Englewood, Colorado

- First tier suburb of Denver
- Urban character
- Full service city
- 6.8 square miles, land locked community
- Located along SW LRT Corridor
- 33,000 residents/25,000 jobs
- Politically and fiscally conservative
- Strong, stable neighborhoods
- Large commercial/industrial base
Cinderella City Mall 1995

Changing retail trends, functional obsolescence, competition force closure.
Platte River
Cinderella City
55 acres
Hwy 285
Broadway
Redevelopment Opportunities

- Business growth and job creation
- Increased tax base
- Economic stability and diversification
- Cleans environment
- Eliminates blight
- Reduces sprawl, creates public space
CityCenter Program

- 55 acre site, 840,000 sf mixed-use transit oriented development (TOD)
- Retail 350,000 sf
- Office 40,000 sf
- Housing 310,000 sf (438 du)
- Civic 140,000 sf
- City hall, amphitheater, cultural arts space, art museum, library
- $3+ million art collection/arts programming
City as Developer

Public Role

- Planning
- Participation
- Programming
Planning

Place-making is a competitive difference

Authentic, attractive, diverse, safe, community connection
Participation - Partnerships

- Englewood $18M
- RTD $5.7M
- Museum of Outdoor Art (MOA)
- Federal/State EDA, EPA, CDOH
- Developers $12.6M
Alexan CityCenter Facts
TOD Value Creation example

- Land 10 acres
- 438 for lease units
- 29,000 sf retail
- Construction cost/ unit $105,104 2002
- Asset sold 04/2003 for $120,649/unit
- 629 parking spaces
- Parking Ratio 1.58:1.0
- Average pro forma rental rate $1.16/sf
- Average current rental rate $1.29/sf
- Average retail rent $19.00 NNN
Art Transit Shuttle
TOD Community value creation example
17,000 Riders/month

New development activity at 7 shuttle stops

10 minute headways/2 mile loop
Programming

It’s always about People!

Museum of Outdoor Art

- Activity
- Image
- Connection
- Sociability
TOD Results

- $2.5+ M new sales tax revenue
- 1500 new jobs
- New market rate housing
- Increased property values
- New transportation choices
- New development interest and projects
- New community confidence
Lessons Learned

- It isn’t easy!
- Be clear about goals
- Public sector must provide Vision
- Public sector must participate as full partner
- Think long term and be persistent
Lessons Learned

- Markets change—Be flexible
- Create supportive plans and development regulations
- Create distinctive place for competitive advantage
- Land use diversity reduces community risk
- Coordinate, cooperate and collaborate