

COMMUNITY PLANNING & DEVELOPMENT

REZONING GUIDE

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Zone Map Amendment (Rezoning) - Application

PROPERTY OWNER INFORMATION*				PROPERTY OWNER(S) REPRESENTATIVE**		
CHECK IF POINT OF CONTACT FOR APPLICATION				CHECK IF POINT OF CONTACT FOR APPLICATION		
CHECK IF POINT OF CONTACT FOR FEE PAYMENT***				CHECK IF POINT OF CONTACT FOR FEE PAYMENT***		
Property Owner Name	Property Owner Name			Representative Name		
Address				Address		
City, State, Zip	City, State, Zip			City, State, Zip		
Telephone				Telephone		
Email				Email		
*All standard zone map ame	endment applications must be in presentatives) of at least 51% of	nitiat	ed	**Property owner shall representative to act on	provide a written letter authorizing the his/her behalf.	
area of the zone lots subject	t to the rezoning. See page 4.	i the total		***If contact for fee payment is other than above, please provide contact name and contact information on an attachment.		
SUBJECT PROPERTY	SUBJECT PROPERTY INFORMATION					
Location (address):						
Assessor's Parcel Numbers:						
Area in Acres or Square Feet:						
Current Zone District(s):						
PROPOSAL						
Proposed Zone District:						
PRE-APPLICATION INFORMATION						
In addition to the required pre-application meeting with Planning Services, did you have a concept or a pre-			Yes - State the contact name & meeting date Pre-app meeting held 1		meeting date Pre-app meeting held 11/8/24	
application meeting with De	evelopment Services?				ach attachment, see page 3)	
Did you contact the City Council District Office, applicable Registered Neighborhood Organization, and adjacent property owners and tenants regarding this application?			Yes - St page 3 		ribe method in outreach attachment, see	



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REZONING REVIEW C	RITERIA (ACKNOWLEDGE EACH SECTION)
	Consistency with Adopted Plans: The proposed official map amendment is consistent with the City's adopted plans.
	Please provide a review criteria narrative attachment describing how the requested zone district is consistent with the policies and recommendations found in each of the adopted plans below. Each plan should have its own section.
	1. Denver Comprehensive Plan 2040
General Review Criteria DZC Sec. 12.4.10.7.A Check box to affirm and include sections in the review criteria narrative attachment	In this section of the attachment, describe how the proposed map amendment is consistent with <i>Denver</i> <i>Comprehensive Plan 2040</i> 's a) equity goals, b) climate goals, and c) any other applicable goals/strategies. 2. Blueprint Denver In this section of the attachment, describe how the proposed map amendment is consistent with: a) the neighborhood context, b) the future place, c) the growth strategy, d) adjacent street types, e) plan policies and strategies, and f) equity concepts contained in <i>Blueprint Denver</i> . 3. Neighborhood/ Small Area Plan and Other Plans (List all from pre-application meeting, if applicable):
General Review Criteria DZC Sec. 12.4.10.7.A.1 Only check this box if your application is not consistent with 12.4.10.7.A	 Community Need Exception: The City Council may approve an official map amendment that does not comply with subsection 12.4.10.7.A if the proposed official map amendment is necessary to provide for an extraordinary community need that was not anticipated at the time of the adoption of the city's plans. Please provide a narrative attachment describing how the requested zone district is necessary to provide for an extraordinary community need that was not anticipated at the time of the city's plans.
General Review Criteria: DZC Sec. 12.4.10.7. B & C Check boxes to the right to affirm and include a section in the review criteria for the public interest narrative attachment and for consistency with the neighborhood context and the stated purpose and intent of the proposed zone district.	 Public Interest: The proposed official map amendment is in the Public Interest. In the review criteria narrative attachment, please provide an additional section describing how the requested rezoning is in the public interest of the city. The proposed official map amendment is consistent with the description of the applicable neighborhood context, and with the stated purpose and intent of the proposed Zone District. In the review criteria narrative attachment, please provide a separate section describing how the rezoning aligns with a) the proposed district neighborhood context description, b) the general purpose statement, and c) the specific intent statement found in the Denver Zoning Code.

Return completed form and attachments to rezoning@denvergov.org



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REQUIRED ATTACHMENTS

Please check boxes below to affirm the following **required** attachments are submitted with this rezoning application:

- Legal Description of subject property(s). Submit as a separate Microsoft Word document. View guidelines at: https://www.denver-gov.org/content/denvergov/en/transportation-infrastructure/programs-services/right-of-way-survey/guidelines-for-land-descriptions. html
- Proof of ownership document for each property owner signing the application, such as (a) Assessor's Record, (b) Warranty deed, or (c) Title policy or commitment dated no earlier than 60 days prior to application date. If the owner is a corporate entity, proof of authorization for an individual to sign on behalf of the organization is required. This can include board resolutions authorizing the signer, bylaws, a Statement of Authority, or other legal documents as approved by the City Attorney's Office.
- **Review Criteria Narratives**. See page 2 for details.

Outreach documentation. Pre-application outreach is required. The minimum requirement is outreach to the City Council District Office, Registered Neighborhood Organizations, and adjacent neighbors. Please describe all community outreach and engagement to these and any other community members or organizations. The outreach documentation must include the type of outreach, who was contacted or met with, the date of the outreach or engagement, and a description of feedback received, if any. If outreach was via email, please include a copy of the email. The outreach documentation attachment should be sent as a PDF or Word Doc, separate from other required attachments.

ADDITIONAL ATTACHMENTS (IF APPLICABLE)

Additional information may be needed and/or required. Please check boxes below identifying additional attachments provided with this application.

- **Written narrative explaining reason for the request** (optional)
- Letters of Support. If surrounding neighbors or community members have provided letters in support of the rezoning request, please include them with the application as an attachment (optional)
- Written Authorization to Represent Property Owner(s) (if applicable)
- Individual Authorization to Sign on Behalf of a Corporate Entity (e.g. if the deed of the subject property lists a corporate entity such as an LLC as the owner, this is document is required.) (if applicable)

Affordable Housing Review Team Acceptance Letter (if applicable)

Other Attachments. Please describe below.

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PROPERTY OWNER OR PROPERTY OWNER(S) REPRESENTATIVE CERTIFICATION

We, the undersigned represent that we are the owner(s) of the property described opposite our names, or have the authorization to sign on behalf of the owner as evidenced by a Power of Attorney or other authorization attached, and that we do hereby request initiation of this application. I hereby certify that, to the best of my knowledge and belief, all information supplied with this application is true and accurate. I understand that without such owner consent, the requested official map amendment action cannot lawfully be accomplished.

Property Owner Name(s) (please type or print legibly)	Property Address City, State, Zip Phone Email	Property Owner Interest % of the Area of the Zone Lots to Be Rezoned	Please sign below as an indication of your consent to the above certification statement	Date	Indicate the type of ownership documentation provided: (A) Assessor's record, (B) warranty deed, (C) title policy or commitment, or (D) other as approved	Has the owner authorized a representative in writing? (YES/NO)
EXAMPLE John Alan Smith and Josie Q. Smith	123 Sesame Street Denver, CO 80202 (303) 555-5555 sample@ sample.gov	100%	John Alan Smith Jesie O. Smith	01/12/20	(A)	YES
William G. Martinic	801 15th St. DrnVc1, CO & OBOZOZ	100%	- A	4/2/25	(A)	YES NO
						YES NO
						YES NO
						YES NO

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Last updated: February 4, 2025

Brov//nstein

Brownstein Hyatt Farber Schreck, LLP

303.223.1100 main 675 Fifteenth Street, Suite 2900 Denver, Colorado 80202

February 25, 2025

Matthew Nilsen Attorney at Law 303.223.1261 direct mnilsen@bhfs.com

City and County of Denver Community Planning and Development Attn: Matthew Bossler 201 W. Colfax Ave., Dept 205 Denver, CO 80202

RE: Cover Letter to 801 15th St, Rezoning Application to D-TD

Mr. Bossler:

This application is submitted on behalf of Stout BL LLC d/b/a Home2 Suites (the "<u>Applicant</u>"), with respect to the enclosed application to rezone the 18,450 sq. ft. parcel located at 801 15th St (the "<u>Property</u>") from D-C, UO-1 to D-TD, UO-1 (the "<u>Rezoning</u>"). The Property is located in Denver City Council District 10, within the Upper Downtown neighborhood of the City and County of Denver, Colorado (the "<u>City</u>").

This letter is provided as part of the application for the Rezoning and to provide the City with additional information that may aid City staff and City Council in reviewing and approving the application. This letter addresses the zone map amendment criteria in the Denver Zoning Code ("<u>Code</u>"), effective as of February 25, 2025 as part of the City's Advancing Equity in Rezoning project.

BACKGROUND

The Property is currently zoned Downtown Core District (the "<u>D-C Zone District</u>") and Adult Use Overlay District (the "<u>UO-1 Overlay District</u>") and is directly adjacent to the existing boundaries of the Downtown Theater District (the "<u>D-TD Zone District</u>"). The Property contains an existing hotel which supports the Colorado Convention Center (one (1) block away) and the performing arts venues which define the theater district (two (2) blocks each from the Denver Performing Arts Complex ("<u>DPAC</u>") and Bellco Theatre). Orange Barrel Media (the "<u>Media Operator</u>"), has a longstanding relationship with the Denver Theatre District 501(c)3 public-private partnership, which oversees programming and initiatives in the D-TD Zone District. The Property is also located one (1) block from the RTD Theatre District-Convention Center Station, one (1) block from the 16th & Stout Station, and one block from the 16th & California Station, as well as within one (1) to two (2) blocks of nine (9) RTD bus stops.

The proposed Rezoning will enhance the cultural vibrancy in the urban core by expanding the D-TD Zone District into a new, adjacent area. The inclusion in the D-TD Zone District will allow the construction of

electronic message center signage ("<u>Digital Signage</u>") that will serve as a gateway to the Denver Theatre District and provide multiple community benefits, including:

- Vibrancy and Placemaking: Digital Signage will add a dynamic, visually appealing element to the building, enhancing its attractiveness and contributing to the vibrancy of 15th Street and the surrounding area.
- **Contribution to the Denver Theatre District**: Fifteen percent (15%) of the gross advertising revenue generated by Digital Signage will be shared with the Denver Theatre District to support reinvestment in the downtown community and the development of public art projects and public lighting installations.
- Arts and Community Content: A portion of the Digital Signage display time will be dedicated to arts and community content. The Media Operator will partner with local non-profits to communicate their programming to a broader public and will showcase artwork by local and national artists. Local artists will be compensated for their contributions.
- Secondary Revenue Stream to Property Owner: The Rezoning will provide the Property owner with an additional stream of revenue to cushion against economic shifts in the tourism and hospitality industry.

The Digital Signage will effectively replace two previously existing billboards at the corner of Stout Street and 15th Street. Prior to the construction of the hotel on the Property, the adjacent building (827 15th Street) displayed two building-attached billboards, facing the alley and Stout Street. The proposed Rezoning will facilitate the construction of modern and visually dynamic Digital Signage to replace the two previously existing billboards (and the associated revenue source for the Denver Theatre District), which were removed as a result of the construction of the hotel on the Property.

As set forth below, the proposed Rezoning is consistent with the recommendations and policy goals found in the Denver Comprehensive Plan 2040, Blueprint Denver (2019), and the Downtown Area Plan (2007).

NEIGHBORHOOD OUTREACH

The Applicant group has been proactive in its community outreach activities. Beginning in December, 2024, the Media Operator met and/or corresponded with multiple City Councilmembers and community organizations to explain the project and share information about the proposed Rezoning. A timeline of the Media Operator's community outreach is attached to this application. The Councilmembers and community groups contacted include:

- Members of the City Council's Land Use, Transportation & Infrastructure Committee;
- Councilmember Hinds (District 10);

- Councilmember Kashmann (District 6);
- Upper Downtown Neighborhood Association ("UpDoNa");
- Downtown Denver Partnership ("DDP");
- Colorado Convention Center; and
- Denver Center for the Performing Arts

UpDoNa, DDP, and the Colorado Convention Center all submitted letters of support for the Rezoning (attached to this application). These groups indicated that a single parcel expansion of the D-TD and construction of Digital Signage would be an appropriate pilot expansion that would allow for an improved pedestrian experience, additional liveliness, and economic development. Additionally, certain groups, including UpDoNa, requested that the Media Operator coordinate with UpDoNa and Home2 Suites to beautify landscaping in the area and limit Digital Signage operating hours for the portion of the screen facing the neighboring Aloft Hotel, both of which the Media Operator has agreed to do.

The Media Operator will continue to meet with neighbors and community groups, as needed, throughout the Rezoning process.

<u>ANALYSIS</u>

For the Rezoning of the Property from D-C, UO-1 to D-TD, UO-1 City Council may approve a zone map amendment if the proposed rezoning complies with specified criteria. Code, § 12.4.10.7. What follows is an analysis of how the application for the Rezoning satisfies each of these criteria.

I. Criteria for Zone Map Amendments

City Council may approve an official zone map amendment if the proposed rezoning complies with specified criteria. Code, § 12.4.10.7. The Rezoning of the Property to D-TD complies with those criteria, as explained in detail below.

a. <u>The proposed official map amendment is consistent with the City's adopted plans. Code, §</u> <u>12.4.10.7.A.</u>

The Rezoning of the Property from D-C, UO-1 to D-TD, UO-1 is consistent with the City's adopted plans. No change is proposed to the existing UO-1 Overlay District zoning.

i. Comprehensive Plan 2040

The City's Comprehensive Plan 2040 ("<u>Comp Plan 2040</u>") is the vision for Denver and its people for the next twenty years. The vision is composed of six elements that set long-term, integrated goals to guide

the future of the City and provide guidance for City leaders, institutions and community members to shape the City. The Rezoning aligns closely with several of these elements, including, but not limited to:

- Equitable, Affordable and Inclusive
 - Goal 1: Ensure all Denver residents have safe, convenient and affordable access to basic services and a variety of amenities.
 - Strategy 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.
 - Strategy D. Improve equitable access to city resources and city meetings through proactive and transparent communications, easy-to-access information and materials available in more than one language.

A portion of the Digital Signage display time will be dedicated to city messaging and community content. The Media Operator has established relationships with local arts and community organizations and has worked with them to feature content and community messages on the Media Operator's existing Digital Signage and its network of Interactive Kiosk Experience ("<u>IKE</u>") kiosks throughout the D-TD Zone District.

Additionally, fifteen percent (15%) of the gross advertising revenue generated by the Digital Signage will be shared with the Denver Theatre District to support reinvestment in the downtown community and creation of public art.

- Strong and Authentic Neighborhoods
 - Goal 1: Create a city of complete neighborhoods.
 - Strategy A. Build a network of well-connected, vibrant, mixed-use centers and corridors.
 - Strategy C. Ensure neighborhoods are safe, accessible and well-connected for all modes.
 - Strategy D. Encourage quality infill development that is consistent with the surrounding neighborhood and offers opportunities for increased amenities.

The Property is immediately adjacent to the D-TD Zone District boundary, provides accommodations to visitors to the district, and supports the purpose of the D-TD Zone District, to "enable over-scale, lively, and dynamic billboards and signage to promote Denver's preeminent entertainment district." Code, § 8.2.2.2.B. The Property is located one (1) block from the Colorado Convention Center, one (1) block from the Theatre District-Convention Center RTD light rail station, two (2) blocks from the DPAC, and two (2) blocks from Bellco Theatre. The addition of Digital Signage will create a sense of vibrancy and illuminate pedestrian areas, promoting evening safety and supporting the nearby RTD stations. The

Rezoning will expand the mixed-use nature of the D-TD Zone District and bring digital arts and community content to the Property, including content which promotes the Denver Theatre District.

- Goal 2: Enhance Denver's neighborhoods through high-quality urban design.
 - Strategy A. Enhance collaboration between city agencies to ensure quality design and innovation across the public and private realm.
 - Strategy C. Create people-oriented places that embrace community character with thoughtful transitions, aspirational design and an engaging public realm.
 - Strategy D. Use urban design to contribute to economic viability, public health, safety, environmental well-being, neighborhood culture, and quality of life.

The Rezoning will allow the incorporation of Digital Signage on the Property. The Media Operator will design the sign in an iterative process taking feedback from the Denver Theatre District and the City's Community Planning and Development Department ("**CPD**"). If the Rezoning is approved, there is a second round of process as the Digital Signage must go through the CPD review and feedback process and Comprehensive Sign Plan review by Planning Board. The Digital Signage will activate the hotel's parking deck with a mix of arts, community, and commercial content. The Digital Signage will enhance the unadorned corner for pedestrians and vehicular travelers and connect the Property to the vibrancy of the D-TD Zone District.

- Goal 7: Leverage the arts and support creative placemaking to strengthen community.
 - Strategy A. Infuse arts, culture and creativity into all aspects of community planning and design.
 - Strategy B. Embrace existing communities and their cultural assets.
 - Strategy C. Integrate community-inspired art and artistic expression into the public realm.

The Rezoning will represent a minor expansion of the D-TD Zone District, and the Digital Signage will extend the vibrant pedestrian experience of the district. The Media Operator has committed to sharing fifteen percent (15%) of the gross advertising revenue generated by the Digital Signage with the Denver Theatre District to support reinvestment in the downtown community and the creation of new public art projects and public lighting installations. A portion of the display time on the Digital Signage will be dedicated to arts and community content which will promote Denver's arts community through partnerships with local arts institutions and artists. Local artists will be compensated for their contributions.

- Connected, Safe and Accessible Places
 - Goal 3: Maximize the public right-of-way to create great places.
 - Strategy A. Create streets to foster economic activity, contribute to great urban design and accommodate green infrastructure, including street trees.

The Rezoning will provide a gateway to the D-TD Zone District and better link the Property to the vibrant arts and cultural venues that hotel patrons support through tourism and economic activity. The Digital Signage will activate an unadorned parking garage with engaging content that will enhance the adjacent public right-of-way and improve the overall downtown pedestrian experience.

- Economically Diverse and Vibrant
 - Goal 2: Grow a strong, diversified economy.
 - Strategy A. Broaden the tax base with a focus on fiscal activity that is resilient to changes over time.
 - Strategy B. Facilitate the growth of a diverse business sector that serves as the foundation for a global, innovative economy.

The Rezoning will provide the Property owner with an additional stream of revenue to cushion against past and future economic shifts in the tourism and hospitality industry. This will increase the tax-base of the hotel and support long-term viability of the hotel, which serves two of Denver's cultural and tourism hubs: the Colorado Convention Center and Denver Theatre District.

- Goal 3: Sustain and grow Denver's local neighborhood businesses.
 - Strategy A. Promote small, locally-owned businesses and restaurants that reflect the unique character of Denver.

As it does with current signage elsewhere in the Denver Theatre District, the Media Operator's sales team will work with local businesses to post engaging advertising campaigns to support their unique needs. Additionally, the Media Operator's community engagement team will support local non-profits and arts organizations, providing them with dedicated display time on the Digital Signage. Together, these efforts will ensure the Digital Signage promotes local small businesses, arts organizations, and non-profits.

- $\circ~$ Goal 5: Strengthen Denver as a global city that will be competitive in the economy of today and tomorrow.
 - Strategy B. Create a business environment that supports new investment and that values cultural diversity.

The Rezoning will expand the boundary of the adjacent D-TD Zone District and increase revenue to the Denver Theatre District, whose public programming and vibrant streetscape draws global tourism. The Media Operator will dedicate display time to community content from arts and non-profit organizations and will support a culturally diverse set of Denver artists.

- Goal 7: Accelerate Denver's economic vitality through arts, culture and creativity.
 - Strategy A. Encourage the development of creative districts.
 - Strategy B. Advance cultural tourism and expand the city's diversity of innovative industries
 - Strategy C. Grow public-private partnerships and create tools to support creative businesses and job creation.

The Rezoning will represent a minor expansion of the D-TD Zone District, which encompasses the Denver Theatre District, a premier creative district in the City. The Theatre District is built on publicprivate partnerships between the Denver Theatre District, DDP, and media operators. The D-TD Zone District is at the core of the City's cultural tourism sector and attracts thousands of tourists and residents to enjoy the arts each month. Expanding the D-TD Zone District will contribute to higher levels of visitors, increased job creation, and economic development of the downtown core.

- Goal 8: Expand participation in arts and culture and ensure that arts and culture are accessible to all.
 - Strategy B. Remove barriers that limit participation in arts and culture including physical, economic and cultural barriers.

The Rezoning will serve as a pilot for further expansion of the D-TD Zone District. District programming and dedicated display time on the proposed Digital Signage will support a diverse set of local artists to bring their work to the public realm, and allow for more members of the public to engage with art on a daily basis.

- Environmentally Resilient
 - Goal 11: Cultivate safe, prepared and resilient communities through emergency planning.
 - Strategy B. Promote community safety through outreach and education on emergency preparedness.

The Rezoning will allow for Digital Signage that can be used for public safety announcements, civic educational campaigns, and emergency messaging on a highly visible and well trafficked intersection and corridor.

- Denver and the Region
 - Goal 2: Embrace Denver's role as the center of regional growth.
 - Strategy A. Direct significant growth to regional centers and community centers and corridors with strong transit connections.
 - Strategy C. Add a significant amount of jobs and housing in downtown.

The Rezoning's expansion of the D-TD Zone District will facilitate the growth of jobs, the economy, and the tax base in the urban core of the City. This area is specifically recognized as the engine of Denver's economy and the district's sustainability is critical to Denver maintaining its role as the center of regional growth. The Property's location at the intersection of 15th Street and Stout Street is along a high priority corridor for the City and is one (1) block from a major RTD light rail station. This location is at the heart of the City's regional transportation connections and will support further regional growth.

ii. Blueprint Denver (2019)

Blueprint Denver: A Blueprint for an Inclusive City ("<u>Blueprint</u>") implements and provides further structure around the six elements that comprise the vision for Denver set forth in Comp Plan 2040 and sets forth the recommendations and strategies for achieving the six elements of the City's vision. The Rezoning aligns closely with many of the strategies and recommendations in Blueprint, including, but not limited to:

- Land Use & Built Form: General Policy 01 Promote and anticipate planned growth in major centers and corridors and key residential areas connected by rail service and transit priority streets.
 - Strategy A. Use zoning and land use regulations to encourage higher-density, mixed-use development in transit-rich areas including: regional centers and community centers, community corridors where transit priority streets are planned, and high and mediumhigh residential areas in the downtown and urban center contexts.

The Property is located one (1) block from the RTD Theatre District-Convention Center Station, one (1) block from the 16th & Stout Station, and one block from the 16th & California Station, as well as within one (1) to two (2) blocks of nine (9) RTD bus stops. The proposed Rezoning and Digital Signage will support tourism and economic activity in this high priority transit area, as well as high density uses both on the Property and in the immediate surrounding area.

- Land Use & Built Form: Economics Policy 01 Capture 90 percent of job growth in regional centers, community centers and corridors, certain districts and high-intensity residential areas in downtown and urban center contexts. Of the 90 percent job growth, focus 30 percent downtown.
 - Strategy B. Promote the development and redevelopment of regional centers, including downtown, to meet the land use and transportation needs of targeted industries. This means encouraging regional centers to have strong connections to transportation options, especially passenger rail and transit priority streets, and fostering the mix of uses needed to attract businesses with a wide variety of jobs.

The targeted industries for the D-TD Zone District include community, tourism, and arts and cultural uses provided by the Colorado Convention Center, DPAC, and other venues within the district. The proposed Rezoning and Digital Signage will help support those uses through dedicated display time and general promotion of the City's arts and cultural amenities. Additionally, as mentioned above, the Media Operator has committed to share fifteen percent (15%) of the gross revenue from the Digital Signage with the Denver Theatre District to support reinvestment and development in the district. All of this will occur within one (1) to two (2) blocks of multiple high capacity RTD light rail and bus stations.

- Land Use & Built Form: Economics Policy 02 Improve equitable access to employment areas throughout the city to ensure all residents can connect to employment opportunities.
 - Strategy A. Invest in transit priority streets to connect all Denver residents to the city's regional, community centers and community corridors.

Blueprint identifies the D-TD area as a Regional Center, which "provides a dynamic environment of residential, dining, entertainment and shopping [uses]," and in which "pedestrian and bicycle movement to, from and within these centers is essential." Blueprint Section 4.3, pg 144. The proposed Rezoning and Digital Signage will bring vibrancy and illuminate the multimodal transportation corridors of 15th Street and Stout Street. This illumination will enhance the safety and visibility of pedestrians near high-capacity public transit.

- Land Use & Built Form: Economics Policy 04 Promote creative industries, maker spaces, artists and small businesses as vital components of Denver's innovation economy.
 - Strategy B. Support Denver's creative districts and align land use strategies to support the goals of *Imagine 2020*, the city's cultural plan.
 - Strategy C. Develop programs and identify potential incentives to maintain existing spaces, reduce rent costs and other business costs and help create new spaces for hand crafted manufacturing, maker spaces, artists and other small, locally-owned businesses, especially in areas that score high for Vulnerability to Displacement.

The Rezoning will serve as a minor expansion of the D-TD Zone District, which will help support one of the City's key creative districts – the Denver Theatre District. Fifteen percent (15%) of the gross advertising revenue generated by the Digital Signage will be shared with the Denver Theatre District to support reinvestment in the district including new public art projects and public lighting installations. Additionally, a portion of the Digital Signage display time will be dedicated to local artists and cultural uses. Lastly, the Rezoning will provide the Property owner with an additional stream of revenue to cushion against economic shifts in the tourism and hospitality industry. The existing hotel on the Property supports critical cultural institutions in the City, including the Colorado Convention Center, DPAC, and the other arts and cultural venues located in the D-TD Zone District.

- Land Use & Built Form: Economics Policy 06 Ensure Denver and its neighborhoods have a vibrant and authentic retail and hospitality marketplace meeting the full range of experiences and goods demanded by residents and visitors.
 - Strategy A. Support locally-owned businesses—new and old—to expand and evolve to meet the changing needs of residents and visitors. Support could include assisting businesses, especially in the most underserved or distressed neighborhoods, with regulatory processes, education, training, helping with marketing or increasing access to capital
 - Strategy D. Build on Denver's national and regional entertainment options to continue to blend the arts, entertainment, shopping and hospitality into unique Denver experiences.

The proposed Rezoning will facilitate the construction of Digital Signage that will display a mix of commercial, community and arts content. As it does with current signage in the Denver Theatre District, the Media Operator's sales team will work with local businesses to post engaging advertising campaigns to support their unique needs. Additionally, the Media Operator's community engagement team will support local non-profits and arts organizations with dedicated display time on the Digital Signage.

- Land Use & Built Form: Design Quality and Preservation Policy 04 Ensure an active and pedestrian-friendly environment that provides a true mixed-use character in centers and corridors.
 - Strategy A. Require strong street-level active use standards for local centers and corridors. This may include a prohibition on residential units for a portion of the street level building. Given the intent of these small-scale places to provide services embedded in the neighborhood, it is important for them to provide more than residential uses.
 - Strategy B. Study and implement stronger street-level active use requirement for community and regional centers and community corridors. Tools could include regulations on floor-to-floor heights for the first story to facilitate conversion to commercial uses and reconsideration of appropriate street-level uses.

Five (5) of the bottom six (6) floors of the existing hotel on the Property are occupied by parking, which does not create a memorable public or pedestrian experience. The proposed Rezoning will allow for the installation of vibrant Digital Signage that will wrap around the parking floors and display creative and engaging content. The proposed Digital Signage will activate what is currently an unadorned pedestrian corner on the heavily trafficked 15th Street.

• Quality-of-Life Infrastructure: Policy 05 – Ensure attractive streets and outdoor spaces in all centers and corridors, giving priority to pedestrian spaces and amenities.

 $\circ~$ Strategy C. Identify public safety improvements to streets, including appropriate levels of lighting

The proposed Rezoning will facilitate the installation of wrap-around Digital Signage facing both 15th Street and Stout Street. This Digital Signage will enhance public safety on an unadorned corner by providing additional lighting at the intersection.

iii. Downtown Area Plan (2007)

The Downtown Area Plan outlines a comprehensive vision for the urban core, focused on creating a vibrant, sustainable, and livable downtown. It emphasizes five key elements: a prosperous city, a walkable city, a diverse city, a distinctive city, and a green city. The Rezoning aligns closely with many of the strategies and recommendations in the Downtown Area Plan, including, but not limited to:

- A Prosperous City: A1 Downtown of the Rocky Mountain Region.
 - Policy A1c. Create a brand identity that promotes Downtown as a place to live, work, play, visit and learn.
 - Policy A1e. Cultivate arts and culture as key economic drivers.
 - Retain and expand the clusters of world-class arts, cultural, and performance facilities in Downtown.
 - Provide temporary and permanent creative space to meet the broad spectrum of needs for administrative, rehearsal, performance and studio functions.

The Rezoning will facilitate the installation of Digital Signage that directly raises the profile of the City's world-class arts venues. The Digital Signage will be used to promote the Denver Theatre District as the entertainment center for the City, and will appeal to visitors and residents alike. The minor expansion of the D-TD Zone District facilitated by the proposed Rezoning, and the subsequent installation of Digital Signage, will support the economic revitalization of downtown through an improved pedestrian experience, dynamic promotion of arts and cultural venues, and the shared revenue to support the Denver Theatre District's public arts and lighting initiatives.

- A Diverse City: C2 A Family-Friendly Place.
 - $\circ\,$ Policy C2b. Launch a series of events aimed at attracting children and youth to Downtown.
 - Policy C2d. Create and distribute a marketing piece aimed at families living, visiting and shopping Downtown.

If the Rezoning is approved, the Media Operator has committed to sharing fifteen percent (15%) of gross advertising revenue from the Digital Signage with the Denver Theatre District. This contribution will help fund family-friendly lighting and public art programming in public spaces within the district.

- A Distinctive City: D1 District Evolution.
 - Policy D1b. Use distinctive ground floor retail, other active uses, and the street environment to reinforce district identity.

The Rezoning will expand the D-TD Zone District and its digital arts programming along the 15th Street and Stout Street corridors. The existing digital signage in the D-TD Zone District provides a dynamic pedestrian experience for tourists and residents and the proposed Rezoning would expand this pedestrian-friendly environment, strengthening the Denver Theatre District's identity.

b. The proposed official map amendment is in the in public interest. Code, § 12.4.10.7.B.

The proposed Rezoning is in the public interest. First, the Rezoning furthers the goals, policies, and strategies in the relevant City plans analyzed above, including Comp Plan 2040 and Blueprint. Each of these plans represents unique aspects of the future vision for the City, as established by the City's policymakers and residents. By furthering the goals and policies of each of these plans, the proposed Rezoning is, by definition, in the public interest. Second, the Rezoning will result in the installation of Digital Signage on the Property, which will serve the public interest by improving the pedestrian experience and safety along 15th Street and Stout Street with vibrant and visually appealing design elements, highlighting local artists and arts and cultural venues and programming, and resulting in increased financial contributions to the Denver Theatre District.

c. <u>The proposed official map amendment is consistent with the description of the applicable</u> <u>neighborhood context, and with the stated purpose and intent of the proposed zone district.</u> <u>Code, § 12.4.10.7.C.</u>

The specific intent of the D-TD Zone District is "an area of the Central Business District associated with the Denver Performing Arts Center, and which specifically enables over-scale, lively, and dynamic billboards and signage to promote Denver's preeminent entertainment district." Code, § 8.2.2.2.B. The location of this Property and the Rezoning will reinforce this zone district intent. Rezoning will allow the Media Operator to install Digital Signage to promote arts and culture in the theater and entertainment district. The Digital Signage will effectively replace two previously existing billboards at the corner of Stout Street and 15th Street, which were removed as a result of the construction of the hotel on the Property. The proposed Rezoning will facilitate the installation of modern Digital Signage, which will provide a lively and dynamic pedestrian experience. As described in this letter, the Rezoning is consistent with the D-TD context and stated purpose and intent of the D-TD Zone District. In addition,

for the reasons detailed above, because the Rezoning is consistent with Comp Plan 2040, Blueprint, and the Downtown Area Plan, this criterion is met.

CONCLUSION

We hope the foregoing information proves helpful in the City's review of the proposed Rezoning. As discussed in detail above, the Rezoning satisfies all the criteria in the Code for approval of a zone map amendment and a rezoning to D-TD. The Applicant and Media Operator have coordinated with the City, City Councilman Hinds, UpDoNa, DDP, community and business organizations, and various other interested parties to ensure that the Rezoning could be conducted in a harmonious way that will enhance the neighborhood. Therefore, we respectfully request that the City approve the proposed Rezoning.

Sincerely,

lali-C

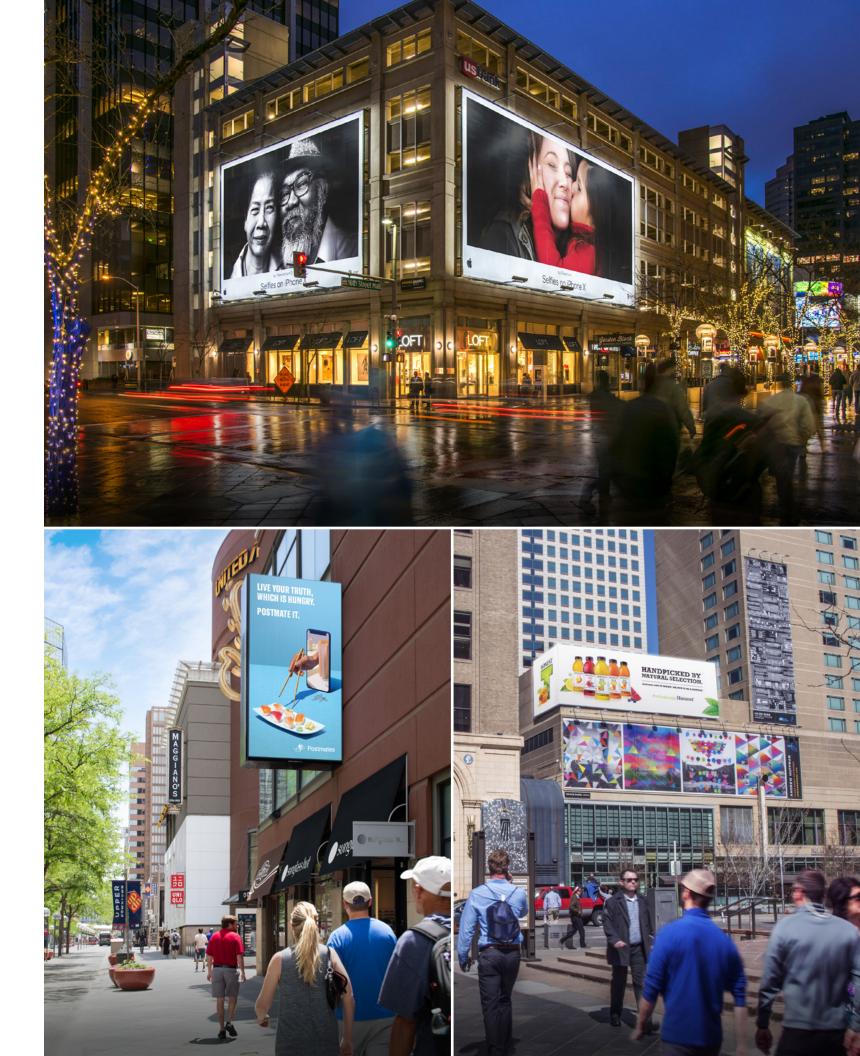
Matthew Nilsen

LEADER IN DENVER THEATRE DISTRICT

- Orange Barrel Media entered the Denver market in 2009 and is now the leading operator of large format signage in The Denver Theatre District.
- OBM's sister company, IKE Smart City, owns and operates interactive digital kiosks (IKE) along the 16th Street Mall.
- Our local and national media sales teams have proven their ability to deliver revenue through advertising sales.
- OBM's financial contributions to the Denver Theatre District have funded public commissions that activate the District.

Since the formation of the Denver Theatre District, OBM has consistently generated the highest revenue and occupancy within the DTD...They are the most creative of all of the companies I have worked with, and go above and beyond to support the initiatives of the DTD...I cannot recommend them strongly enough.

DAVID EHRLICH EXECUTIVE DIRECTOR, DENVER THEATER DISTRICT



COMMUNITY ENGAGEMENT

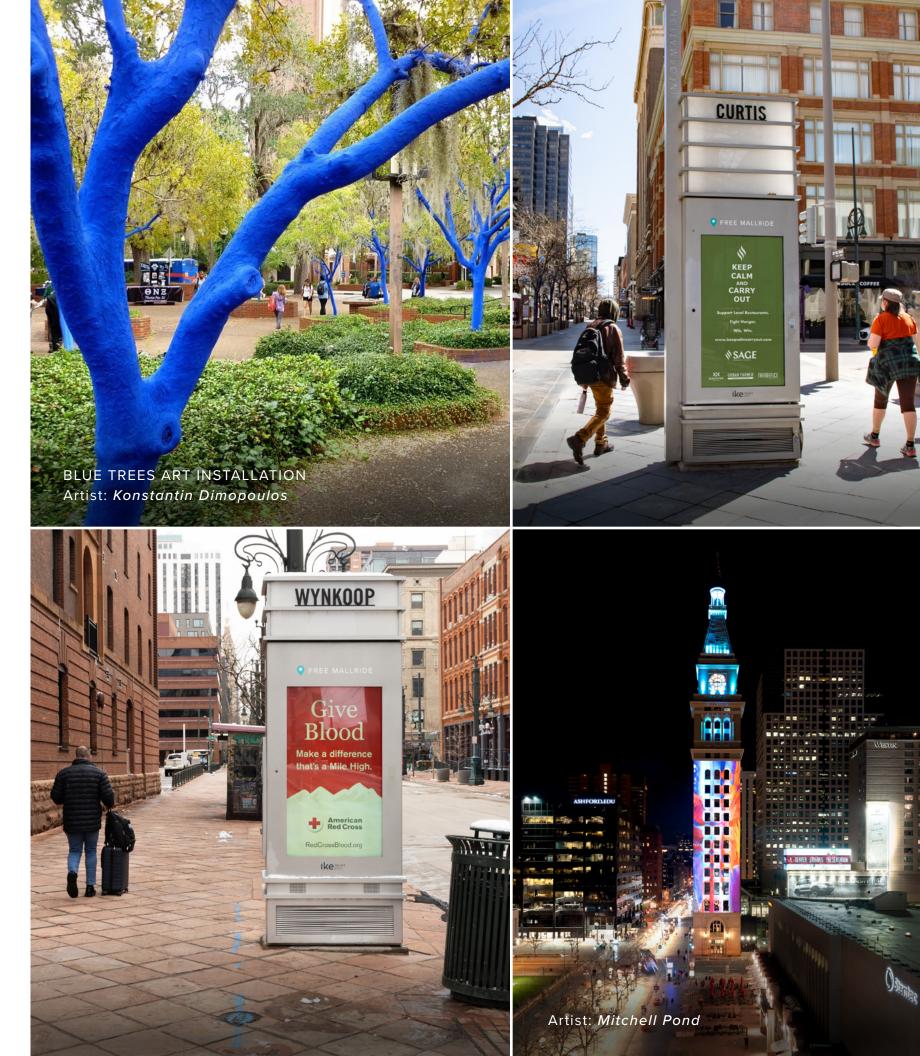
OBM's Community Engagement team regularly meets with local partners to identify opportunities to support their causes. Denver partnerships include:

- OBM works closely with the City to disseminate messages that are critical to public welfare, such as access to medical care, transit and traffic issues, and weather emergencies.
- OBM has ongoing partnerships with Digerati Denver and Denver Theatre District to support public events such as Night Lights Denver at the Daniels & Fisher Clocktower and the Supernova Digital Animation Festival.
- OBM annually sponsored Denver's Day of Rock in partnership with Amp the Cause.
- OBM supports the small and independent businesses that define the unique character of downtown Denver. In 2020, when COVID-19 swept the nation, OBM provided small businesses and non-profits with free promotional time on IKE and OBM digital screens.

OBM and IKE's commitment to the Denver community has been on full display in all my dealings with them, both as chair of the Denver Theatre District and through their ongoing support of charitable activities in Denver. I regard OBM as one of the best performing and most creative of the media company's operating in the Denver Theatre District. Beyond being a great business partner, they provide time on their IKE and digital screen displays in support of fundraising drives and free advertising for many worthy non-profits and arts organizations throughout our community. Their genuine goal of contributing to the Denver community makes them an excellent partner for the City and County of Denver.

WALTER ISENBERG

EXECUTIVE DIRECTOR, DENVER THEATER DISTRICT CEO, SAGE HOSPITALITY GROUP, DENVER, CO

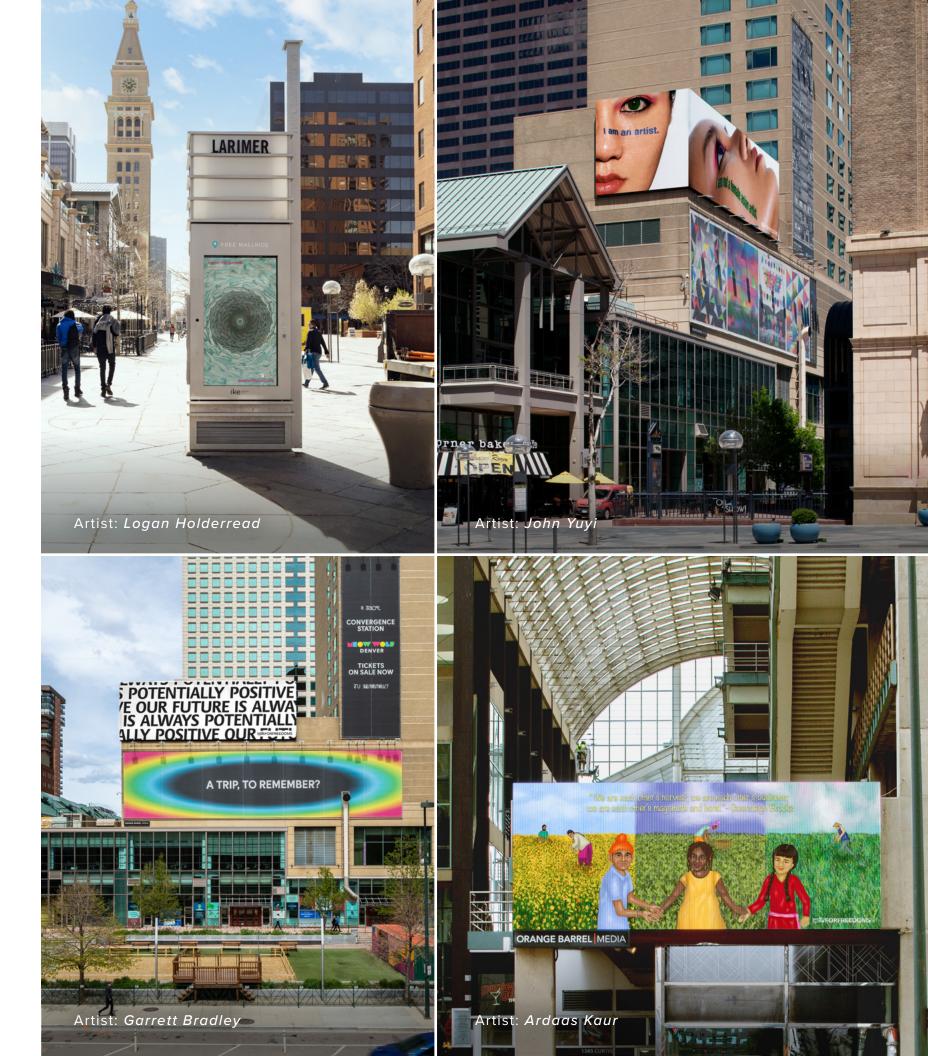


ARTS PROGRAMMING

OBM collaborates with art institutions, independent curators, and artists to develop media programs that showcase the work of established and emerging voices.

DENVER ART PARTNERSHIPS

- OBM's network of prominent digital assets has featured the work of local artists including Alex Pangburn, Emilie Trice, JayCee Beyale, and Logan Holderread.
- OBM's arts curation team brought nationally recognized artists and curators to Denver's public spaces including Nari Ward, For Freedoms, Garrett Bradley, Maia Ruth Lee, Otherward, Ardaas Kaur, and John Yuyi.
- OBM regularly partners with local arts institutions to bring awareness of their events and programming to a broader audience.



INSTITUTIONAL PARTNERSHIPS

CASE STUDY - NARI WARD

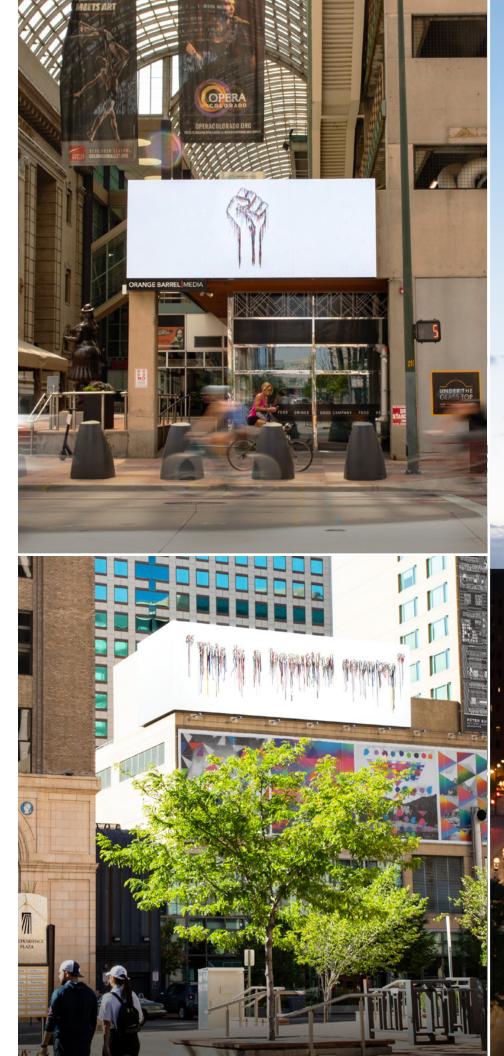
The Museum of Contemporary Art Denver (MCA Denver) reopened on July 1, 2020, with Nari Ward: We the People, a major retrospective of the artist's work, featuring a selection of sculptures, paintings, videos and large-scale installations that highlight Ward's status as one of the most influential sculptors working today.

Ward and MCA Denver partnered with Orange Barrel Media, IKE Smart City, and the Denver Theatre District to launch a companion public art project throughout downtown Denver, on view from July 1 to September 20, 2020. The public exhibition debuted a major, new site-specific work by Ward projected on the Daniels and Fisher Clocktower, a historic 325' tall structure at the center of the City.

Through this expanded project, the artist and MCA Denver radically widened the audience for Ward's work, which directly addresses many of today's most urgent issues concerning racial justice and equity. This project was curated by Diana Nawi on behalf of Orange Barrel Media and MCA Denver.

We are so pleased to partner with Orange Barrel Media to bring Nari Ward's profound, poignant works to a broader audience in the center of Denver. We hope these digital works foster meaningful dialogue, especially at this critical moment in our city and nation, as we reckon with so many of the issues raised by Ward's work, such as the legacy of slavery, systemic racism, and police brutality.

NORA BURNETT ABRAMS MCA DENVER'S MARK G. FALCONE DIRECTOR





CLICK TO PLAY VIDEO

801 15TH ST

- Owner STOUT BL LLC 4949 S NIAGARA ST STE300 DENVER, CO 80237-3342
- Schedule Number 02345-31-039-000
- Legal Description EAST DENVER B130 L17 TO 22 EXC NWLY 2FT
- Property Type HOTEL W/MIXED USE

Tax District 320A

Print Summary

ityle:	OTHER	Building Sqr. Foot:	196596
Bedrooms:		Baths Full/Half:	0/0
Effective Year Built:	2018	Basement/Finish:	0/0
Lot Size:	18,450	Zoned As:	D-C

Current Year			
Actual Assessed Exempt			
Land	\$6,457,500	\$1,748,480	\$0
Improvements	\$40,572,500	\$11,034,100	
Total	\$47,030,000	\$12,782,580	

Prior Year			
Actual Assessed Exempt			
Land	\$6,457,500	\$1,793,270	\$0
Improvements	\$40,572,500	\$11,319,730	
Total	\$47,030,000	\$13,113,000	

Real Estates Property Taxes for current tax year System Upgrade Underway: Due to a system upgrade, payment information is taking longer to update and may not reflect the current status of your account. Mill Levy * 79..202 * Please click on additional information below to check for any delinquencies on this property/schedule number and for tax sale information.

	Installment 1 (Feb 28 Feb 29 in Leap Years)	Installment 2 (Jun 15)	Full Payment (Due Apr 30)	
Date Paid				
Original Tax Levy	\$506,202.95	\$506,202.95	\$1,012,405.90	
Liens/Fees	\$30,151.86	\$0.00	\$30,151.86	
Interest	\$0.00	\$0.00	\$0.00	
Paid	\$0.00	\$0.00	\$0.00	
Due	\$536,354.81	\$506,202.95	\$1,042,557.76	
dditional Informatio	on			
		pertaining to this parcel. For a	additional information ab	out this, click on the name to take you to an ex
Note: If "Y" is shown be	low, there is a special situation	pertaining to this parcel. For a		out this, click on the name to take you to an ex
Note: If "Y" is shown be	low, there is a special situation			out this, click on the name to take you to an ex
Note: If "Y" is shown be dditional Assessment dditional Owner(s)	elow, there is a special situation) N	out this, click on the name to take you to an ex
dditional Assessment	elow, there is a special situation N N N N N	Prior Year Delinquency () N	but this, click on the name to take you to an ex

Pending Local Impro	ovement 🚯	Ν	
Real estate property	y taxes paid for prior tax	year: \$1,016,073.92	
Assessed Value	for the current tax	year	
Assessed Land	\$1,748,480.00	Assessed Improvements	\$11,034,100.00
Exemption	\$0.00	Total Assessed Value	\$12,782,580.00

LEGAL DESCRIPTION:

Lots 17, 18, 19, 20, 21 and 22,

Block 130, East Denver,

EXCEPT that portion conveyed to the City and County of Denver, a Colorado municipal corporation of the State of Colorado and home rule city in Special Warranty Deed recorded May 3, 2018 at Reception No. 2018052114,

City and County of Denver,

State of Colorado

STATEMENT OF AUTHORITY

- 1. This Statement of Authority relates to an entity named Stout BL, LLC d/b/a Home2 Suites, and is executed on behalf of the entity pursuant to the provisions of Section 38-30-172, C.R.S.
- 2. The type of entity is a:
 corporation
 nonprofit corporation
 limited liability company
 general partnership
 limited partnership
 government or governmental subdivision or agency
 trust
- 3. The entity is formed under the laws of: The State of Colorado
- 4. The mailing address for the entity is: 4949 S Niagara St, STE 300, Denver, CO 80237, United States
- 5. The name or position of the person(s) authorized to execute instruments conveying, encumbering, or otherwise affecting title to real property on behalf of the entity is: <u>dillign national</u>
- 6. The authority of the foregoing person(s) to bind the entity is not limited \boxtimes limited as follows: Limited to matters pertaining to the requested rezoning.
- 7. Other matters concerning the manner in which the entity deals with interests in real property:

Executed this 24^{H} day of February, 2025.

Signature (Type or Print Name Below)

William Martinic

STATE OF COLORADO)) ss. COUNTY OF DENVER

The foregoing instrument was acknowledged before me this <u>24th</u> day of <u>February</u>, 20<u>25</u>, by <u>William Martinic</u>

Witness my hand and official seal.

MATTHEW ANTHONY COOGAN NOTARY PUBLIC STATE OF COLORADO NOTARY ID 20214012868 MY COMMISSION EXPIREB 03/31/2025

Notary Public My commission expires:

February 1, 2025

City and County of Denver Community Planning and Development 201 W. Colfax Avenue, Dept. 205 Denver, CO 80202

To Whom it May Concern,

As the owners of 801 15th St (Parcel # 02345-31-039-000), we affirm ownership of the property and hereby authorize Caitlin Quander, Matthew Nilsen, Logan Fry, and Brownstein Hyatt Farber Schreck, LLP to represent us in the rezoning application for the property listed above.

Please contact us with any questions.

Regards,

William G. Martinic VP of Development Stonebridge Development Company 303.717.1226

Community Outreach Timeline for 801 15th Street Rezoning Application

In-Person Meeting on Wednesday, December 4: CM Hinds

• The media company met with Cm. Hinds, the Councilmember for the District.

Email on Friday, December 20: LUTI Members

- Brownstein, on behalf of the applicant, sent a packet to the LUTI members including a map of the current DTD boundaries with the applicant parcel notated, and the benefits to both the property owner and the Downtown area.
- Cm. Sandoval and Parady indicated they had sufficient information. Those that had followup questions, like Cm. Torres, were promptly addressed via email.

Zoom Meeting on Monday, December 23: Downtown Denver Partnership (DDP)

• The media company attended a Zoom meeting with Kourtny Garrett and Kate Barton at DDP to explain the project and share information about the rezoning. Based on their observations of the impact of similar digital signs within the boundaries, DDP expressed their support for the project.

Zoom Meeting on Friday, January 3: Upper Downtown Neighborhood Association (UpDoNa)

- The media company attended a Zoom meeting with Lisa Pope and Jeremiah Bebo at UpDoNa to explain the project and share information about the rezoning. UpDoNa expressed strong support for the project and was especially enthusiastic about the opportunity to enhance the pedestrian experience in this area of Downtown, which has been a focal point for several years.
- The media company has continued to correspond with Lisa Pope following this meeting to address questions related to the rezoning and potential landscaping improvements.

Zoom Meeting on Thursday, January 9: Convention Center

• The media company attended a Zoom meeting with Lance Zanett and Rich Carollo with the Convention Center to explain the project and share information about the rezoning. The Convention Center expressed strong support for the project and were enthusiastic about the sign's preliminary design and happy to hear that the media company has agreed to work with the property owner and UpDoNa to enhance the landscaping in front of the building.

Zoom Meeting on Monday, January 13: CM Kashmann

• The media company attended a Zoom meeting with Cm. Kashmann to answer questions and he indicated he had sufficient information.

Email on Thursday, January 30: DDP

• DDP provided their signed support letter for the rezoning of Home2 Suites.



Re: Downtown Denver Partnership Support for Digital Signage at Home2 Suites

To whom it may concern,

On behalf of Downtown Denver Partnership, I am writing to express our support for Orange Barrel Media's (OBM) proposed digital sign on the Home2 Suites property, accomplished through a rezoning to be within the Denver Theater District (DTD). As supporters of the DTD, we believe this project will help make Downtown Denver an even more vibrant and thriving destination for residents and visitors.

OBM has shown a consistent commitment to community engagement and public art through their existing digital signs in the Denver Theater District and along the 16th Street Mall. We are confident that OBM will bring the same level of creativity and dedication to the Home2 Suites location.

OBM's community outreach in this case, specifically, has resulted in a collaboration between OBM and the Upper Downtown Neighborhood Association to enhance the tree canopy around the Home2 Suites property. In addition, OBM has agreed to reach out to the Aloft Hotel at the request of UpDoNA to conduct a light study.

Lastly, the proposed digital sign will provide a valuable revenue stream for the hotel, helping them recover from the ongoing impacts of the COVID-19 pandemic and support the local economy.

We believe this project will benefit not only the Home2 Suites but also contribute to the growth of Downtown Denver. We appreciate your consideration of this important investment in Downtown Denver.

Sincerely,

How thy Garrett_

Kourtny Garrett President & CEO Downtown Denver Partnership

Kaub, Nancy

From:	Anna Baerman <abaerman@obm.com></abaerman@obm.com>
Sent:	Wednesday, December 18, 2024 9:10 AM
То:	Sharon Alton; Roo Cotter; Andrew Iltis; Kate Barton
Cc:	david ehrlich; Kaira Schneider
Subject:	Re: RNOs and review of DTD rezoning

Thank you!

Anna Baerman

Senior Development Director 216-338-8152 | <u>abaerman@obm.com</u>

ORANGE BARREL MEDIA + IKe SMART

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From: Sharon Alton <Salton@downtowndenver.com>
Date: Wednesday, December 18, 2024 at 11:08 AM
To: Anna Baerman <abaerman@obm.com>, Roo Cotter <rcotter@obm.com>, Andrew Iltis
<ailtis@downtowndenver.com>, Kate Barton <kbarton@downtowndenver.com>
Cc: david ehrlich
dehrlich1156@gmail.com>, Kaira Schneider <KSchneider@obm.com>
Subject: RE: RNOs and review of DTD rezoning

EXTERNAL:

We are not connected to UpDoNA but here are the two contacts I have there: Lisa Pope <u>lisapope0628@gmail.com</u> Sal Tripodi <u>saltripodi@gmail.com</u>

Sharon Alton | Senior Vice President, Downtown Experience

From: Anna Baerman <abaerman@obm.com>
Sent: Wednesday, December 18, 2024 8:58 AM
To: Sharon Alton <Salton@downtowndenver.com>; Roo Cotter <rcotter@obm.com>; Andrew Iltis <ailtis@downtowndenver.com>; Kate Barton <kbarton@downtowndenver.com>
Cc: david ehrlich <dehrlich1156@gmail.com>; Kaira Schneider <KSchneider@obm.com>
Subject: Re: RNOs and review of DTD rezoning

That is great news!

Should we be reaching out to someone else re: the letter from Upper Downtown Neighborhood Association? We were under the impression that there was overlap between the two organizations (DDP and UDNA) but let me know if this is not the case. 😳

Anna Baerman

Senior Development Director 216-338-8152 | abaerman@obm.com

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From: Sharon Alton <<u>Salton@downtowndenver.com</u>>
Date: Wednesday, December 18, 2024 at 10:52 AM
To: Anna Baerman <<u>abaerman@obm.com</u>>, Roo Cotter <<u>rcotter@obm.com</u>>, Andrew Iltis
<<u>ailtis@downtowndenver.com</u>>, Kate Barton <<u>kbarton@downtowndenver.com</u>>
Cc: david ehrlich <<u>dehrlich1156@gmail.com</u>>, Kaira Schneider <<u>KSchneider@obm.com</u>>
Subject: RE: RNOs and review of DTD rezoning

EXTERNAL:

Glad you have a call set! I have a meeting with Kourtny prior to your call on 12/23 so we should be able to send you the letter back by the end of that day.

Sharon Alton | Senior Vice President, Downtown Experience

From: Anna Baerman <abaerman@obm.com>
Sent: Wednesday, December 18, 2024 8:47 AM
To: Roo Cotter <rcotter@obm.com>; Sharon Alton <Salton@downtowndenver.com>; Andrew Iltis
<ailtis@downtowndenver.com>; Kate Barton <kbarton@downtowndenver.com>
Cc: david ehrlich <dehrlich1156@gmail.com>; Kaira Schneider <KSchneider@obm.com>
Subject: Re: RNOs and review of DTD rezoning

Kate – we have a call on Monday, 12/23 with you and Kourtny, and can discuss in detail then if needed!

Thanks, Anna

Anna Baerman Senior Development Director 216-338-8152 | abaerman@obm.com

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From: Roo Cotter <<u>rcotter@obm.com</u>>
Date: Tuesday, December 17, 2024 at 9:43 AM
To: Sharon Alton <<u>Salton@downtowndenver.com</u>>, Andrew Iltis <<u>ailtis@downtowndenver.com</u>>
Cc: david ehrlich <<u>dehrlich1156@gmail.com</u>>, Kaira Schneider <<u>KSchneider@obm.com</u>>, Kate Barton
<<u>kbarton@downtowndenver.com</u>>, Anna Baerman <<u>ABaerman@obm.com</u>>
Subject: Re: RNOs and review of DTD rezoning

Good morning Sharon,

Thank you for your continued support! I've attached a support letter for your review – please make any changes you see fit.

Our goal is to file by the end of the year and include the support letter from DDP in our submission, if possible! Please let me know if this timeline is not feasible. Also, would it be okay if we drafted a separate support letter on behalf of the RNO – we understand that there is overlap between DDP and the Upper Downtown Neighborhood Association. It would be wonderful to have a support letter from each!

Please let me know if it would be easiest to jump on a quick phone call to discuss.

Best, Roo

Roo Cotter Associate Development Director 614-558-1833 | rcotter@obm.com

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From: Sharon Alton <<u>Salton@downtowndenver.com</u>>
Date: Tuesday, December 10, 2024 at 11:53 AM
To: Roo Cotter <<u>rcotter@obm.com</u>>, Andrew Iltis <<u>ailtis@downtowndenver.com</u>>
Cc: david ehrlich <<u>dehrlich1156@gmail.com</u>>, Kaira Schneider <<u>KSchneider@obm.com</u>>, Kate Barton
<<u>kbarton@downtowndenver.com</u>>, Anna Baerman <<u>ABaerman@obm.com</u>>
Subject: RE: RNOs and review of DTD rezoning

EXTERNAL:

Hi Roo,

Thank you for the update. Can you please send us a support letter to review? Andrew and I can touch base with Kourtny to make sure she's comfortable signing, but because this is so close to the district boundary, I don't see it being an issue.

Thank you,

Sharon Alton | Senior Vice President, Downtown Experience

From: Roo Cotter <<u>rcotter@obm.com</u>>
Sent: Monday, December 9, 2024 9:50 AM
To: Sharon Alton <<u>Salton@downtowndenver.com</u>>; Andrew Iltis <<u>ailtis@downtowndenver.com</u>>
Cc: david ehrlich <<u>dehrlich1156@gmail.com</u>>; Kaira Schneider <<u>KSchneider@obm.com</u>>; Kate Barton
<<u>kbarton@downtowndenver.com</u>>; Anna Baerman <<u>ABaerman@obm.com</u>>
Subject: Re: RNOs and review of DTD rezoning

Hi Andrew,

I wanted to reach out with an update on Home2 Suites that we shared with you a few weeks ago. As conversations have progressed with CPD, the blade is not something we can proceed with at the time since it projects into the city ROW. Attached is an updated rendering of the wall mounted sign that we plan to move forward with (it now wraps the corner).

As part of our application to rezone this property DTD, we would love to incorporate a support letter from DDP. We are happy to set up some time to discuss, or alternately we can send you a support letter to review and sign if you are comfortable. Our goal is to make a full rezoning submission for this property by the end of the year.

Thank you! Roo

Roo Cotter Associate Development Director 614-558-1833 | rcotter@obm.com

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From: Roo Cotter <<u>rcotter@obm.com</u>>

Date: Monday, October 21, 2024 at 1:27 PM

To: Sharon Alton <<u>Salton@downtowndenver.com</u>>, Andrew Iltis <<u>ailtis@downtowndenver.com</u>> Cc: david ehrlich <<u>dehrlich1156@gmail.com</u>>, Kaira Schneider <<u>KSchneider@obm.com</u>> Subject: Re: RNOs and review of DTD rezoning

Hi Sharon -

We have worked with the LL as well as CPD on the design concept for Home2Suites, which will feature two large format digital signs on the Stout St. portion of the building. Given the orientation, the signs will provide viewers from both Stout and 15th with a great read. As you'll see from the attachments, we have previously worked with and have strong relations with MCA Denver and look forward to continuing to promote art and cultural institutions in Denver such as this one in the downtown area.

Both Sharon and Andrew, please let me know what other information would be helpful to have – also happy to set up a call in the coming weeks to discuss further!

Thanks, Roo

From: Sharon Alton <<u>Salton@downtowndenver.com</u>>
Date: Wednesday, October 16, 2024 at 1:30 PM
To: david ehrlich <<u>dehrlich1156@gmail.com</u>>, Kaira Schneider <<u>KSchneider@obm.com</u>>, Roo Cotter
<<u>rcotter@obm.com</u>>
Cc: Andrew Iltis <<u>ailtis@downtowndenver.com</u>>
Subject: RE: RNOs and review of DTD rezoning

EXTERNAL:

Hi David,

Andrew on our team would be a lead with RNOs so I have cc'd him on this. DDP is definitely in support of doing things to help the DTD expansion, but can you send us more info on the concept and design of the Home 2 Suites building for Andrew to review?

Thanks!

Sharon Alton | Senior Vice President, Downtown Experience

From: david ehrlich <<u>dehrlich1156@gmail.com</u>>
Sent: Tuesday, October 15, 2024 2:07 PM
To: Sharon Alton <<u>Salton@downtowndenver.com</u>>; Kaira Schneider <<u>KSchneider@obm.com</u>>; Roo Cotter
<<u>rcotter@obm.com</u>>
Subject: RNOs and review of DTD rezoning

Hey Sharon

The DTD is supporting Orange Barrel as they work with Bill Martinic and his team on installing signage on the Home 2 Suites building. Per Planning they need to file for a single property rezoning to do the signage which will be a very positive addition of light and art to 15th street.

One thing that is necessary is that OBM allow for the local RNOs downtown to review the concept and ideally offer a letter of support. I know previously we spoke about RNOs and DDP in relation to the DTD expansion but I cannot remember if we had formal support granted.

Can we work with you and DDP to socialize the new Home2 Suites signage plans with the relevant RNOs and hopefully get their support?

thanks

David

January 9, 2025

To whom it may concern:

On behalf of UpDoNA, I would like to voice my support for the proposed digital sign at the Home2 Suites property within the Denver Theater District (DTD). Part of UpDoNA's mission is to enhance the vibrancy and quality of life in the Upper Downtown area and we firmly believe the sign will contribute to the district's identity as a cultural and entertainment hub. The location of this sign has the ability to activate the streetscape without negative impact on any nearby residential uses.

Furthermore, the revenue generated from the sign will support the continued success of the Home2 Suites hotel. Notably, a portion of the gross advertising revenue will be shared with the DTD, funding community-enhancing projects like public art and lighting that will benefit both residents and businesses in the area. A partnership like this could inspire more businesses to remain in or establish themselves in Downtown, helping to create future business opportunities.

Also aligning with our mission to advocate for those living and working Downtown is OBM's commitment to showcasing local artwork. Providing a platform for our City's creative community and supporting local artists not only enriches our culture, but demonstrates our continued effort to be an inclusive partner to our creative residents.

In summary, this project will be an asset to the neighborhood, supporting both economic revitalization and cultural enhancement. We fully support the proposed sign and its potential positive impact on Downtown Denver.

Sincerely,

Lisa L. Pope President Upper Downtown Neighborhood Association (UpDoNA) www.updona.org



Kaub, Nancy

From:	Anna Baerman <abaerman@obm.com></abaerman@obm.com>
Sent:	Tuesday, January 28, 2025 8:47 AM
То:	UpDoNA New
Cc:	Roo Cotter
Subject:	Re: Home2 Suites - Rezoing Application

Hi Lisa!

We actually haven't submitted for the rezoning just yet. We are waiting for the property owner to sign a few authorization forms but hope to submit this week. We will let you know as things progress!

Let me know if you have additional questions – thank you, Anna

Anna Baerman

Senior Development Director 216-338-8152 | abaerman@obm.com

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From: UpDoNA New <lisapope@updona.org> Date: Monday, January 27, 2025 at 4:25 PM To: Anna Baerman <ABaerman@obm.com> Subject: Home2 Suites - Rezoing Application

EXTERNAL:

Hello Anna:

Have you received an answer regarding the rezoning application for Home2 Suites?

Lisa L. Pope President Upper Downtown Neighborhood Association (UpDoNA) www.updona.org



Kaub, Nancy

From:	Anna Baerman <abaerman@obm.com></abaerman@obm.com>
Sent:	Thursday, January 2, 2025 9:11 AM
То:	UpDoNA New; Roo Cotter
Cc:	Kaira Schneider; Fry, Logan
Subject:	Re: Introduction - Home2Suites Rezoning

Looking forward to it. Hope your holidays were great!

Anna Baerman

Senior Development Director 216-338-8152 | <u>abaerman@obm.com</u>

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From: UpDoNA New <lisapope@updona.org>
Date: Monday, December 23, 2024 at 5:15 PM
To: Roo Cotter <rcotter@obm.com>
Cc: Anna Baerman <ABaerman@obm.com>, Kaira Schneider <KSchneider@obm.com>, "Fry, Logan"
<lfry@bhfs.com>
Subject: Re: Introduction - Home2Suites Rezoning

EXTERNAL:

Hello:

Unfortunately, today doesn't work for me due to previously scheduled calls.

May we schedule the call on Friday, 1/3, at 1:00 p.m. EST?

Lisa

On Dec 23, 2024, at 6:54 AM, Roo Cotter <rcotter@obm.com> wrote:

Lisa,

We look forward to meeting and filling you in on the potential project!

We have a window from 3-4pm EST this afternoon if you are working today and that fits in your schedule.

Our company is on holiday break from 12/24 – 1/1, so if this afternoon does not align with your schedule, let's see if the following days and times work better and I will send a zoom link accordingly:

Thursday, 1/2: 10-11am EST Friday, 1/3: 12-2pm EST

Happy holidays! Roo

Roo Cotter

Associate Development Director 614-558-1833 | <u>rcotter@obm.com</u>

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From: Fry, Logan lfry@bhfs.com>
Date: Friday, December 20, 2024 at 4:05 PM
To: UpDoNA New <lisapope@updona.org>
Cc: Anna Baerman < ABaerman@obm.com>, Kaira Schneider < KSchneider@obm.com>,
Roo Cotter < rcotter@obm.com>
Subject: RE: Introduction - Home2Suites Rezoning

EXTERNAL:

Thanks Lisa!

I'll let the Orange Barrell folks speak to their availability as they're the critical components of the discussion!

Sincerely,

Logan Fry Policy Advisor Brownstein Hyatt Farber Schreck, LLP 675 15th Street, Suite 2900 Denver, CO 80202 303.223.1311 tel 303.591.8424 cell Ifry@bhfs.com

Brownstein - we're all in.

From: UpDoNA New <lisapope@updona.org>
Sent: Friday, December 20, 2024 2:10 PM
To: Fry, Logan <lfry@bhfs.com>
Cc: Anna Baerman <ABaerman@obm.com>; Kaira Schneider <KSchneider@obm.com>; Roo Cotter
<rcotter@obm.com>
Subject: Re: Introduction - Home2Suites Rezoning

Hello Logan:

Thank you for reaching out. We are very interested in meeting with you to learn more about the rezoning of Home2 Suites.

Please send me some possible meeting dates and I will coordinate on our end.

I look forward to hearing from you,.

Lisa L. Pope President Upper Downtown Neighborhood Association (UpDoNA) <u>www.updona.org</u> <image001.gif>

On Dec 20, 2024, at 11:29 AM, Fry, Logan <<u>lfry@bhfs.com</u>> wrote:

Hi Lisa,

I'm Logan Fry. We might have met once when I worked for Councilwoman Sawyer. I think you're much more familiar with my former colleague, Owen Brigner. I'm writing today to introduce you to a client of our firm, Orange Barrell Media. On this email are Anna Baerman, Kaira Schneider, and Roo Cooter. They are the team that we are working work regarding a proposed rezoning in upper downtown.

I'll let them speak to the specifics, but the proposed rezoning is at the Home2Suites (801 15th St). We are proposing changing the zoning from D-C to D-TD. We would love to connect and speak more with you about the proposal and hear your and the RNOs thoughts about it.

We're hoping to submit the formal application by the 10th of January but would certainly be happy to meet whenever is convenient for you.

Thank you so much for your time and we look forward to meeting with you and discussing this in much more detail!

Sincerely,

Logan Fry Policy Advisor Brownstein Hyatt Farber Schreck, LLP 675 15th Street, Suite 2900 Denver, CO 80202 303.223.1311 tel 303.591.8424 cell Ifry@bhfs.com

Brownstein - we're all in.

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Kaub, Nancy

From:	Whitney Testa <wtesta@dcpa.org></wtesta@dcpa.org>
Sent:	Monday, December 23, 2024 1:18 PM
То:	Roo Cotter; Anna Baerman; david ehrlich; Lance Zanett
Subject:	RE: Lisa Pope (RNO), Convention Center, and DCPA

EXTERNAL:

Sounds great, thank you!

Best,

Whitney Testa

Executive Assistant, Marketing and Broadway she/her/hers (what's this?) wtesta@dcpa.org | 303.446.4858 1101 13th St., Denver, CO 80204



Please Pardon Our Intermission: DCPA Ticketing will be unavailable the week of January 6. We engage and inspire through the transformative power of live theatre. *Equity Statement*

From: Roo Cotter <rcotter@obm.com>
Sent: Monday, December 23, 2024 1:17 PM
To: Whitney Testa <wtesta@dcpa.org>; Anna Baerman <abaerman@obm.com>; david ehrlich
<dehrlich1156@gmail.com>; Lance Zanett <lzanett@denverconvention.com>
Subject: Re: Lisa Pope (RNO), Convention Center, and DCPA

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Thank you Whitney and Lance!

Let's plan for 12:30pm MST / 2:30 EST on 1/9. I will send the zoom invite now.

Roo

Roo Cotter Associate Development Director 614-558-1833 | rcotter@obm.com

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From: Whitney Testa <<u>wtesta@dcpa.org</u>>
Date: Monday, December 23, 2024 at 2:42 PM
To: Roo Cotter <<u>rcotter@obm.com</u>>, Anna Baerman <<u>abaerman@obm.com</u>>, david ehrlich
<<u>dehrlich1156@gmail.com</u>>, Lance Zanett <<u>lzanett@denverconvention.com</u>>
Subject: RE: Lisa Pope (RNO), Convention Center, and DCPA

EXTERNAL:

Hi Roo,

Here is Angela's availability within the below windows you provided:

Monday, 1/6: 2 - 3pm EST	available
Tuesday, 1/7: 3 – 4:30 pm EST	3:30-4p EST
Wednesday, 1/8: 2 – 3pm EST	unavailable

Based on Lance's follow up email, his 1/7 availability doesn't align with Angela's so we may need to look at 1/9. On that date, she could be available from **12-1 MST / 2-3 EST** if that's a possibility for your team.

Best,

Whitney Testa Executive Assistant, Marketing and Broadway she/her/hers (what's this?) wtesta@dcpa.org | 303.446.4858 1101 13th St., Denver, CO 80204



Please Pardon Our Intermission: DCPA Ticketing will be unavailable the week of January 6.

We engage and inspire through the transformative power of live theatre. <u>Equity Statement</u>

From: Roo Cotter <<u>rcotter@obm.com</u>> Sent: Monday, December 23, 2024 11:54 AM

To: Whitney Testa <<u>wtesta@dcpa.org</u>>; Anna Baerman <<u>abaerman@obm.com</u>>; Angela Lakin <<u>alakin@dcpa.org</u>>; david ehrlich <<u>dehrlich1156@gmail.com</u>>; Lance Zanett <<u>Izanett@denverconvention.com</u>> Subject: Re: Lisa Pope (RNO), Convention Center, and DCPA

Some people who received this message don't often get email from rcotter@obm.com. Learn why this is important

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No problem! Let me know if any of the following work or if we need to throw out additional days/times.

Monday, 1/6: 2 - 3pm EST Tuesday, 1/7: 3 – 4:30 pm EST Wednesday, 1/8: 2 – 3pm EST

Roo Cotter

Associate Development Director 614-558-1833 | rcotter@obm.com

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From: Whitney Testa <<u>wtesta@dcpa.org</u>>
Date: Monday, December 23, 2024 at 1:25 PM
To: Roo Cotter <<u>rcotter@obm.com</u>>, Anna Baerman <<u>abaerman@obm.com</u>>, Angela Lakin
<<u>alakin@dcpa.org</u>>, david ehrlich <<u>dehrlich1156@gmail.com</u>>, Lance Zanett
<<u>Lzanett@denverconvention.com</u>>
Subject: RE: Lisa Pope (RNO), Convention Center, and DCPA

EXTERNAL:

Hi all,

Thanks for providing. Angela is out of the office from 12/24 – 1/3, so we will need to look at the week of Jan 6-10. Can you send me your group's availability on those dates?

Best,

Whitney Testa Executive Assistant, Marketing and Broadway she/her/hers (what's this?) wtesta@dcpa.org | 303.446.4858 1101 13th St., Denver, CO 80204



Please Pardon Our Intermission: DCPA Ticketing will be unavailable the week of January 6.

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From: Roo Cotter <<u>rcotter@obm.com</u>>
Sent: Monday, December 23, 2024 11:00 AM
To: Anna Baerman <<u>abaerman@obm.com</u>>; Angela Lakin <<u>alakin@dcpa.org</u>>; david ehrlich <<u>dehrlich1156@gmail.com</u>>;
Lance Zanett <<u>lzanett@denverconvention.com</u>>

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Hi everyone!

Let me know what works from the following:

Thursday, 1/2: 10am – 11am EST Friday, 1/3: 11:30am – 12:30pm or after 1:30pm EST

I will send a calendar invite accordingly once we establish the best time!

Roo

Roo Cotter Associate Development Director 614-558-1833 | rcotter@obm.com

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From: Anna Baerman <abaerman@obm.com>
Date: Monday, December 23, 2024 at 12:48 PM
To: Angela Lakin <alakin@dcpa.org>, david ehrlich <dehrlich1156@gmail.com>, Lance Zanett
<lranett@denverconvention.com>
Cc: Roo Cotter <rcotter@obm.com>, Whitney Testa <wtesta@dcpa.org>
Subject: Re: Lisa Pope (RNO), Convention Center, and DCPA

Thanks, Angela and Lance! Roo (cc'd) can provide our availability the first week in January!

We apologize for the oversight on the map that we provided. I have attached an updated version. The mock-up was in the correct location.

Anna Baerman Senior Development Director 216-338-8152 | abaerman@obm.com

ORANGE BARREL MEDIA + Ke SMART

Atlanta | Baltimore | Boston | Charlotte | Chicago | Cincinnati Cleveland | Columbus | Dallas | Denver | Detroit | Houston Kansas City | Los Angeles | Miami | Minneapolis | Nashville New York City | Norfolk | Philadelphia | Phoenix | Pittsburgh Raleigh | San Antonio | San Diego | San Fransisco Bay Area St. Louis | Tampa | Washington DC From: Angela Lakin <<u>alakin@dcpa.org</u>>
Date: Monday, December 23, 2024 at 11:58 AM
To: Anna Baerman <<u>abaerman@obm.com</u>>, david ehrlich <<u>dehrlich1156@gmail.com</u>>, Lance Zanett
<<u>lzanett@denverconvention.com</u>>
Cc: Roo Cotter <<u>rcotter@obm.com</u>>, Whitney Testa <<u>wtesta@dcpa.org</u>>
Subject: RE: Lisa Pope (RNO), Convention Center, and DCPA

EXTERNAL:

Hi Anna – Wonderful to meet you as well.

Yes, I'd be happy to meet in January. I'm adding Whitney from my team to help coordinate calendars as well.

Many thanks, and Happy Holidays!

Angela

ANGELA LAKIN VICE PRESIDENT OF MARKETING & SALES

she/her/hers <u>(what's this?)</u> alakin@dcpa.org | o: 303.446.4831 | m: 813.410.1127 1101 13th St., Denver, CO 80204



DENVER CENTER # FERFORMING ARTS

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From: Anna Baerman <abaerman@obm.com>
Sent: Monday, December 23, 2024 8:44 AM
To: david ehrlich <dehrlich1156@gmail.com>; Angela Lakin <alakin@dcpa.org>; Lance Zanett
<lzanett@denverconvention.com>
Cc: Roo Cotter <rcotter@obm.com>
Subject: Re: Lisa Pope (RNO), Convention Center, and DCPA

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Thanks, David.

Hi Angela and Lance!

It's great to virtually meet you both. Do you by chance have availability the first week in January for us to brief you on our proposal? Roo (cc'd) can provide our availability as a starting point.

Looking forward to it - and Happy Holidays!

Thanks, Anna

Anna Baerman Senior Development Director 216-338-8152 | abaerman@obm.com

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From: david ehrlich <<u>dehrlich1156@gmail.com</u>>
Date: Friday, December 20, 2024 at 11:39 AM
To: Angela Lakin <<u>alakin@dcpa.org</u>>, Lance Zanett <<u>lzanett@denverconvention.com</u>>, Anna Baerman
<<u>ABaerman@obm.com</u>>
Subject: Fwd: Lisa Pope (RNO), Convention Center, and DCPA

EXTERNAL:

Angela - Lance

I want to connect you with Anna Baerman of Orange Barrel Media. Anna is leading the rezoning of Home2 Suites that will lead to additional revenue and art time for the DTD as well as more light on 15th street which is sorely needed.

The DTD as a whole is supportive of this application and OBM was hoping for specific support from the convention center and dcpa.

Finally, OBM and Anna in particular have been incredibly strong allies of the DTD for years. They are installing the Brooks Tower signage next year and are one of the DTD strongest revenue producers.

thanks

David

----- Forwarded message ------

From: Anna Baerman abaerman@obm.com>

Hey David,

On behalf of Home2 Suites, OBM/Brownstein is preparing to submit an application to rezone the hotel property to fall within the Denver Theatre District (DTD) boundaries. Currently located on the edge of the district, this rezoning will allow for the installation of a new digital sign, as shown in the attached rendering. The proposed sign will bring a number of benefits to both the property and the downtown area, including:

- **Vibrancy and Placemaking**: The digital sign will add a dynamic, visually appealing element to the building, enhancing its attractiveness and contributing to the vibrancy of the surrounding area.
- **Economic Development**: 15% of the gross advertising revenue generated by the digital sign will be shared with the DTD, supporting reinvestment in the downtown community—specifically for public art projects and lighting installations.
- **Revenue Stream to Property Owner**: The revenue from the digital sign will provide a much-needed boost to the property owner, who has yet to fully recover from the impacts of the COVID-19 pandemic on downtown hotels.
- **Promotion of the Arts**: A portion of the digital sign's display time will be dedicated to showcasing artwork by local artists, who will be compensated for their contributions.

We plan to file the rezoning application in January 2025 and would love to meet with the Convention Center and DCPA prior and if supportive, obtain a letter of support from each organization. I have attached draft letters to this email. I have also attached a rendering of the sign (subject to Planning Board approval) and the location of Home2 Suites relative to the existing DTD boundary.

Thank you! Anna



To whom it may concern,

I am writing on behalf of the Colorado Convention Center to express our support for Orange Barrel Media's (OBM) proposed digital sign on the Home2 Suites property, enabled through a rezoning of the property to be within the Denver Theatre District (DTD). This project brings an exciting opportunity to enhance Downtown Denver's vibrancy and visitor experience.

The proposed digital sign will introduce a dynamic element to the Home2 Suites building. This installation will elevate the appeal of Downtown Denver, creating a vibrant atmosphere leading to more attendees and visitors to the convention center. By adding to the district's energy and appeal, the project will directly contribute to ensuring that downtown remains a compelling destination for travelers.

The digital sign will also provide essential support to the Home2 Suites property, which is crucial to maintaining positive visitor experiences for those traveling to Denver for conventions and other events.

Thank you for your consideration of this project, which aligns with the broader vision for a vibrant and innovative Downtown Denver.

Sincerely,

uce A. Lance Zanett

General Manager Colorado Convention Center

DENVERTHEATREDISTRICT

David Ehrlich Executive Director 303.709.9089 dehrlich@denvertheatredistric

Re: DTD Support for the Rezoning of the Home2 Suites Property

To Whom It May Concern,

On behalf of the Denver Theater District (DTD), I am writing to express our strong support for the proposed rezoning of the Home2 Suites property to include it within the DTD boundaries, allowing for the installation of a digital sign by Orange Barrel Media.

This project will add a visually engaging media screen that will add light and vitality to an area in downtown that needs more activation and activity. Additionally, a significant portion of the sign's display time will showcase work by local artists, reinforcing our commitment to keeping art at the heart of Downtown Denver.

The proposed new signage is important to the DTD's growth and continued investment in Downtown. Revenue generated from the sign will directly support cultural initiatives such as the D&F Clock Tower lighting and the Kittredge projection installation.

We believe this proposal will meaningfully enhance the vibrancy, culture, and economic vitality of Downtown Denver. Thank you for your consideration.

Sincerely,

David Ehrlich DTD Executive Director