Downtown Westminster

An Overview

DOWNTOWN
WESTMINSTER

Agenda

Welcome
Economic Development
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Economic Development
John Burke, Economic Vibrancy Manager
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Parks, Recreation & Libraries
John Vann, Senior Landscape Architect
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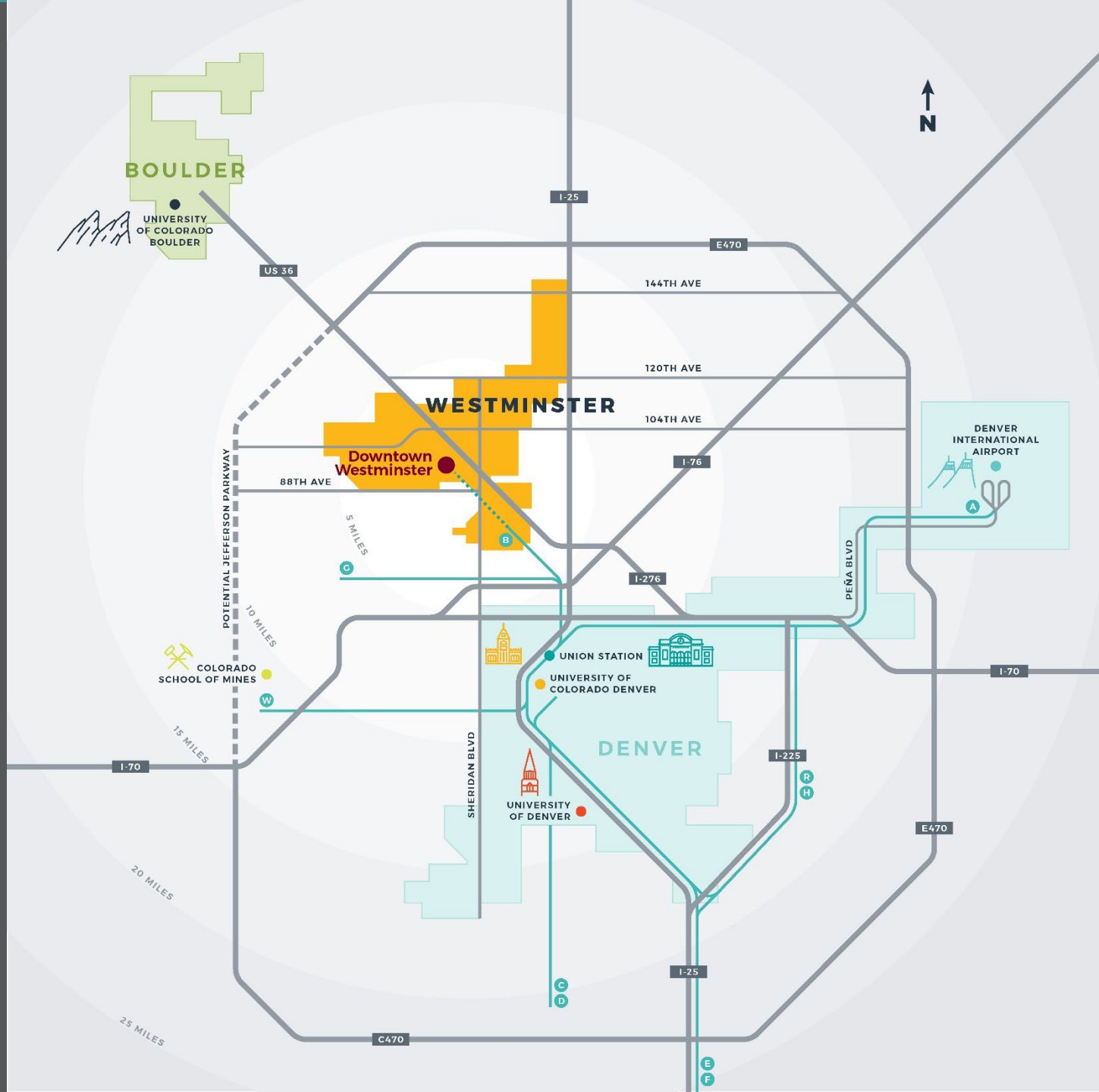
Q&A

Location

- Adjacent to US 36
- 11 miles to DUS
- 16 miles to Boulder
- 35 minutes to DIA
- 500 buses a day at RTD Sheridan Station
- Future Commuter Rail

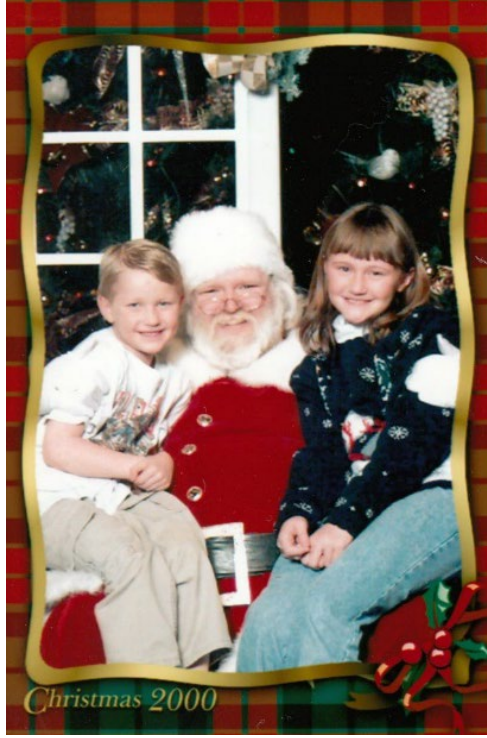


Westminster Mall in 2010

A place to be

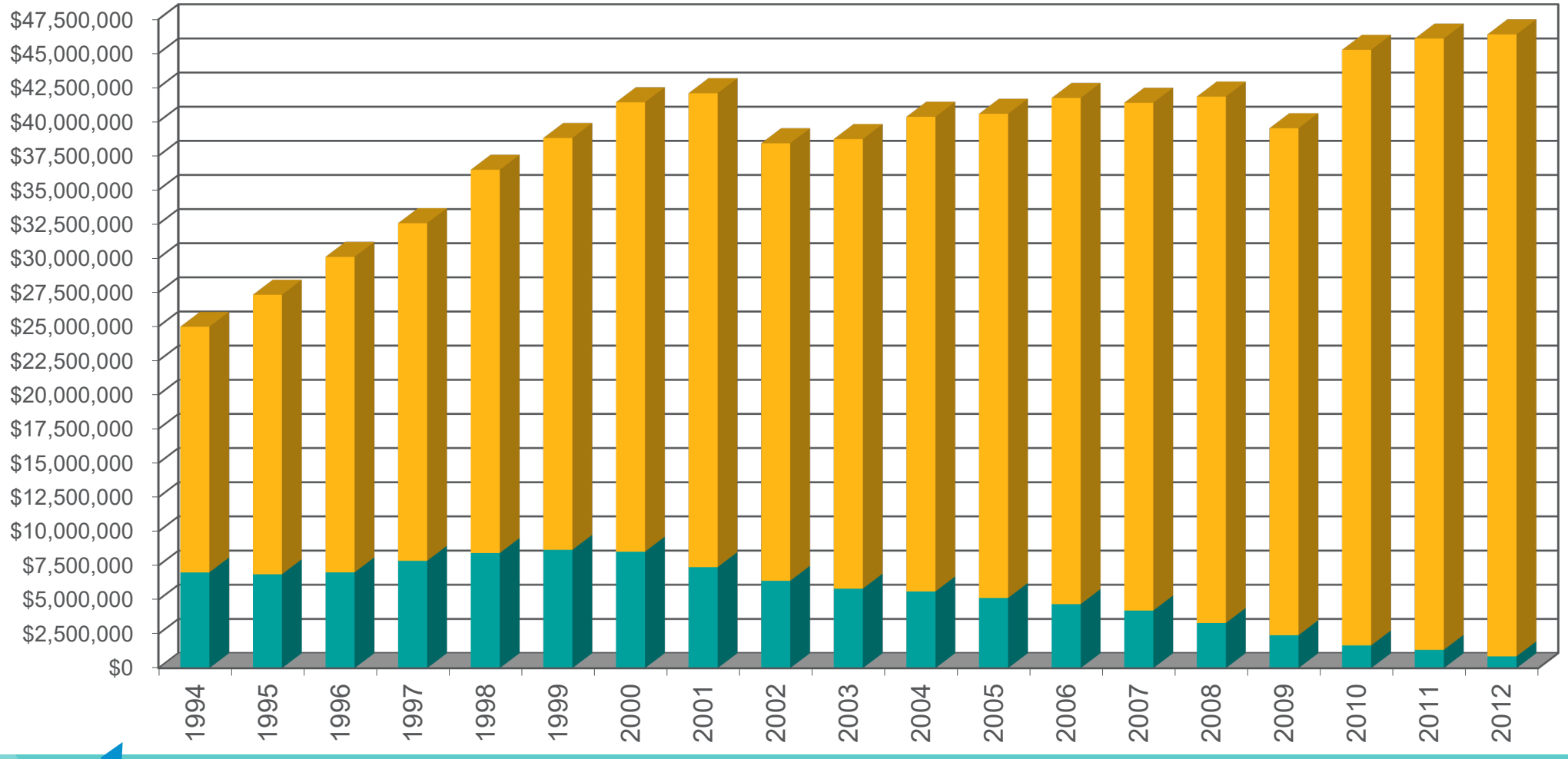
musicland
Orange Julius

WESTMINSTER
POLICE
DEPARTMENT
John McGrath
POLICE


Christmas 2000

Consumer Beauty Supply
BURTON'S

Westminster Mall to Citywide Sales Tax Collections



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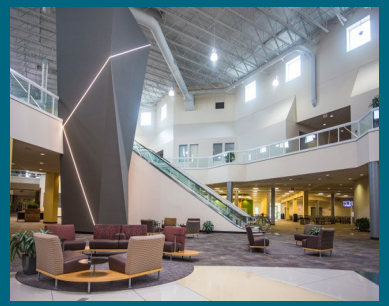
REDEVELOPMENT CHOICES

The Importance of Property Control and Ownership

Do Nothing

Partial Demolition



Adaptive Reuse

Fresh Start

A sense of place

A place to connect people…
to each other and their community.

Downtown Westminster will act as the civic, cultural, and economic core of the city…

A place of innovation, creativity, and growth where sustainability, technology, and inclusiveness are implemented into the physical and cultural environment…

Developed over time, one block at a time.

Evolving our Approach

2009: RFP for Master Developer

2010: Master Developer #2

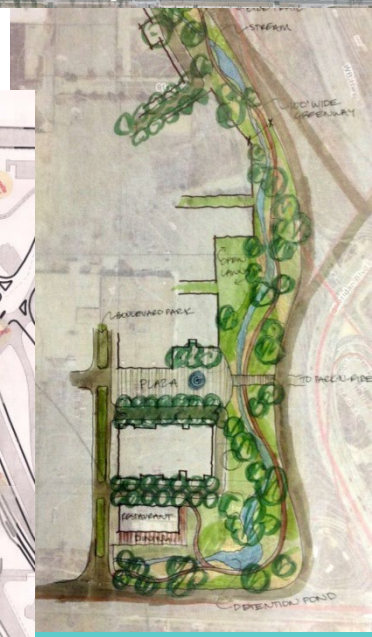
2011: Master Developer #3

2012-13: Master Developer #4

2014-15: Master Developer #5

2015: Downtown Block by Block

City and WEDA invest in infrastructure,
Sell land block by block to a wide range of developers



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Park master planning

- 18 acres to think big and prioritize funding
- Break into focused areas:
  - Central Square
  - Center Park
  - East Park
  - South Park

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Park master planning

PLAN COMPONENTS

1. Multi-use, gathering plaza, functions as flex stage for large events
2. Iconic shade structure with standing-height table/seating
3. Restroom/maintenance building with extended overhang and green roof
4. Water play feature with thematic structures
5. Iconic urban play feature
6. Gathering plaza with flexible seating, fire feature, mini putting lawn and adult lawn games
7. Hillside lawn seating for both informal lounging and community events
8. Raised landscape planting beds for spatial definition and adjacent street buffer
9. Event lawn
10. Flex lawn
11. Thematic sculptures at flex lawn and landscape berm to buffer adjacent street
12. Tree bosque & bistro seating
13. Wayfinidng Monument

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Center Park – Concept Drawings

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West Park

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Why Build a Downtown?

Continued public support

Identity & Quality of Life

- Center of activity & gathering
- Regional destination, build identity
- Provide civic and cultural core

Economic Growth

- Long term investment in the city's fiscal health, diversifying and building tax base
- Focused employment growth to support citywide economy

Smart Growth

- Focus growth next to busiest transit and transportation cores

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VISION FOR DOWNTOWN WESTMINSTER

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Full buildout projections:

- 2-3 million sq.ft. of office
- 4,500 residents
- 700,000 sq.ft. of retail
- 300+ hotel rooms
- Entertainment District
- LEED Silver buildings
- Access to mass transit

Density and Activity

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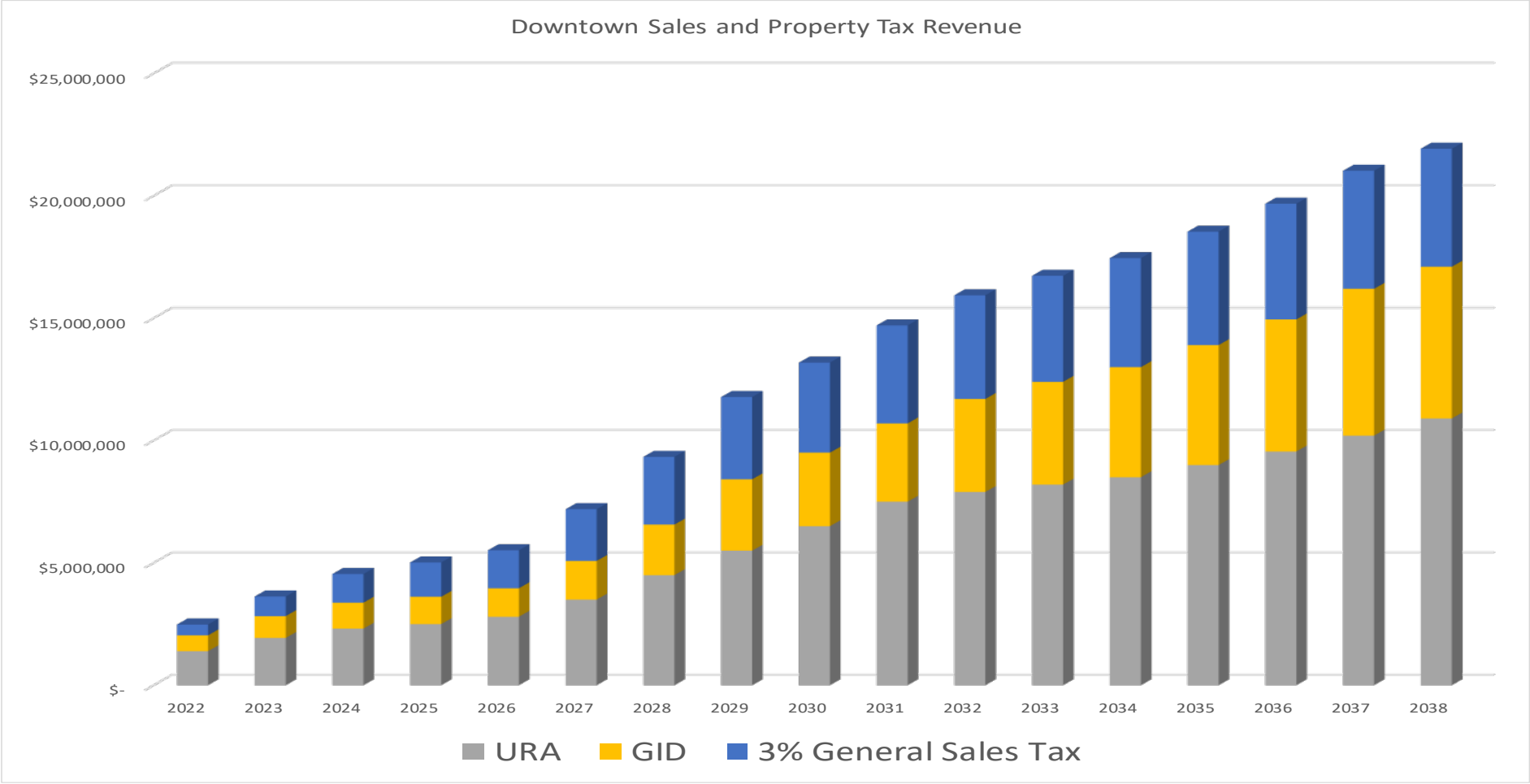
FINANCIAL IMPACT



- Note: The values shown on this graph are estimates based on continued pace and type of development.

How did we get from there ... to here?

Development Strategy

Land Ownership

WEDA sells land by block and/or parcel

Regulatory Approach

- Specific Plan >> zoning
- Administrative development review

Vision Alignment

- Diversity of ownership & range of uses, reduces risk
- Conditions to the sale (20% affordable/workforce housing, LEED Silver certification, retail uses)
- Strategic use of incentives

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Balanced Investment Strategy

City Investment

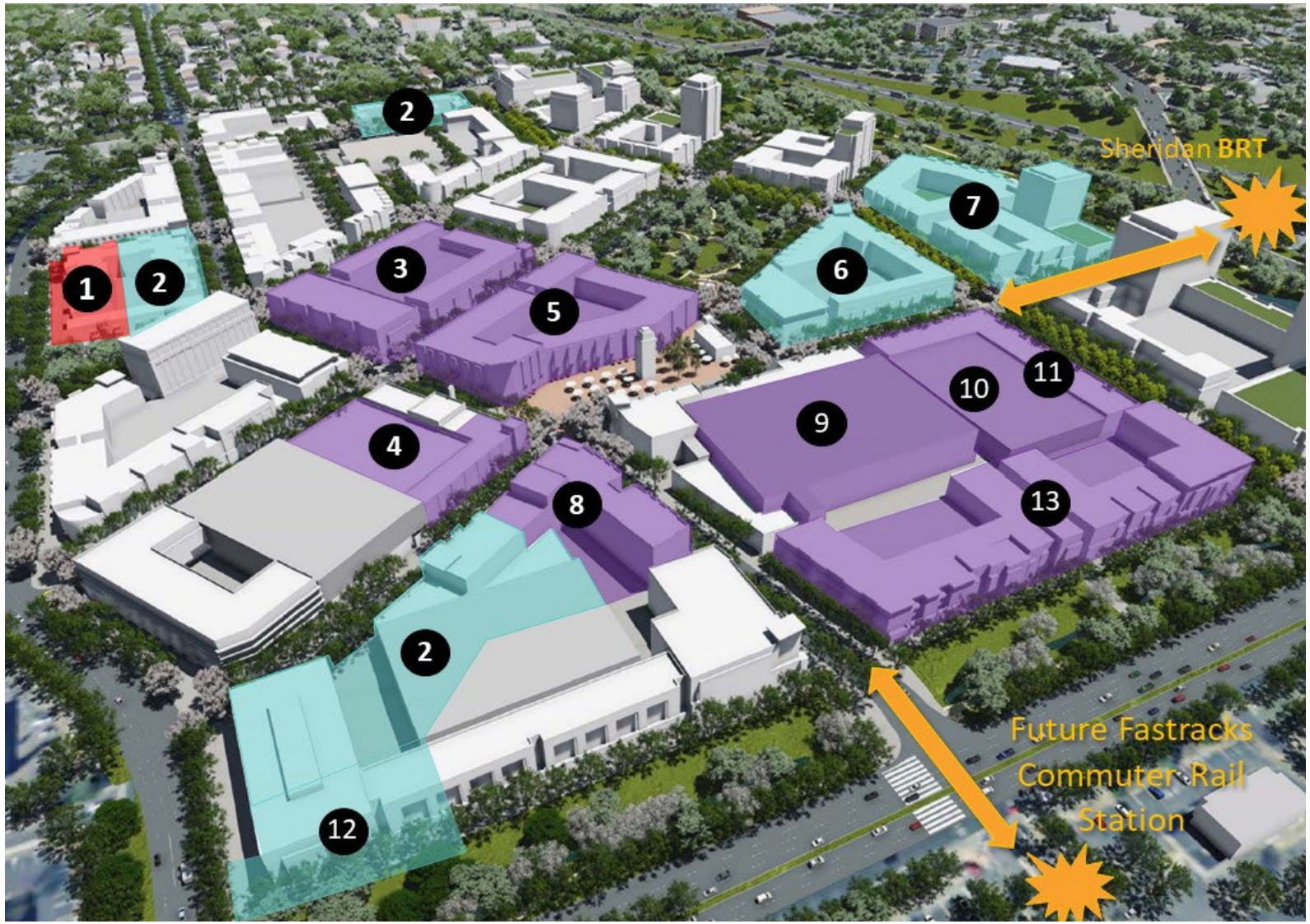
- $32m toward land control
- $42m in COPs for infrastructure/amenities
- Phase I development incentives
- Infrastructure and amenities

Return on Investment

- Land sales
- Tax increment
- General Improvement District
  - Funds parking and O&M
  - *Long term strategy*

Where are we now?

1. Harlan Street Townhomes
2. Downtown Westminster Residences
3. Westminster Row
4. Alamo Drafthouse
5. Aspire Westminster
6. Schnitzer West Office
7. Schnitzer West Office
8. Origin Hotel
9. JCPenney
10. City Parking Structure
11. Eaton Street Apartments
12. Marczyk Fine Foods
13. Ascent Westminster



Completed | Under Construction | Planned

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Future of Downtown Westminster:

5,000 new residents
750,000 sq.ft. of retail
2 million sq.ft. of office
300+ hotel rooms
Entertainment District
LEED Silver certified buildings
Direct access to mass transit

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New retail & commercial with more to come!

Alamo Drafthouse

Project Summary

- 9-screen theater
- Restaurant/outdoor seating
- Retail & office wrap along Westminster Blvd.

Eaton Street Apartments

Project Summary

- 118 Residential Units
- 27,000 sqft. of Retail Space
- LEED Silver Certified
- 100% Affordable

Ascent Westminster

Project Summary

- 255 Residential Units
- 22,000 sqft. of Retail Space
- LEED Silver Certified
- 10% Workforce Housing

Origin Hotel

ORIGIN

EST. 1971, DENVER CO
TATTERED COVER BOOK STORE
tatteredcover.com

FAMILLE
COLORADO BRASSERIE

Project Summary

- 125-room boutique hotel
- Chef driven Restaurant, retail & event space

Aspire Westminster

SUPERFRUIT Republic®

Project Summary

- 226 Residential Units
- 38,000 sqft. of Retail Space
- LEED Silver Certified
- 10% Workforce Housing
- Future market hall

Westminster Row

Project Summary

- 274 Residential Units
- 17,000 sqft. of Retail
  LEED Silver Certified

Downtown Westminster Residences - ownership

Project Summary

- Phase 1 – 34 Townhomes
- Phase 2 – 17 Townhomes & 20 Condominiums
- Phase 3 on Block C-7 – 34 Townhomes
- LEED Silver required

Marczyk's Fine Foods – Adaptive reuse of former US Bank

Project Summary

- 8,ooo sq.ft. boutique grocery and wine store
- LEED Silver required

55+ Active Adult – 90th & Westminster Blvd.

Project Summary

- 200+ units
- 15,000 sq.ft. retail
- Integrated parking structure
- LEED Silver required

Office Development

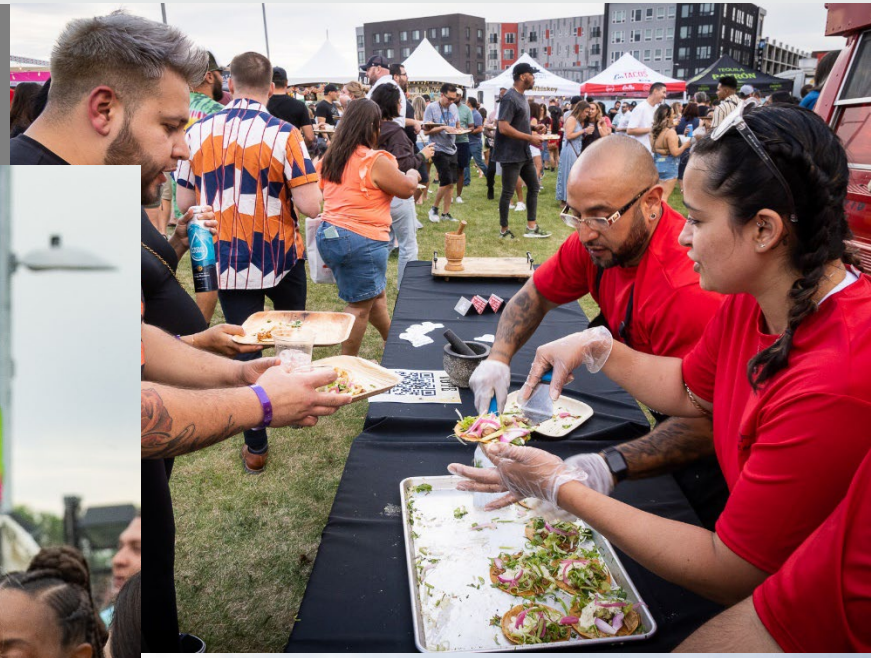
Project Summary

- 650,000 square feet Class A office
- 3 separate buildings & parking structures
- LEED Silver required

Current photos 8/2022

Activation & Events

Events: Top Taco



Events: Brew Fest

Events: Westy Fest

Questions?