



# VISION AND GOALS

JANUARY 27, 2015



URBAN NEIGHBORHOODS INC., DANA CRAWFORD

## **Broomfield City Council Study Session**

January 27, 2015

Work in progress: Two preliminary design meetings with senior city staff followed our initial response to their RFP submitted November 24, 2014.

The beginning of building for ultimate consensus reinforced the furtherance of Civic Center's Master Plan, as adopted by Council in 2008, with a development spotlight on the southwest corner of the parcel, Destination FIRST and MAIN, as a small functioning "downtown" concept, a point of pride, which will encompass the now deserted Safeway property as a key component.

The shared vision for land use is to include first floor retail, restaurants, office, second floor residential sited on a memorable public realm pattern of streets and lanes. Inspired by somewhat random organization of original districts in Europe, Boston, Charleston and Savannah, Broomfield's newly designed architecture will represent the early simplicity of its farm houses and dignified commercial structures.

Historic photos and examples of popular destinations in other parts of America touch upon New England vernacular designs, which remain active today and also influence excellent contemporary shopping complexes, which are compelling attractions today, award winners for the 21<sup>st</sup> century.

The concept will incorporate the Safeway site with a new or repurposed building of approximately 60,000 square feet. Naturally sited on substantially higher ground topping a knoll on the south edge of this new focal point, the former Safeway will be redesigned to provide a prominent passageway from existing parking and a stairway down into the village. This connection provides the desirable views of Broomfield's Civic Center and draws adventurers and regular customers into the multi-layered uses of Destination FIRST and MAIN.

Many new more mature trees, gardens and hardscapes will encourage interaction and walkability. Programming of the community will emphasize family attractions, biking and pedestrian transportations.

The design of Broomfield's refreshingly new community center must be strong with time proven visual opportunities for the casual daily shopper and compelling attractions for the weekend crowds. We want it to be the "talk" of the town and its regions, almost a small vacation-like gathering place. Avoiding comparisons to Disneyland or other theme parks, our goal and shared vision here results in authenticity of our past and future.

Locally owned businesses and newly minted idea establishments will be the primary tenants with anchors of restaurants, a beer garden, complete with Bocce ball and croquet, plus a collection of shops and services as suggested by neighbors and citizens to be gathered soon in public forums. This locally based direction is necessary for our highly motivated and experienced team members, many of whom have been involved in the evolution of Broomfield for many years. We are Placemakers with proven ability to perform and create community assets. We also recognize the practicality and need for graceful parking solutions and welcome local participation in the selection of those solutions. We are also experienced in developing and managing new residential destinations, which function well in mixed-use environments. This newly accepted land use planning is a return to our roots, a proven philosophy that adds to our contemporary quality of life.

Constant attention to sustainability and changing traffic needs are also on our radar screen. We are flexible and bring a team of collaborators to work with the community of Broomfield.

## The Team

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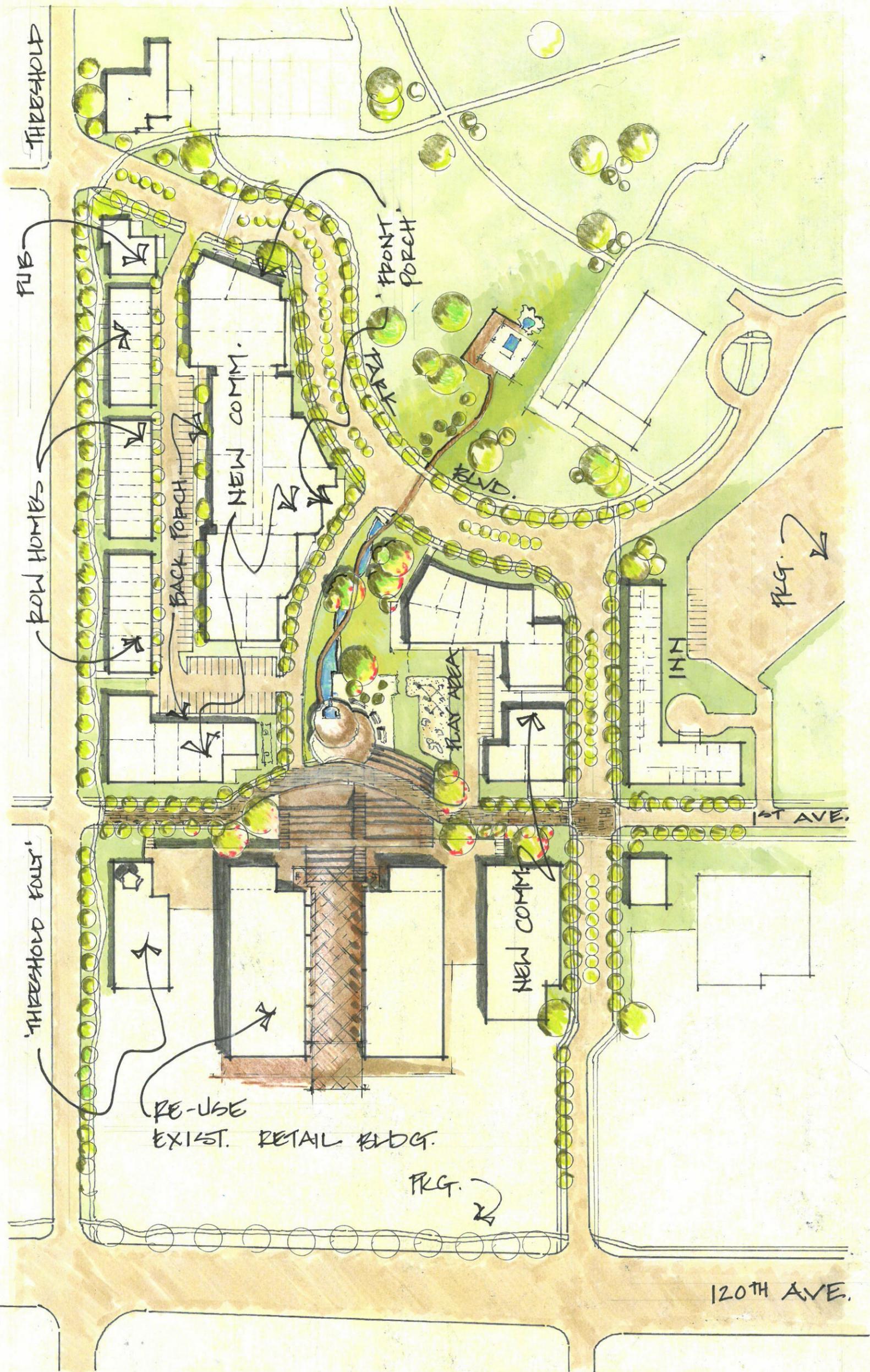
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# DESTINATION FIRST AND MAIN





CONCEPTUAL SITE PLAN

1.19.15

1900 - 1950



L.C. McClure took this circa 1908 photograph of Broomfield's business district, known today as "Old" Broomfield. The horizontal sign on the left reads, "Look Out For Cars," warning passers-by of the railroad cars that crossed the street (today's West 120th Avenue). The adjacent vertical sign reads, "Jefferson County."

Behind the signs is the Broomfield Mercantile Company, owned by A.R. Murdock. The buildings, on the right side of the street in the background, are probably Mary Wright's home and cheese factory (on the future site of the Broomfield Garage).

The grain mill to the right of the future site of the Broomfield Garage originally was Ralph Colman's Silver Standard Flour and Feed Mill before it became August Nissen's Broomfield Feed Mill and Elevator. The Longmont Milling Company enlarged the operation, which eventually was owned by the Adolph Coors Company.

On the right is Edgar Jones' combination store, post office, and pool hall (known as Jones' Hall).

*Denver Public Library, Western History collection*











# *A Must-See Destination!*

## Denver's New Hub for the 21st Century...

Denver's Union Station is the place to go to experience the sophistication and maturity which Denver has grown into over the last decade. The plaza in front of Union Station spouts arching fountains reminiscent of a piazza in Rome or an open air café in France. This 100-year old historic landmark retains its historic charm while offering modern amenities like free wi-fi, the essential necessity for every traveler.

Union Station is a revitalized destination transportation hub that includes something for everyone, from the local shuffleboard player to the distinguishing world traveler. This is all due to the vision, tenacity, and efforts of preservationist Dana Crawford, Chief Executive Officer of Urban Neighborhood, Inc. alongside a team of talented individuals known as the Union Station Alliance (USA).



The station welcomed up to 80 trains daily in its heyday. Soldiers who served in World War I and World War II and former Presidents Theodore Roosevelt, William Taft, Franklin Delano Roosevelt and Harry Truman all walked through the same great hall which still houses its 65-foot high original grand barrel vaulted ceiling. Even the original ticketing window remains as a testament to the multitudes of travelers who stood in that same spot over the last century.

Today's Union Station hosts not just Amtrak trains but the RTD (Regional Transportation District) regional and intercity bus system, bicycles, taxis, the FREE 16th Street Mall Ride, and light rail. FasTraks will soon connect downtown to the Denver International Airport.

Union Station is now home to the ultra-modern urban luxury hotel named in honor of Dana Crawford herself. The Crawford Hotel is a 112-room marvel that embraces the historical architecture of the building and features unique artwork such as mounted jackalopes with bowties in the suites. A walk through the hotel evokes a visit to a carefully curated art gallery hosting unique paintings which harken to the Victorian-era of Union Station's glory days, along with modern lines.



Publisher James Jackman with Dana Crawford

Each restaurant and shop residing in Union Station is a locally-based business chosen to represent Colorado to travelers as they arrive, depart, or just visit. Whether you want to grab a cup of coffee, eat an 'all fresh ingredients' lunch, or enjoy a fine dining experience, there is a restaurant to accommodate you. The iconic Tattered Cover bookstore has a small outpost available for the literary traveler, and there are some specialty stores offering "doodads and whatnots" for souvenirs and gifts.

Denver's Union Station deserves to be a destination all by itself, but you will be impressed with everything it has to offer even if you are using it as your travel gateway to Denver's lower downtown. Colorado locals and international travelers alike will find this transportation landmark worth stopping at for lunch or a photography opportunity. For more information visit [www.unionstationindenver.com](http://www.unionstationindenver.com) or just go straight to 1701 Wynkoop St. to experience it first hand.

# DANA CRAWFORD

## Denver, Colorado



Award-winning preservationist Dana Crawford initiated a concept of urban renewal that was one of the first of its kind in the United States. She pioneered the redevelopment of Denver's historic Larimer Square in the mid 1960's, creating a festival shopping area from the neglected and abandoned buildings of Denver's original main street. Today, Larimer Square serves as a prototype for the revitalization of forgotten main streets and architectural landmarks throughout the country.

Since the 1960's, Mrs. Crawford has redeveloped more than a million square feet of historic property in the city of Denver including the Oxford Hotel, the Acme Lofts, the Edbrooke Lofts and Cooper Flat Condominiums. She completed two phases of the Flour Mill Lofts project, converting an abandoned flour mill into unique loft spaces designed for the sophisticated urbanite. In addition to her redevelopment projects, Dana has also been a consultant to many cities and towns wishing to rejuvenate and reactivate their downtown areas. She has consulted with the City of Longmont to help them create an Arts and Entertainment District and also with the City of Glenwood to help revitalize their main thoroughfare with the addition of new and updated retail.

In addition to her many business accomplishments, Mrs. Crawford has given much of her time to both local and national concerns. She served nine years on the board of directors of the National Trust for Historic Preservation, six of those years on its executive committee. In 1995 the National Trust awarded her their highest honor, the distinguished Louise DuPont Crowninshield Award. For fifteen years she worked with the Preservation Action, serving as president for two years. She has served on the national advisory council for Project for Public Spaces.

Mrs. Crawford's contributions to the Denver community are many. She has been on the board of the Downtown Denver Partnership for more than thirty years and has been active with the Platte River Greenway Foundation, the Denver Art Museum, Historic Denver, Inc., the Colorado Historical Society and Foundation, and the Denver Center for the performing Arts. She is an honorary member of the Colorado Chapter of A.I.A., and has been awarded a Doctorate of Humanities by the University of Colorado. In recognition of her civic contributions, business successes, and the positive influence she has had on the architectural character of Denver, she was inducted into the Colorado Business Hall of Fame in 1997. That same year, in honor of her many years of community service, she was presented with the prestigious Bonfils-Stanton Foundation Award, also known as the "Colorado Nobel Prize." In 1998, the Denver Business Journal recognized Mrs. Crawford as one of twenty people who have made a difference to Denver's business success in the twentieth century.

In July, 2014 Union Station Alliance opened the 125,000 square foot, 54 million dollar revitalization of the Denver Union Station transit hub. The popular project involves the 112 room Crawford Hotel, seven locally owned prominent restaurants and five shops. Dana in 2014 received ULI's initial Legacy Award for initiating Union Station's reclamation plus decades of development which has redefined Denver.

Dana Crawford's energy and commitment continue to be the spark for the ongoing revitalization of Denver's Lower Downtown Historic District (LoDo). She is often called upon to assist others in their own revitalization efforts and has served as a consultant for over fifty communities to help preserve the historic character of neglected main streets and neighborhoods nationwide.

# Team Member Summary

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## **Dana Crawford**

Preservationist and developer Dana Crawford of Urban Neighborhoods, Inc., will serve as team leader for the Broomfield Civic Center Project. Her numerous developments in Denver have helped to redefine the region. They include: Larimer Square, the Oxford Hotel, loft housing, Flour Mill Lofts, and most recently Denver Union Station. In 2001 and 2008 Dana partnered with Nigel Staton and local leaders in Broomfield to pioneer the Civic Center Master Plan.

## **Bill Parkhill**

Parkhill Development, LLC under Bill Parkhill serves as co-developer on the Broomfield Project. Bill represents 30 years of architectural and development experience with more recent achievements in Denver and Brighton, CO. He has extensive experience working with Urban Renewal Authorities to create public/private partnerships for mixed use development projects. Bill's projects utilize tax increment financing, metro district financing, and private bank financing that combine together for effective solutions to mixed use building types.

## **Bill Moore**

Bill Moore, AIA, founder and president of Sprocket Design Build, Inc., is a Licensed Architect, Denver Building Contractor, and NCARB member. Bill has worked as a construction manager for the office portfolio of William Wilson and mixed-use, infill developer - Village Properties and for Paragon Homes. Bill is a residential developer, as well as having been responsible for architecture, construction and development services in excess of \$237,000,000, across 165 projects in Denver, North Carolina, California and Idaho.

## **Grant D. Bennett**

Grant Bennett has experience in both the public and private sectors of finance, development, and construction. He worked for six years as Senior Redevelopment Specialist for Denver Urban Renewal Authority. Proximity Green, LLC provides investing expertise that goes beyond financial analysis and provides strategy and direction on decisions in real estate, including sustainability, social impacts, Placemaking and neighborhood development. He is also currently involved with the town of Crested Butte in developing a luxury home community at Wildhorse.

## **Jennifer Vecchi**

Vecchi Associates brings Jennifer Vecchi, AICP & LEED AP BD+C, back to Broomfield as a recognized professional in planning and green building. She is currently working in renewable energy as a project coordinator for the 99 megawatt Lake Andes Wind Facility, and as Sustainability Development Director for the AquaSan Network.

## **Sarah Edgell**

Sarah Edgell, graphic designer for numerous high profile clients, works with the following: Broomfield Economic Development Corporation, Denver Union Station, Colorado Symphony, Historic Denver / Molly Brown House Museum, Colfax Business Improvement District, Denver Design District, Arvada Visitors Center, and the City of Glendale: Infinity Park, to name a few.

## **Paul Brokering**

Paul Brokering, architect and award winning photographic artist, brings an inspiring view of our visual love in the West and small town America.

## **John Louis Martin**

John Martin recently arrived in Colorado as a bilingual property manager and expert representing the millennial generation on our team. A real estate broker experienced in developing a million square feet of downtown portfolio in Raleigh and Durham, he is trained in strategic budgeting with on time/on budget success on his resume.