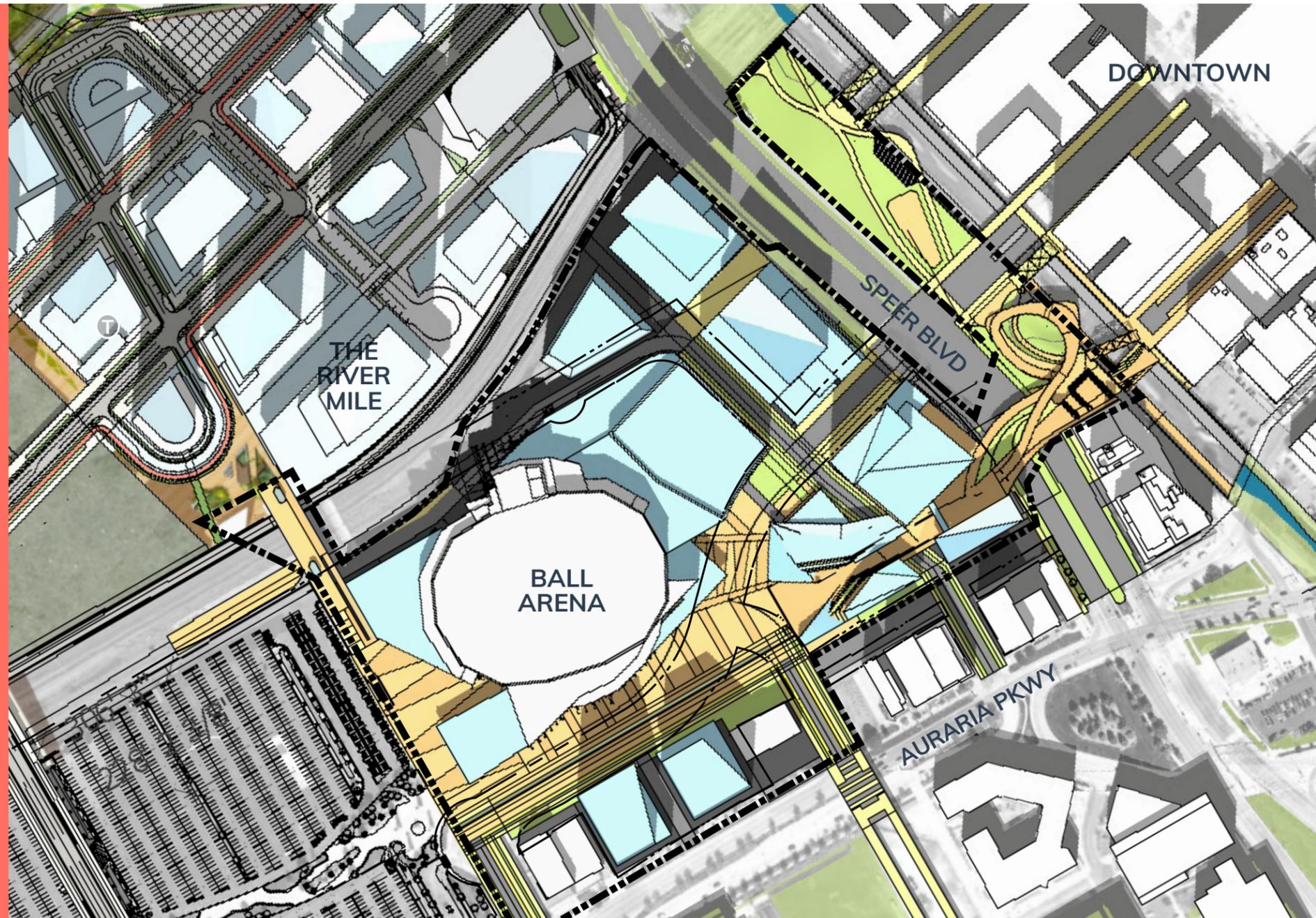
7-9m GSF Development

Development **WITHOUT** Imposed Viewplane in Place



10-12m GSF Development

ILLUSTRATIVE EXAMPLE OF PHASE-1



Phase-1 of the KSE-Ball Arena Redevelopment is approximately 30-acres (including the area within the proposed Speer Bridge, Transit Center Bridge, and relocated Downtown Children’s Playground), allowing for safer access, an enhanced experience, and additional programming.

The 5280 Trail extension includes compliant access ensuring this amenity can be used by all where its edges will be lined by mixed-use commercial development, further enhancing the experience and connectivity between downtown and the KSE-Ball Arena Redevelopment Site.

- Phase-1 Project Area
- Site Property

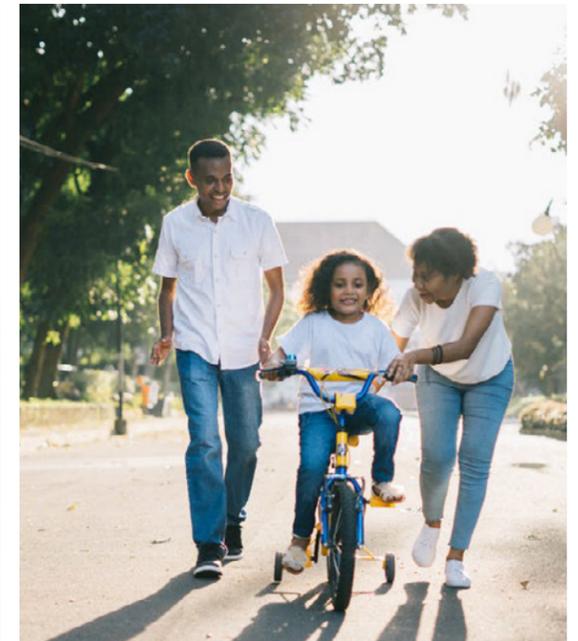
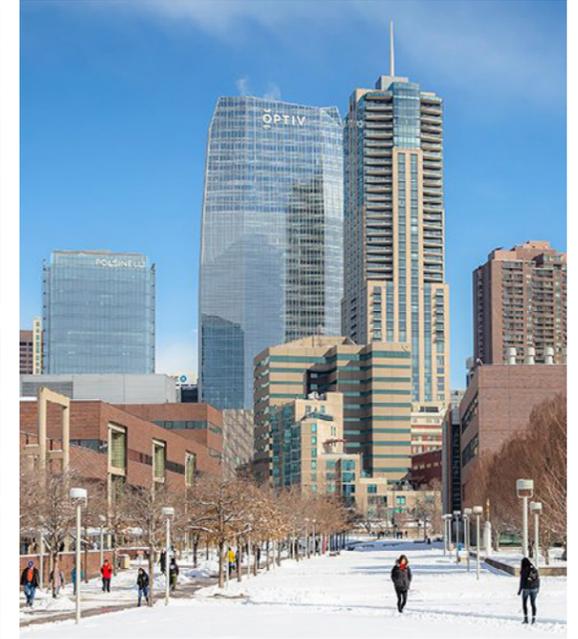
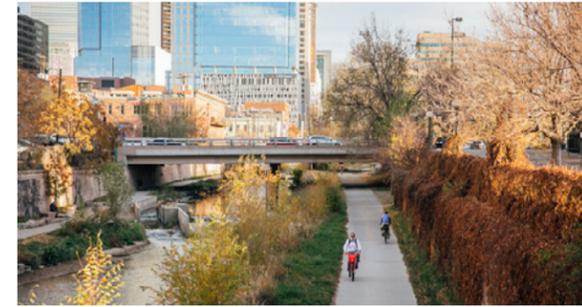


03 PUBLIC
BENEFITS

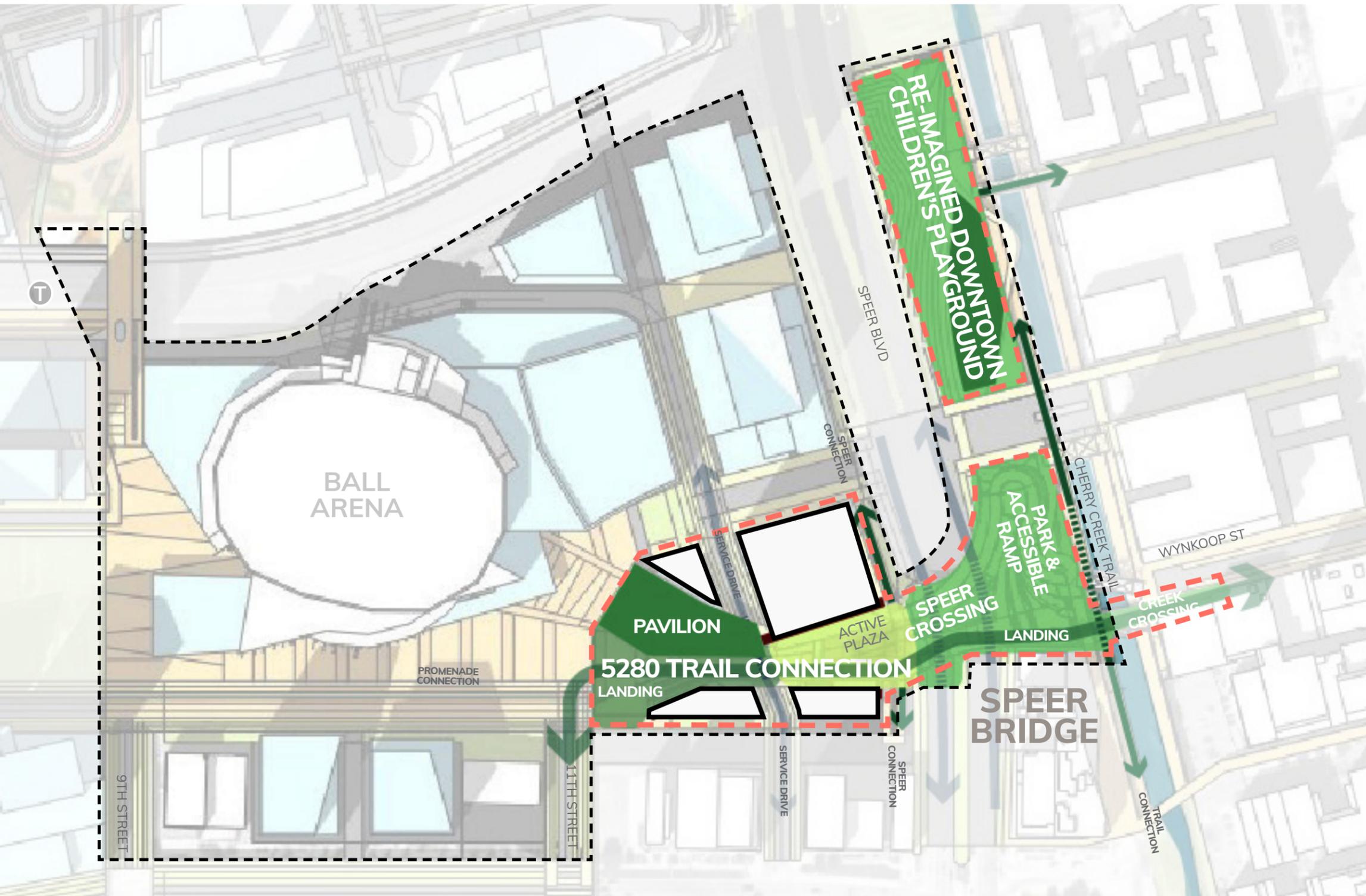
3. PUBLIC BENEFITS

COMMUNITY GOALS & OBJECTIVES

The KSE-Ball Arena Redevelopment must acknowledge the needs of the nearby neighborhoods - notably affordable housing - and complement them, not compete with them. Offering amazing connections across Speer Boulevard, Auraria Parkway and the CML/Light Rail line will inspire, promote innovation and solidify our amazing downtown community.



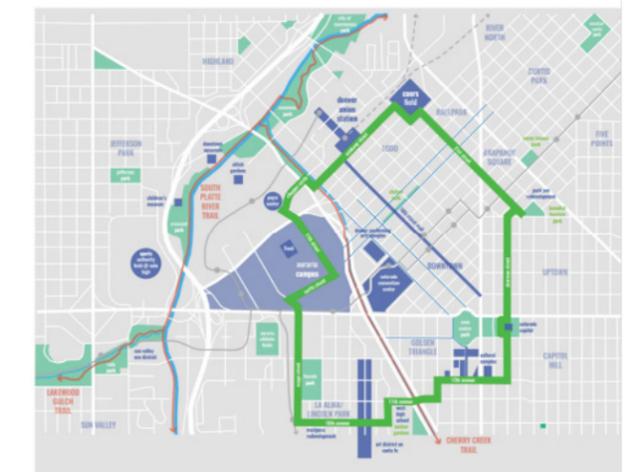
SPEER BRIDGE & 5280 TRAIL CONNECTION



The proposed Speer Bridge contributes to safety and connectivity while including a significant link for the 5280 Trail across Speer Boulevard.

With skyline views in an urban setting, the re-imagined Downtown Children's Playground will re-purpose play areas for children of all ages and include features encouraging activity and adventure play. Amenities may include items such as shelters and tables intended for recreational and family outings.

Proposed 5280 Trail Route



- Phase-1 Project Area
- Phase-1 Bridge Limits of Work (Includes only city owned property on Cherry Creek Side)

SIGNATURE PARK & PLAZAS

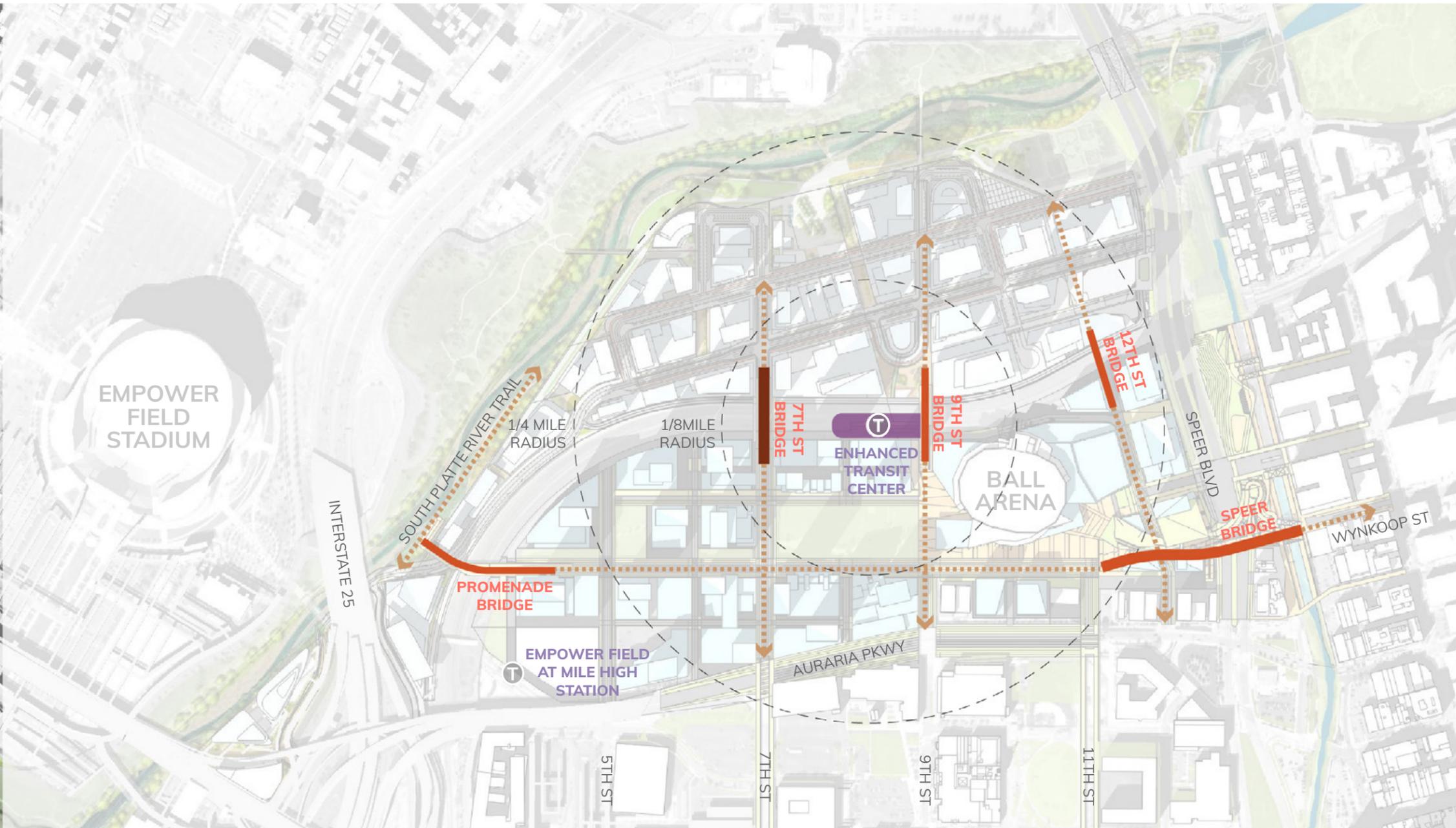


The Signature Park is envisioned as an approximately 3.5-acre site with flexible, open lawn areas, spaces for entertainment and community related programming, accessible pathways, and an urban forest tree canopy along the edges of the park.

The park could serve as an amenity for the community while also hosting events, festivals, and seasonal activities.

3. PUBLIC BENEFITS

ENHANCED TRANSIT CENTER & ACCESS BRIDGES



Connectivity to areas adjacent to the site such as The River Mile and Empower Field Stadium areas are important priorities to providing equitable access to services, amenities, and open spaces.

3. PUBLIC BENEFITS

DISTRICT SCALE SUSTAINABLE STRATEGIES

LOW CARBON LIVING

Given the global climate crisis, the most important sustainability metric is minimizing or eliminating carbon emissions. In typical operations, carbon dioxide is associated with energy use, transportation, landscape and building construction, and mechanical refrigerants. While the problem is enormous and widespread, there are many solutions that are ample and practical.

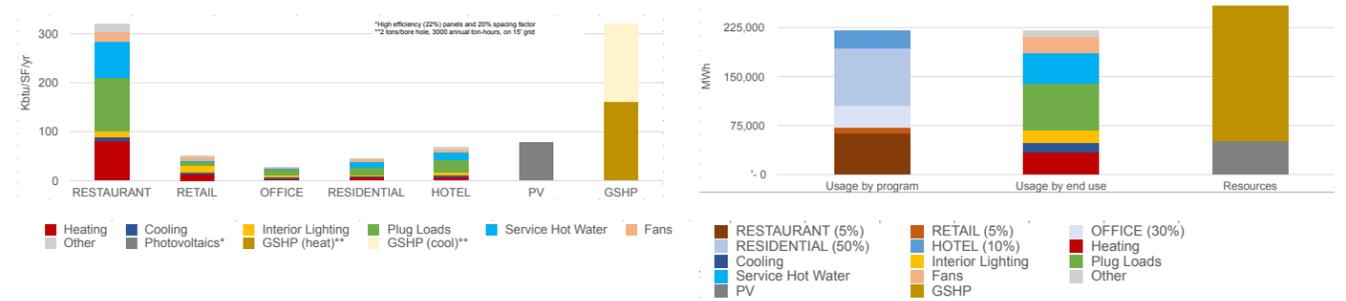
A “low carbon” district, that supports alternative transportation and implements best practices to reduce fossil fuel energy usage and addresses the most harmful building materials, is achievable with zero cost premium.

A “zero carbon” district, which would involve decarbonized fuel sources and offsets for unavoidable impacts, is a higher bar, though eminently achievable.

Either approach would also bring recognition to the district potentially offsetting any additional construction costs and potential certification fees.

ENERGY

Energy use is typically an area associated with higher carbon emissions, but an area where design efforts can have the greatest impact in achieving reductions. Climate change presents a threat to the local area, in terms of more extreme temperatures, but the impact can be mitigated by some of the same strategies used to achieve efficiency and decarbonization.



Energy

- » Efficiency
- » Offset
- » Heat Pumps
- » Induction Stoves



Renewables

- » Source Clean Energy
- » On-site Renewables



Site

- » Reduce Earth Movement
- » Reduce Hardscape
- » Vegetation



Building

- » Optimized Concrete
- » Carbon-Sequestering Materials



Transportation

- » Walkable Services
- » Transit, Bike, Accessibility
- » EV Charging



Refrigerants

- » System Selection

Heat recovery opportunities will exist throughout the new district, allowing excess heat to be moved to places where it is needed, and avoiding combustion. Central plants (that create heating and cooling and serve diverse buildings), do this effectively, but another opportunity lies in sewer systems, where wastewater is around 60°F year-round.

Efficient buildings provide long-term value in terms of reduced energy cost and increased thermal comfort, and strategies can enhance the impact of district strategies like CUPs and heat recovery.

Decarbonization of building energy sources involves load reduction, and the switch to technologies like heat pumps and induction stoves that eliminate typical natural gas usage.

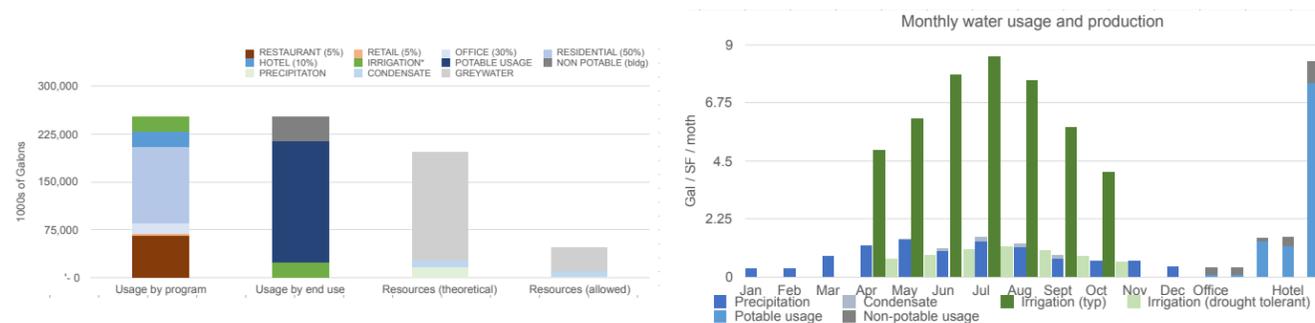
District energy provides efficiency through load sharing, reduces maintenance, increases redundancy, and makes roof space available for amenities. The district could potentially connect to Xcel’s downtown 34F chilled water loop, and/or develop their own central utility plant supplying hot and chilled water.

3. PUBLIC BENEFITS

DISTRICT SCALE SUSTAINABLE STRATEGIES

WATER

Colorado's above and below-ground water supplies are steadily being depleted. While the state's water-laws have historically discouraged the recovery and re-use of non-potable supplies, limiting the options for new projects to achieve high reductions, these regulations are changing, providing new opportunities.



HEALTH & WELLNESS

Colorado is one of the healthiest states in the nation, with low rates of obesity, cancer deaths, and child poverty. With 300 days of sunshine, the state is famous for its outdoor recreation, and tends to attract and encourage residents to activities like hiking and skiing. But increased population, traffic, and costs are becoming barriers for many urban residents to head to the mountains for the weekend, and incorporating opportunities for increased activity within the district will not only lead to healthier residents, but a more active – and valuable – neighborhood.

While Denver has some extreme temperatures, there are a good number of comfortable hours from April to October. Importantly, thermal comfort can be increased dramatically through good micro-climate design – providing shade and access to breezes in summer, providing access to sun and blocking winds in winter.



Conservation

Any new development in Denver should maximize conservation opportunities, including efficient WaterSense fixtures and a smart approach to irrigation. Most plantings should likely be irrigated for establishment and long-term health, but drought-tolerant and climate-adapted species that can tolerate the region's sporadic summer storms will greatly reduce demand.

Greywater

Denver's 2016 water regulations allows specific greywater re-use for multifamily or commercial structures from specific sources (bathroom and laundry room sinks, bathtubs, showers, and laundry machines) and for specific uses (outdoor subsurface irrigation, (2000 gpd per facility) and/or toilet flushing (400 gpd per facility)

AmmPhoTek™ Nutrient Recovery Process

Recovers high purity, concentrated nitrogen, phosphorus, and potassium from urine for commercial fertilizer, creating a high-value product that displaces traditional fossil-fuel intensive alternatives.

Urban agriculture can provide outdoor activities for people, as well as a reminder and opportunity to eat fresh food. Plots can be located on under-utilized rooftops or activate open space, potentially serving as a transitional state until development is completed.

Biophilia is the innate human connection to nature. The use of natural materials, access to daylight and fresh air, and views to nature and water has been shown to increase health and productivity (as well as increased property values)

Connecting to the South Platte River Trail, while difficult, will give residents and visitors access to a natural corridor that provides recreation as well as increased accessibility by foot or by bicycle.

Public fitness amenities encourage exercise and can activate public space.

Bicycle infrastructure, including dedicated lanes and street-level as well as building-associated storage, encourages a healthy lifestyle and zero-carbon transportation.

3. PUBLIC BENEFITS

DISTRICT SCALE SUSTAINABLE STRATEGIES

RESILIENCE

Resiliency Threats to Denver and Colorado

- Climate Change
- Air Quality
- Hail Storms
- Pandemics
- Drought / Potable Water
- Stormwater Flooding
- Tornadoes
- Utility Disruption
- Wildfires

Mitigation Strategies

The viability of strategies will depend on the type, likelihood, and magnitude of potential threats, as well as the criticality of function. These strategies, and more, could help to improve resiliency.

Passive Survivability: Designing buildings, (and public spaces, as applicable) to be more tuned to the climate – with increased insulation, summer shading, and winter sun – can reduce loads, increase comfort, and provide for habitability even if energy services are disrupted or reduced.

Green Infrastructure can mitigate some air quality issues, and provide a buffer for increased stormwater events.

Redundant Utilities: “Islandable” PV micro-grids can provide electricity to critical infrastructure during disruptions. Distributed and connected central plants can provide redundancy and reliability.

On-site Water Storage: To provide backup supply, and to potentially provide a means for recovering additional supply.

Community-Building and Spaces: Public spaces, events and other community elements to foster a resilient social network. Outdoor spaces with positive micro-climates can provide needed gathering spaces during or after threats; indoor spaces can provide respite from smoke, heat or other extreme weather events for vulnerable populations.



CERTIFICATIONS

Environmental and health certifications attract residents and corporations who understand the long-term value and quality of life that these sustainability measures bring. Numerous economic studies have correlated LEED certifications and EnergyStar ratings with increased rent valuation and reduced vacancy.



LEED-ND
Kashiwanoha, Japan (Platinum)



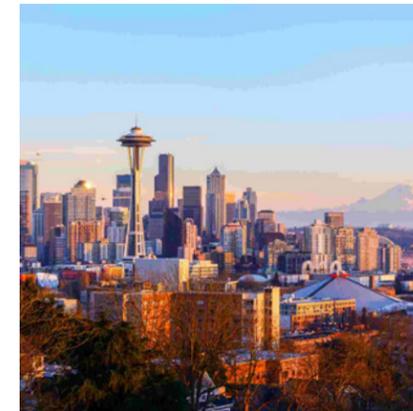
PASSIVE HOUSE
Vancouver Affordable Housing Agency



WELL / FITWEL
Water Street Tampa



ECODISTRICTS
Lloyd District, Portland



ZERO CARBON (ILFI / LEED / C40)
Seattle, WA



LIVING COMMUNITY CHALLENGE
Sacramento Valley Station

REZONING & COMMUNITY EQUITY OUTCOMES

AFFORDABLE HOUSING

- Downtown, TOD, desirable affordable units at various affordable income levels, with a range of bedroom counts, dispersed throughout the project
- Affordable business and retail opportunities (non-profit management.)

JOB CREATION

- Direct job creation (quantify based upon sqft of each proposed use)
- Construction jobs from horizontal and vertical development (buildout up to 20-25 years)
- Permanent jobs from commercial uses

QUALITY JOBS THAT PROVIDE A LIVING WAGE INCLUDING EMPLOYMENT BENEFITS

- Indirect and induced jobs from construction and commercial uses

ELEVATION OF AURARIA'S ROLE IN DENVER

- Partnership with Auraria that includes creating synergy/ relationship between properties to elevate the three campuses impact and role in the community
- Connect project programming to Auraria programming, need to develop relationship and story with each campus

TRANSPORTATION

- Mixed-use development located between two light rail stations in downtown Denver
- Pedestrian connections to link the South Platte, the project, and downtown

ENVIRONMENTALLY SUSTAINABLE OUTCOMES

- Remediation of environmental contamination will improve the environmental health of the surrounding area
- Incorporating green building standards and sustainable elements into the horizontal and vertical construction process
- High density design with large open spaces represents smart growth

PUBLIC SPACES

- Substantial public open space, parks and pedestrian/bicycle connections for community gathering and building
- Creation of City's most vibrant entertainment district
- Programming and primary gathering space

PROVISION OF COMMUNITY GOODS AND SERVICES

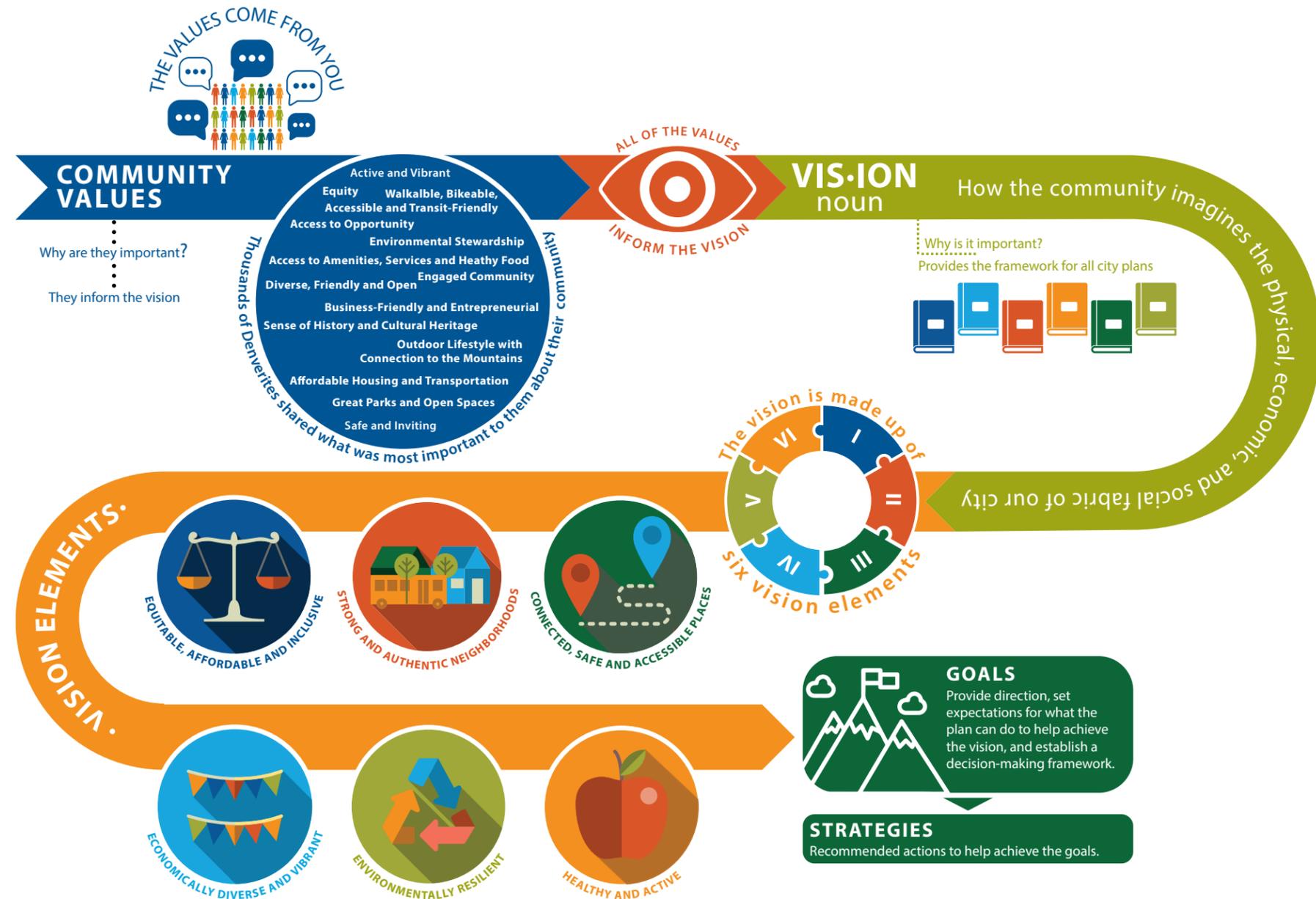
- Together with The River Mile, the two properties may expand the size of downtown Denver by up to 40%
- Expansion of commercial use will provide additional goods, services and cultural options to the surrounding community

3. PUBLIC BENEFITS

EMBRACING THE DENVER 2040 COMPREHENSIVE PLAN FROM COMMUNITY VALUES TO GOALS

The KSE-Ball Arena Redevelopment offers a unique opportunity to implement aspects of the Denver 2040 Comprehensive Plan.

The proposed redevelopment acknowledges the needs of the city and aims to leverage the identified community values within this plan in order to promote innovation, enhance connectivity, provide access, and equitable upward mobility for our amazing downtown community.



3. PUBLIC BENEFITS

2040 COMPREHENSIVE PLAN ALIGNMENT

EQUITABLE, AFFORDABLE AND INCLUSIVE



GOAL 1: Ensure all Denver residents have safe, convenient and affordable access to basic services and a variety of amenities.

- A. Increase development of housing units close to transit and mixed-use developments.
- B. Implement a high-quality, affordable and accessible multi-modal transportation system.
- C. Improve equitable access to resources that improve quality of life, including cultural and natural amenities, health care, education, parks, recreation, nutritious food and the arts.

GOAL 2: Build housing as a continuum to serve residents across a range of incomes, ages and needs.

- A. Create a greater mix of housing options in every neighborhood for all individuals and families.
- C. Foster communities of opportunity by aligning housing strategies and investments to improve economic mobility and access to transit and services.
- D. Increase the development of senior-friendly and family friendly housing, including units with multiple bedrooms in multifamily developments.

GOAL 7: Make neighborhoods accessible to people of all ages and abilities.

- A. Encourage the integration of age-friendly community features into public and private development.
- B. Prioritize infrastructure improvements that allow for residents of all abilities to access and live in any neighborhood.
- C. Design and program public spaces and recreation centers to accommodate people of all ages and abilities.

GOAL 9: Improve equitable access to quality education and lifelong learning opportunities.

- B. Improve the quality, availability and affordability of early childhood care, education and child development services.
- C. Promote and encourage use of the Denver Public Library system, community centers, schools and other resources that provide opportunities for lifelong learning.
- D. Partner with higher-education institutions to ensure residents have access to local, quality higher-education.

STRONG AND AUTHENTIC NEIGHBORHOODS



GOAL 1: Create a city of complete neighborhoods.

- A. Build a network of well connected, vibrant, mixed-use centers and corridors.
- B. Ensure neighborhoods offer a mix of housing types and services for a diverse population.
- C. Ensure neighborhoods are safe, accessible and well-connected for all modes.
- D. Encourage quality infill development that is consistent with the surrounding neighborhood and offers opportunities for increased amenities.

GOAL 2: Enhance Denver's neighborhoods through high-quality urban design.

- A. Establish a scalable, predictable and adaptable approach to improve design quality across the city.
- C. Create people-oriented places that embrace community character with thoughtful transitions, aspirational design and an engaging public realm.
- D. Use urban design to contribute to economic viability, public health, safety, environmental well-being, neighborhood culture, and quality of life.

GOAL 4: Ensure every neighborhood is Economically strong and dynamic.

- A. Grow and support neighborhood-serving businesses.
- B. Embrace the international nature of our neighborhoods through support of immigrant-owned businesses.

GOAL 5: Create and preserve parks and public spaces that reflect the identity of Denver's neighborhoods.

- A. Ensure that parks and recreational programs reflect the unique context and cultural identity of the neighborhoods they share.
- B. Design public spaces to facilitate social connections and enhance cultural identity.

GOAL 7: Leverage the arts and support creative placemaking to strengthen community.

- A. Infuse arts, culture and creativity into all aspects of community planning and design.
- B. Embrace existing communities and their cultural assets.
- C. Integrate community-inspired art and artistic expression into the public realm.
- D. Use city-owned facilities to expand arts and cultural programming.

3. PUBLIC BENEFITS

2040 COMPREHENSIVE PLAN ALIGNMENT

GOAL 8: Conduct intentional, equitable and measurable neighborhood planning.

- A. Create diverse and inclusive opportunities for communities to participate in planning.
- B. Ensure all neighborhoods have a future vision that is both community-driven and longterm.
- C. Ensure neighborhood plan recommendations are consistent with the local vision and with this comprehensive plan.

CONNECTED SAFE AND ACCESSIBLE PLACES



GOAL 1: Deliver a multi-modal network that encourages more trips by walking, rolling, biking and transit.

- A. Prioritize transportation projects that will advance Denver's mode share goals.
- B. Adopt policies that require Transportation Demand Management (TDM) programs for developments to maximize use of alternative modes and reduce single-occupancy vehicle trips on Denver's streets.
- C. Measure roadway capacity by person trips, rather than auto trips, and prioritize projects and programs that achieve the most efficient levels of moving people.

GOAL 2: Provide a safe transportation system that serves all users.

- A. Implement the city's Vision Zero Action Plan to achieve zero traffic-related deaths and serious injuries by 2030.
- B. Build streets that are safe for everyone, especially for the most vulnerable, including the elderly, those with disabilities and children.
- C. Create a transportation system to serve all ages and physical abilities.

GOAL 3: Maximize the public right-of way to create great places.

- A. Create streets to foster economic activity, contribute to great urban design and accommodate green infrastructure, including street trees.
- B. Develop tools, such as street design standards, to prioritize how valuable right-of-way is allocated among various demands including mobility, utilities, green infrastructure, trees and design amenities.
- C. Protect, enhance and expand Denver's legacy pathways: its historic parkways, boulevards, greenways and trails.

GOAL 4: Create an equitable and connected multi-modal network that improves access to opportunity and services.

- A. Ensure focused transportation investments—on streets as well as neighborhood trails—in areas with populations more dependent on walking, rolling and transit.

- B. Use the multi-modal network to connect vulnerable populations to employment, education, parks and health services.

GOAL 5: Ensure the development of a frequent, high-quality and reliable transit network.

- B. Implement Denver Moves: Transit, including the frequent transit network and transit capital investment corridors.

GOAL 6: Build and maintain safe bicycle and pedestrian networks.

- A. Create a citywide network for bicycling, walking and rolling that is safe and accessible to people of all ages and abilities.
- B. Implement the bicycle network, including facilities easy to use, recommended in Denver Moves: Bicycles.
- C. Implement the complete network of pedestrian infrastructure recommended in Denver Moves: Pedestrians & Trails.

GOAL 8: Strengthen multi-modal connections in mixed-use centers and focus growth near transit.

- A. Improve multi-modal connections within and between mixed-use centers including downtown, Denver International Airport and major urban centers.
- B. Promote transit-oriented development and encourage higher density development, including affordable housing, near transit to support ridership.

GOAL 9: Advance innovative curb lane management and parking policies.

- A. Promote strategies to balance demand for the curb lane (where vehicles park and load) that responds to the land uses on that street.
- B. Promote on-street parking management strategies that maximize use of the curb lane and are tailored to the context and needs of specific areas at different times of the day.
- C. Balance the demand for on- and off-street parking with other community goals including affordability and sustainability.
- D. Implement innovations in pricing and regulations to better optimize the supply of curb lane access.

GOAL 10: Embrace innovations in transportation policy and technologies to improve movement throughout the city.

- A. Deploy smart technology innovations to improve safety, traffic flow, curb lane management, wayfinding, trip planning and parking.
- B. Proactively plan for the impacts of new technology, including driverless vehicles.

3. PUBLIC BENEFITS

2040 COMPREHENSIVE PLAN ALIGNMENT

ECONOMICALLY DIVERSE AND VIBRANT



GOAL 1: Ensure economic mobility and improve access to opportunity.

- B. Build the capacity and strength of businesses owned by women and people of color and increase city contracting with these businesses.
- C. Support business development and grow the talent necessary to compete in the global economy.

GOAL 2: Grow a strong, diversified economy.

- B. Facilitate the growth of a diverse business sector that serves as the foundation for a global, innovative economy.
- C. Leverage Denver's community assets, outdoor lifestyle, quality parks and recreation amenities and natural environment to attract a wide range of talent, entrepreneurs and businesses.
- D. Ensure a broad range of jobs to align with the skills and interests of local residents.

GOAL 3: Sustain and grow Denver's local neighborhood businesses.

- A. Promote small, locally-owned businesses and restaurants that reflect the unique character of Denver.
- B. Target investments and small business support to the most under-served or distressed neighborhoods.

GOAL 5: Strengthen Denver as a global city that will be competitive in the economy of today and tomorrow.

- B. Create a business environment that supports new investment and that values cultural diversity.

GOAL 7: Accelerate Denver's economic vitality through arts, culture and creativity.

- A. Encourage the development of creative districts.
- C. Grow public-private partnerships and create tools to support creative businesses and job creation.

ENVIRONMENTALLY RESILIENT



GOAL 1: Mitigate climate impact by significantly reducing greenhouse gas emissions.

- A. Embrace clean and local energy that comes from renewable sources such as sun and wind.
- B. Reduce energy use by buildings and advance green building design, including green and cool roofs.
- C. Invest in multi-modal transportation and support a clean, carbon-free transportation system.
- D. Become a leader in smart technologies that help to reduce greenhouse gas emissions.

GOAL 2: Prepare for and adapt to climate change.

- A. Prepare for the impacts of climate change including increased temperatures, loss of tree canopy, infrastructure damage, increased frequency of extreme weather events and reduced snowpack and earlier snow melt.
- B. Plan for climate change through collaboration, innovation and special attention to the city's most vulnerable populations, who are disproportionately impacted by climate change.

GOAL 3: Conserve water and use it more efficiently.

- A. Encourage requirements for water-conserving landscaping for private development and publicly owned land.
- B. Support Denver Water's Integrated Resource Plan, including strategies to reduce water use, ensure use of metering or sub-metering in multi-tenant buildings, increase water recycling and efficiency and promote alternative water sources.

GOAL 4: Integrate stormwater into the built environment by using green infrastructure to improve water quality and reduce runoff.

- A. Embrace stormwater as an asset and integrate it into the design of streets, open spaces and neighborhoods.
- B. Restore and enhance waterways so they serve as community amenities.

- C. Improve and protect all of Denver's waterways so they are swimmable and fishable and promote life and safety.
- D. Encourage low-impact development that reduces impervious surfaces and positively impacts community health by using trees, low-water landscaping and green infrastructure.
- E. Prepare a multi-disciplinary water plan that identifies high-need areas, uses innovative best practices and prioritizes both green and gray infrastructure to treat and manage stormwater runoff.

GOAL 5: Enhance and protect the South Platte River.

- A. Promote the value of Denver's only river and expand its role in creating great neighborhoods, improving flood management and expanding natural habitat.
- B. Restore the river's ability to provide natural benefits that promote water quality, flood control, ecosystem health and socio-economic growth.
- C. Develop a multi-disciplinary plan to guide the future of the river including its environmental, stormwater, water quality, flood mitigation, recreation and urban design components.

2040 COMPREHENSIVE PLAN ALIGNMENT

GOAL 6: Protect and expand Denver’s green infrastructure network.

- A. Recognize parks, public space, trees and plants as vital elements of green infrastructure and ensure that the provision of these elements keeps pace with Denver’s growth.
- B. Connect parks, open spaces, trails, river corridors, parkways and street trees into an integrated green infrastructure network.
- C. Maintain and expand the citywide tree canopy.
- D. Preserve and enhance the city’s system of parkland and adapt park landscapes to be more climate and heat resistant.

GOAL 7: Improve solid waste diversion and conserve raw materials.

- A. Increase Denver’s solid waste diversion rate through increased composting and recycling, including multifamily and commercial sectors.
- D. Promote the use of recycled materials in the construction of new buildings.

GOAL 8: Clean our soils, conserve land and grow responsibly.

- A. Promote infill development where infrastructure and services are already in place.
- B. Encourage mixed-use communities where residents can live, work and play in their own neighborhoods.

- C. Focus growth by transit stations and along high- and medium capacity transit corridors.

- E. Identify, remediate and restore contaminated soils.

GOAL 9: Protect and improve air quality.

- A. Attain national ambient air quality standards.
- B. Improve Denver’s air by reducing the use of single occupancy vehicles, advancing renewable energy sources, expanding the use of transit, promoting innovative and alternative technologies and supporting mixed-use, walkable neighborhoods.

GOAL 10: Promote diverse and environmentally responsible food systems.

- C. Reduce food waste to help ensure that today’s food systems preserve natural assets for the food systems of tomorrow.

HEALTHY AND ACTIVE



GOAL 1: Create and enhance environments that support physical activity and healthy living.

- A. Recognize parks, recreation and the urban forest as vital components of a complete community.
- B. Promote walking, rolling and biking through the development of a safe and interconnected multi-modal network.
- C. Design safe public spaces and recreational areas to serve people of all ages and backgrounds.

GOAL 2: Provide high-quality parks, recreation facilities and programs that serve all Denver residents.

- A. Ensure equitable access to parks and recreation amenities for all residents.
- B. Make Denver’s healthy outdoor lifestyle accessible to residents of all ages and backgrounds.
- C. Expand the supply of parks, recreational facilities and programs relative to Denver’s population growth.

GOAL 3: Ensure access to affordable, nutritious and culturally diverse foods in all neighborhoods.

- B. Expand community food production and sharing.

GOAL 4: Increase access to health services for all.

- A. Improve collaboration between health organizations, schools, faith-based organizations and other community organizations to promote preventive care and improve access to health services.

DENVER AND THE REGION



GOAL 1: Be a regional leader in smart growth.

- A. Demonstrate the benefits of compact, mixed-use development for the region.

GOAL 2: Embrace Denver’s role as the center of regional growth.

- A. Direct significant growth to regional centers and community centers and corridors with strong transit connections.
- B. Establish growth targets for specific regional centers to help the region achieve its goals for directing growth to designated urban centers.
- C. Add a significant amount of jobs and housing in downtown.

GOAL 3: Lead the advancement and promotion of regional collaboration.

- A. Collaborate with neighboring jurisdictions and the Denver Regional Council of Governments (DRCOG) on key topics including growth, equity, transportation, housing, arts, culture, open space preservation, waste management, homelessness and aging.
- B. Coordinate with RTD, DRCOG and local jurisdictions to lead investments in multi-modal regional connections, including transit corridors.

GOAL 4: Capitalize on Denver’s role as a transportation hub and enhance connections to the region and beyond.

- A. Leverage the regional investment in RTD’s FasTracks program to develop a network of transit-oriented centers at rail stations.
- B. Utilize Denver Union Station’s role as the heart of the RTD system to strengthen downtown’s principal role in the regional economy.

3. PUBLIC BENEFITS

DOWNTOWN AREA PLAN AMENDMENT ALIGNMENT

COMMUNITY ENGAGEMENT

The Redevelopment is strongly based on achieving the goals of the 2018 DAPA.

Extensive community outreach was undertaken by the City and County of Denver as well as The River Mile project team at the time.

This valuable process lead to a robust area plan and it is the responsibility of this redevelopment parcel to help achieve the goals.

The referenced pages are from the Staff Report on the Downtown Area Plan Amendment City Council Application describe the extensive DAPA outreach process.

The Downtown Area Plan Amendment is based on an extensive 12-month public engagement process, as described below:

Steering Committee Meetings

The project was guided by a steering committee comprised of stakeholders within the plan area and surrounding communities. The committee was a broad and diverse group, representing City Council, property and private business owners, educational institutions, cultural facilities, neighborhood organizations, and community activists. This committee served as the policy advisory group by discussing and approving the vision, strategies, and the final Plan Amendment.

The planning process included seven steering committee meetings:

1. April 26, 2017: Introduction to the plan area, context, and analysis
2. May 24, 2017: Identifying strengths, weaknesses, opportunities and threats
3. June 28, 2017: Identifying the vision
4. July 26, 2017: Establishing strategies and recommendations within the vision elements
5. September 27, 2017: Review and approval of Amendment strategies
6. October 18, 2017: Review and approval of revised Amendment strategies
7. February 20, 2018: Review and approval of final Amendment draft

Public Outreach

- Public Meeting #1
 - July 13, 2017
 - Kick-off meeting and introduction to the plan area was held to identify public input on strengths, weaknesses, opportunities and threats, and the vision for the plan area.
- Online Survey #1
 - August 1-30, 2017
 - An online public survey identified strengths, weaknesses, opportunities and threats, and it prioritized community needs and desires; the survey was open for one month and was completed by close to 500 participants.
- Public Charrette
 - October 18, 2017
 - A public design charrette was conducted to identify strategic planning direction of mobility, land use, density, connectivity and community benefits.
- Public Meeting #2
 - November 2, 2017
 - Meeting involved reviewing plan strategies based on input from previous public meeting and the steering committee and receiving comments.
- Online Survey #2
 - February 13-March 13, 2018
 - Online public survey of final Amendment draft vision, strategies and recommendations; the survey was open for one month and was completed by close to 85 participants.
- Public Meeting #3
 - February 22, 2018
 - Meeting involved reviewing and receiving comments on the draft Plan Amendment.

Coordination with Local Groups

There were also several meetings with the Downtown Denver Partnership boards and neighborhood organizations that informed these groups of the Amendment overview and progress to date, answered questions, and received feedback that was incorporated into the final plan:

- September 14, 2017: Downtown Denver Partnership's Denver Civic Ventures Board
- September 14, 2017: Downtown Denver Partnership Board
- October 10, 2017: Downtown Denver Partnership Board
- November 1, 2017: Auraria Higher Education Center Board
- November 30, 2017: Jefferson Park United Neighbors and Sloan's Lake Neighborhood Association
- December 6, 2017: La Alma-Lincoln Park Neighborhood Association
- December 12, 2017: Highland United Neighbors Inc.
- January 9, 2018: Federal Boulevard Partnership public meeting with Jefferson Park United Neighbors
- January 11, 2018: Downtown Denver Partnership's Denver Civic Ventures Board
- February 19, 2018: Lower Downtown Neighborhood Association
- February 22, 2018: Downtown Denver Partnership Council

- February 27, 2018: Meeting with 1143 & 1127 Auraria Parkway residents
- March 14, 2018: Urban Land Institute and the Downtown Denver Partnership
- March 15, 2018: Meeting with 1143 & 1127 Auraria Parkway residents
- March 15, 2018: Meeting with Jefferson Park United Neighbors and Sloan's Lake Neighborhood Association
- March 24, 2018: Inter-Neighborhood Cooperation
- April 10, 2018: Meeting with 1143 & 1127 Auraria Parkway residents

External Communications

CPD Newsletter mentions (More than 3,700 subscribers)

- April 6, 2018: <http://myemail.constantcontact.com/Spring-news-from-Denver-Community-Planning---Development.html?soid=1109942844524&aid=vG4ro4GC5ck>
- February 14, 2018: <http://myemail.constantcontact.com/Major-zoning-updates-Blueprint-workshops-paper-less-permits-and-more.html?soid=1109942844524&aid=2c0VR9JgYsY>
- December 4, 2017: <http://myemail.constantcontact.com/Green-roofs--a-new-comp-plan---much-more--Late-fall-news-from-Denver-Community-Planning---Development.html?soid=1109942844524&aid=04bkglUDOA>
- October 12, 2017: <http://myemail.constantcontact.com/Fall-news-from-Denver-Community-Planning---Development.html?soid=1109942844524&aid=zrf4g82EM1c>
- June 30, 2017: http://myemail.constantcontact.com/Special-Issue--Denver-proposes-safe-occupancy-program--calls-for-professionals-to-lend-their-expertise.html?soid=1109942844524&aid=m2SDsFC_wLQ

Twitter (More than 4,300 followers)

This list does not include tweets that accompany the newsletters.

- March 6, 2018 – survey
- February 20, 2018 – draft and meeting
- February 13, 2018 – draft and meeting
- February 8, 2018 – draft amendment
- January 11, 2018 – public meeting
- December 22, 2017 – public meeting (new date)
- December 6, 2017 – public meeting
- October 30, 2017 – public meeting
- October 26, 2017 – public meeting
- October 19, 2017 – public meeting
- October 6, 2017 – save the date
- August 22, 2017 – survey
- August 17, 2017 – survey
- August 14, 2017 – survey
- July 11, 2017 – meeting reminder
- June 29, 2017 – public meeting notice (and retweet of DDP notice)

Nextdoor (More than 4,700 residents across all the following neighborhoods)

- Neighborhoods:
 - Auraria – 43 residents
 - Central Business District – 521 residents
 - Golden Triangle – 517 residents
 - Jefferson Park – 1068 residents
 - Lincoln Park – 1219 residents
 - Sun Valley – 120 residents
 - Union Station – 1307 residents
- Posts
 - March 6, 2018 – survey
 - February 20, 2018 – public meeting
 - February 13, 2018 – draft amendment
 - February 8, 2018 – public meeting
 - January 11, 2018 – public meeting
 - December 21, 2017 – public meeting, new date
 - December 6, 2017 – public meeting (edited post to reflect date change)
 - October 6, 2017 – public meeting
 - August 14, 2017 – survey
 - June 29, 2017 – first public meeting

- October 26, 2017 – public meeting
- October 19, 2017 – public meeting
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- August 22, 2017 – survey
- August 17, 2017 – survey
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 - December 6, 2017 – public meeting (edited post to reflect date change)
 - October 6, 2017 – public meeting
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 - June 29, 2017 – first public meeting

Instagram (More than 1,000 followers)

- March 6, 2018 - survey
- February 20, 2018 – public meeting
- February 13, 2018 – draft amendment
- February 8, 2018 – public meeting
- January 11, 2018 – public meeting
- December 21, 2018 – public meeting
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- December 6, 2017 – public meeting
- October 26, 2017 – public meeting
- October 6, 2017 – public meeting
- August 14, 2017 – survey
- July 11, 2017 – public meeting
- June 29, 2017 – first public meeting

Media hits

- March 29, 2018: [River Mile developers envision multiple buildings over 40 stories, records show](#)
- March 12, 2018: [Denver's Plan to Turn Its Lifeless Parking Crater Into a Walkable, Bikeable Neighborhood](#)
- March 12, 2018: ["River Mile" plan eventually replaces Elitch Gardens with new urban center](#)
- March 7, 2018: [Owners propose new river connected neighborhood in Central Platte Valley](#)
- March 6, 2018: [Plans taking shape for redevelopment around Elitch Gardens, but park not going anywhere soon, owner says](#)
- March 5, 2018: [Elitch Gardens Owners Will Seek Rezoning, Unveil Long-Term Plan for Site](#)
- February 26, 2018: [Denver prepares for Elitch Gardens' next ride in Central Platte Valley](#)
- February 9, 2018: [America's Worst Parking Crater Could Become Denver's Next Human-Scale Neighborhood](#)
- January 13, 2018: [A future move for Elitch's possible as new plans develop for downtown Denver](#)
- October 26, 2017: [Denver residents dislike the 'poor use of land' near Elitch Gardens](#)

Finding: The Downtown Area Plan Amendment was developed through an inclusive public process.

DOWNTOWN AREA PLAN AMENDMENT ALIGNMENT

VISION ELEMENTS

The Redevelopment concept plan is grounded in the implementation of the DAPA, we are happy to have this comprehensive document as a guiding vision and the scope of this opportunity is uniquely suited to achieve and surpass the specifics of the area plan.

A Prosperous City

- A5a. Encourage a mix of uses.
- A5b. Promote a specific variety of uses that create an active, livable neighborhood.
- A6a. Promote robust and diverse businesses, amenities, and commercial services.
- A6b. Explore economically advantageous clustering of complementary uses that relate to existing uses in the plan area, Downtown, and in surrounding neighborhoods.

A Walkable City

- B6b. Create Complete Streets by utilizing street design that promotes multi-modal connectivity.
- B7a. Create a comprehensive pedestrian network with pedestrian facilities on all streets in the plan area.
- B9b. Provide additional transit services to and through the plan area.
- B10a. Require Transportation Demand Management.
- B10b. Remove parking minimums and establish parking maximums.

A Diverse City

- C5a. Include a variety of market rate and affordable housing to accommodate diverse households and incomes in the plan area.
- C5b. Implement requirements to ensure that affordable and workforce housing is provided in the plan area.
- C6a. Offer services and facilities that support families.
- C6b. Provide amenities and facilities that support seniors and people with disabilities.

A Distinctive City

- D4c. Calibrate allowed building height and intensity by context.
- D4d. Leverage increases in allowed building intensity to promote community benefits.
- D4e. Ensure a minimum intensity of development.
- D5a. Adopt new or updated zoning standards to promote high quality design.
- D5b. Adopt design standards and guidelines (DSG's) and implement a design review process to promote high quality design.

A Green City

- E4a. Create new designated parks and open space.
- E4e. Contribute to a green public realm.
- E4g. Provide opportunities for healthy living.
- E4i. Create specific standards and policies for the maintenance and upkeep of both public and private parks and public spaces.
- E5b. Protect the river as a natural resource.
- E6a. Embrace ways to efficiently use resources and reduce waste.
- E6c. Encourage green and sustainable communities.

An aerial photograph of a city, likely Los Angeles, with a red color overlay. The image shows a dense urban area with many buildings, streets, and trees. The text '04 PROCESS' is overlaid on the bottom left of the image.

04 PROCESS

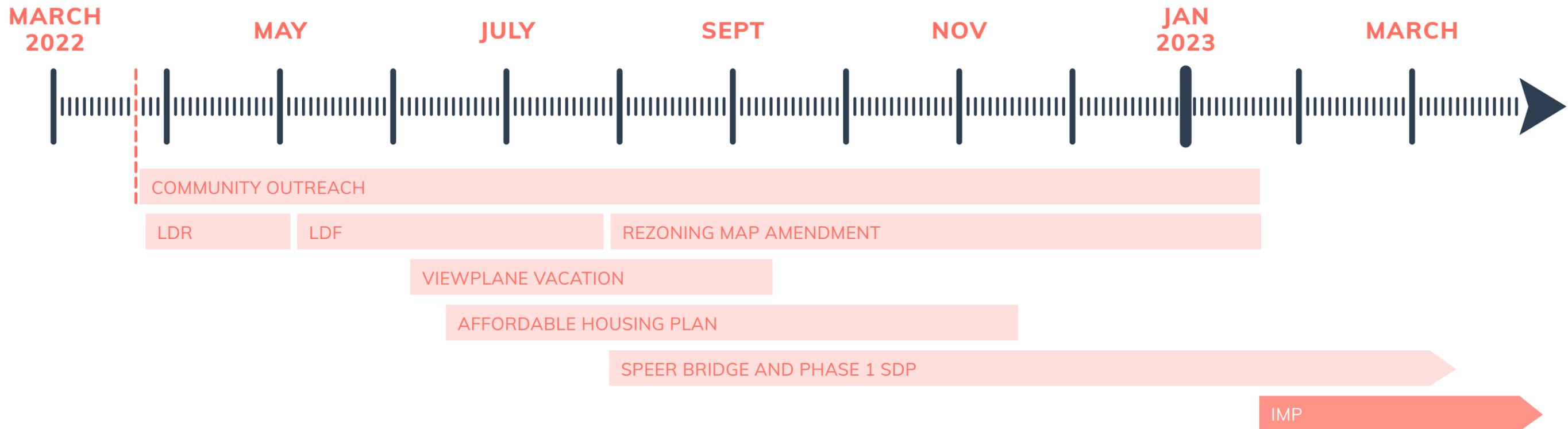
4. PROCESS

NEAR-TERM PRIORITIES

- Public Outreach-In Progress
- LDR
- Speer Bridge Entitlement
- Old City Hall Viewplane Vacation
- Rezoning
- Affordable Housing Plan
- Phase-1 and Speer Bridge SDP

PROCESS AFTER RE-ZONING

- IMP
- TEP/SDPs



OUTREACH PLAN

BACKGROUND

The River Mile rezoning application (2018) earned unanimous support from City Council, adjacent registered neighborhood associations and key stakeholders after an exhaustive public engagement process.

Public engagement began with convening the Central Platte Valley (CPV) - Auraria Steering Committee to guide development of the CPV-Auraria Amendment to the Downtown Area Plan. This process, led by the City and Downtown Denver Partnership, included 7 steering committee meetings, 1 design charrette and 3 community meetings in advance of Planning Board and City Council consideration of the plan amendment.

In parallel to the Steering Committee process, the River Mile team met with community stakeholders and City Council members individually to listen to their wants and concerns and brief them on the redevelopment opportunities made possible through the rezoning. Securing formal endorsements from stakeholder groups normally involved initial meetings with leaders of organizations followed by presentations to full boards of directors or membership groups.

REGULATORY LANDSCAPE

- The CPV-Auraria Amendment provides clear planning justification for applying CPV zoning.
- Design standards and guidelines are already in place for CPV Zone Districts.
- We have a strong support for our vision from within Community Planning and Development built through the CPV-Auraria DAP Amendment process.
- However, the Old City Hall View Plane prevents build out of that vision.

COMMUNITY WORKSHOPS

Reconvene CPV-Auraria Steering Committee and other stakeholders for series of working group meetings. There will be clear goals and planned outcomes for each of the three meetings to ensure that they are efficient, productive, and fulfill the objectives of convening the stakeholders, as further described below.

Meeting #1 Topic - Orientation

- Review the CPV-Auraria Amendment's vision, recommendations, and implementation strategies for the Ball Arena site
- Evaluate site history, existing conditions, surrounding context and projects, places, or trends influencing Ball Arena site; identify key constraints (including Old City Hall View Plane); highlight key opportunities for positive changes
- Conduct site-specific SWOT analysis
- Develop shared guiding principles or values that will guide the development

Meeting #2 Topic- Connectivity

- Explore and identify opportunities for mobility and connectivity with the development and surrounding communities – Speer Boulevard Bridge
- Connectivity to transit
- 5280 Trail & pedestrian infrastructure
- Traffic access & parking

Meeting #3 Topic – Livability and equity

- Present opportunities for improving social, economic, and environmental equity
- Open space & activation
- Affordable housing

Meeting #4 Topic – Density & trade-offs

- Overview of Old City Hall View Plane
- Present options for height and density
- Discussion of trade-offs

Meeting #5 Topic - Wrap up

- Generate shared vision for Ball Arena site
- Build consensus for vision
- Create enthusiasm and identify additional supporters for upcoming outreach and public processes

Separately, and in parallel to the community workshops we will:

- Conduct direct outreach to groups and individuals targeted for formal endorsements and public hearing testimony
- Prepare tailored briefings for each City Council member's specific policy priorities
- Organize site visits to Ball Arena

OUTREACH PLAN

PROCESS

1: Meetings with Key Administration Officials

March 2022

- Laura Aldrete, Denver Planning Director
- Happy Haynes, Denver Parks and Recreation Director
- Jennifer Hillhouse, Denver Department of Transportation and Infrastructure

2: Meetings with Key Stakeholders

March 2022

- Kourtney Garrett, Downtown Denver Partnership
- AHEC Leadership
 - Michelle Marks, Chancellor, University of Colorado Denver
 - Janine Davidson, President, Metro State University
 - Marie DeSanctis, President, Community College of Denver
 - Colleen Walker, Auraria Higher Education Center

3: Stakeholder Working Group Invitations

March 2022

- Auraria Higher Education Center
- CPV-Auraria RNO (Auraria Lofts Condominiums)
- Children's Museum
- Community College of Denver
- Downtown Denver Partnership
- Greenway Foundation
- Highlands United Neighbors
- Jefferson Park United Neighborhoods
- LoDo, Inc.
- Lower Downtown Neighborhood Association
- Metro State University
- Riverfront Park Association
- University of Colorado Denver

4. Stakeholder Working Group Meetings

(5 weekly meetings)

April – May 2022

5: City Council Member Meetings

April – June 2022

- Chris Herndon, Chair of Land Use, Transportation and Development Committee
- Amanda Sandoval
- Kevin Flynn
- Jamie Torres
- Kendra Black
- Amanda Sawyer
- Paul Kashmann
- Jolon Clark
- Candi CdeBaca
- Chris Hinds
- Stacie Gilmore
- Debbie Ortega
- Robin Kniech

6: Presentations for formal endorsements to DDP and AHEC Boards

April – May 2022

7: Presentations for formal endorsements from other targeted stakeholders

May – June 2022

8: Presentations for endorsements from Registered Neighborhood Organizations

May – July 2022

9: City-led LRD Community Information Meeting

July 7, 2022

10: Submittal of rezoning application

August 1, 2022

11: Prepare for Planning Board Hearing

August - September 2022

12: Planning Board Public Hearing

October 19, 2022

13: Prepare for City Council Public Hearing

November 2022 - January 2023

14: City Council Public Hearing – Final Consideration

January 9, 2023