

## Zone Map Amendment (Rezoning) - Application

PROPERTY OWNER INFORMATION*		PROPERTY OWNER(S) REPRESENTATIVE**	
<input checked="" type="checkbox"/>	CHECK IF POINT OF CONTACT FOR APPLICATION	<input type="checkbox"/>	CHECK IF POINT OF CONTACT FOR APPLICATION
<input checked="" type="checkbox"/>	CHECK IF POINT OF CONTACT FOR FEE PAYMENT***	<input type="checkbox"/>	CHECK IF POINT OF CONTACT FOR FEE PAYMENT***
Property Owner Name	JBK Hotels LLC/ Jonathan Gandhi	Representative Name	
Address	800 15th street	Address	
City, State, Zip	Denver, CO 80202	City, State, Zip	
Telephone	860-428-7104	Telephone	
Email	jonathangandhi@gmail.com	Email	
*All standard zone map amendment applications must be initiated by owners (or authorized representatives) of at least 51% of the total area of the zone lots subject to the rezoning. See page 4.		**Property owner shall provide a written letter authorizing the representative to act on his/her behalf.  ***If contact for fee payment is other than above, please provide contact name and contact information on an attachment.	
SUBJECT PROPERTY INFORMATION			
Location (address):	800 15th street		
Assessor's Parcel Numbers:	02345-40-021-000		
Area in Acres or Square Feet:	12,500 Square Feet		
Current Zone District(s):	D-C, UO-I		
PROPOSAL			
Proposed Zone District:	D-TD, UO-I		
PRE-APPLICATION INFORMATION			
In addition to the required pre-application meeting with Planning Services, did you have a concept or a pre-application meeting with Development Services?	<input checked="" type="checkbox"/> <b>Yes - State the contact name &amp; meeting date</b> <u>Pre-app meeting held 5/21/25</u> <input type="checkbox"/> <b>No - Describe why not (in outreach attachment, see page 3)</b>		
Did you contact the City Council District Office, applicable Registered Neighborhood Organization, and adjacent property owners and tenants regarding this application?	<input checked="" type="checkbox"/> <b>Yes - State date below and describe method in outreach attachment, see page 3</b> <u>5/7/25 - In-Person Meeting with Councilman Hinds - see Community Outreach do+</u>		

## REZONING REVIEW CRITERIA (ACKNOWLEDGE EACH SECTION)

<p>General Review Criteria DZC Sec. 12.4.10.7.A</p> <p>Check box to affirm <b>and</b> include sections in the review criteria narrative attachment</p>	<p><input checked="" type="checkbox"/> <b>Consistency with Adopted Plans: The proposed official map amendment is consistent with the City's adopted plans.</b></p> <p>Please provide a review criteria narrative attachment describing <b>how</b> the requested zone district is consistent with the policies and recommendations found in <b>each</b> of the adopted plans below. Each plan should have its own section.</p> <p><b>1. Denver Comprehensive Plan 2040</b></p> <p>In this section of the attachment, describe <b>how</b> the proposed map amendment is consistent with <i>Denver Comprehensive Plan 2040's</i> a) equity goals, b) climate goals, and c) any other applicable goals/strategies.</p> <p><b>2. Blueprint Denver</b></p> <p>In this section of the attachment, describe <b>how</b> 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>.</p> <p><b>3. Neighborhood/ Small Area Plan and Other Plans (List all from pre-application meeting, if applicable):</b></p> <p><u>Downtown Area Plan</u> <span style="float: right;">+</span></p>
<p>General Review Criteria DZC Sec. 12.4.10.7.A.1</p> <p><b>Only check this box if your application is not consistent with 12.4.10.7.A</b></p>	<p><input type="checkbox"/> <b>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.</b></p> <p>Please provide a narrative attachment describing <b>how</b> the requested zone district is <b>necessary</b> to provide for an extraordinary community need that was not anticipated at the time of the adoption of the city's plans.</p>
<p>General Review Criteria: DZC Sec. 12.4.10.7. B &amp; C</p> <p>Check boxes to the right to affirm <b>and</b> 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.</p>	<p><input checked="" type="checkbox"/> <b>Public Interest: The proposed official map amendment is in the Public Interest.</b></p> <p>In the review criteria narrative attachment, please provide an additional section describing <b>how</b> the requested rezoning is in the public interest of the city.</p> <p><input checked="" type="checkbox"/> <b>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.</b></p> <p>In the review criteria narrative attachment, please provide a separate section describing <b>how</b> 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.</p>

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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.denvergov.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, the applicant may 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 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)
<b>EXAMPLE</b> John Alan Smith and Josie Q. Smith	123 Sesame Street Denver, CO 80202 (303) 555-5555 sample@sample.gov	100%	<i>John Alan Smith</i> <i>Josie Q. Smith</i>	01/12/20	(A)	YES
Jonathan Gandhi	800 15th street Denver, CO 80202	51%	<i>Jy</i>	5/23/25	A	YES <input checked="" type="checkbox"/> NO
						YES NO
						YES NO
						YES NO

Jonathan Gandhi  
860-428-7104 mobile  
jonathangandhi@gmail.com  
**JBK Hotels LLC**  
800 15<sup>th</sup> street  
Denver, Colorado 80202

June 12, 2025

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 800 15th St, Rezoning Application to D-TD

Mr. Bossler:

This application is submitted by JBK Hotels LLC dba Home2 Suites (the “**Applicant**”), with respect to the enclosed application to rezone the 12,500 sq. ft. parcel located at 800 15th St (the “**Property**”) from D-C, UO-1 to D-TD, UO-1 (the “**Rezoning**”). The Property is located in Denver City Council District 10, within the Upper Downtown neighborhood of the City and County of Denver, Colorado (the “**City**”).

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 (“**Code**”), effective as of May 27, 2025 as part of the City’s Advancing Equity in Rezoning project.

## **BACKGROUND**

The Property is currently zoned Downtown Core District (the “**D-C Zone District**”) and Adult Use Overlay District (the “**UO-1 Overlay District**”) and is directly adjacent to the

existing boundaries of the Downtown Theater District (the “**D-TD Zone District**”). 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 (“**DPAC**”) and Bellco Theatre). 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 (“**Digital Signage**”) 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.
- **Improved Lighting and Security:** Enhanced lighting from the signage will improve the sense of safety and security at the street level
- **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 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.

Per the General Review Criteria DZC Sec. 12.4.10.7.A and as set forth below, the proposed Rezoning is consistent with the recommendations and policy goals found in the:

1. Denver Comprehensive Plan 2040
2. Blueprint Denver (2019)
3. Downtown Area Plan (2007).

## **NEIGHBORHOOD OUTREACH**

The Applicant group has been proactive in its community outreach activities. Beginning in May, 2025, the Applicant 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 community outreach is attached to this application. The Councilmembers and community groups contacted include:

- **In Person meeting with Councilman Hinds**
- **Email Outreach to all Councilmembers**
- **Email Outreach to the Downtown Denver Partnership**
- **Email Outreach to the Colorado Convention Center**
- **Video Conference with Lisa Pope of the UpDoNA – RNO**
- **Phone conversation with William Martinic representative of the Neighbor HOME 2 SUITES and 820 15<sup>th</sup> st**
- **Video conference with Arts and Venues Director Hollrah and Deputy Director Morris**
- **Email Outreach to David Erlick of the Theater District**
- **Video Conference with Councilman Flynn**
- **In Person meeting with Councilman Kashmann**

UpDoNa submitted a letter of support and the Downtown Denver partnership submitted an email indicating support for the Rezoning (attached to this application). These groups indicated that since the single parcel is adjacent to the D-TD it would be ideal to rezone to D-TD and for the construction of Digital Signage would be an enhancement to the area and create a Gateway to the Theater District to improve the pedestrian experience and encourage vibrancy in the neighborhood.

## **ANALYSIS**

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.

### **1. 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:

- The proposed official map amendment is consistent with the City’s adopted plans. Code, § 12.4.10.7.A.

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.

- *Comprehensive Plan 2040*

The City’s Comprehensive Plan 2040 (“**Comp Plan 2040**”) 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.

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 design of the sign will incorporate 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 would be proposed at the corner of 15<sup>th</sup> and Stout which would activate the 15<sup>th</sup> street corridor entrance to the Theater District as well as the Stout street entrance to the Convention Center 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. 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 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 add 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.

The Denver Theatre District strategically works with local businesses to post engaging advertising campaigns to support their unique needs this will continue at the subject Property. A strong focus will be made to support local non-profits and arts organizations, providing them with dedicated display time on the Digital Signage.

The Applicant has a history of supporting the community and local non-profits as demonstrated during the COVID Pandemic. The applicant will continue to apply these principals.

Together, these efforts will ensure the Digital Signage promotes local small businesses, arts organizations, and non-profits.

- 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. Display time will be dedicated 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 public/private 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.

The property represents a strategic opportunity to create a true Gateway entrance to the Theatre District to foster and encourage visitation.

- 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 two high priority corridors for the City and is one (1) block from 2 major RTD light rail stations. 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 (“**Blueprint**”) 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 medium-high 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.

Additional support in the form of Revenue to the district will occur from the commitment 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” 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. Local businesses will be engaged with to provide unique advertising campaigns to support their individual needs. Additionally, time on the digital signage will be dedicate to support local non-profits and arts organizations.

- 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.

The proposed Rezoning will allow for the installation of vibrant Digital Signage that will wrap around the currently unadorned exterior of the building providing engaging content. The proposed Digital Signage will activate what is currently an unadorned pedestrian corner on the heavily trafficked 15th Street as well as Stout 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.
  - 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 15<sup>th</sup> 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.



- 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, a commitment has been made 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.

**DZC SEC 12.4.10.7 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.

**DZC SEC 12.4.10.7 C - 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. Code, § 12.4.10.7.C.**

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 installation of Digital Signage to promote arts and culture in the theater and entertainment district. 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 has 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,



Jonathan Gandhi

**EXHIBIT A**  
**PROPERTY LEGAL DESCRIPTION**  
**PAGE 1 OF 1**

***LEGAL DESCRIPTION***

**Lots 29 through 32, inclusive, Block 131,**

**EAST DENVER**

**City and County of Denver,**

**State of Colorado.**



# City & County of Denver - Property Record Search

## City & County of Denver - Property Record Search

0234540021000  
800 15TH ST

JBK HOTELS LLC  
PO BOX 158 GOLDEN CO 80402

Total Appraised Value  
\$19,621,600

### KEY INFORMATION

Schedule Number	0234540021000
Situs Address	800 15TH ST
Owner(s)	JBK HOTELS LLC
Class	-
Land Use Code	223 - COMMERCIAL-HOTEL
Zoning	D-C
Tax District	320A
Land Sq Ft	12,500
Building Sq Ft	67,175
Legal Description	EAST DENVER B131 L29 TO 32
Prior Year Mill Levy (2024)	79.202

### ASSESSMENT DETAILS

Protest My Value

Tax Year	2025
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### Actual Values

Land	\$3,750,000
Improvements	\$15,871,600
Total	\$19,621,600

### Assessed Values

Land	TBD
Improvements	TBD
Exempt	TBD
Total	TBD

### ASSESSOR FORMS & ADDRESS CHANGE

ADDITIONAL PROPERTY INFORMATION

Zoning	<a href="#">D-C</a>	Neighborhood	<a href="#">CBD</a>
Subdivision	<a href="#">EAST DENVER (BOYD'S)</a>	Enterprise Zone	<a href="#">Not in Enterprise Zone</a>
Individual Historic Landmark	<a href="#">No</a>	Historic Landmark District	<a href="#">No</a>
Floodplain Designation	<a href="#">X: AREA OF MINIMAL FLOOD HAZARD</a>		

DOWNLOADABLE MAPS

Parcel Map	Quarter Section Map	Assessment Parcel Map Index	Quarter Section Map Index
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LAND DETAILS

LAND LINE #	LAND TYPE	CODE	CLASS	AREA SQFT	ACRES	APPRAISED VALUE
1	S - SQUARE FOOT	1	2115 - COMMERCIAL LAND-LODGING	12,500	0.2870	\$3,750,000

IMPROVEMENT / BUILDING DETAILS

APPRAISAL CARD #1

Class	2215 - COMMERCIAL IMP-LODGING
Building Name	ALOFT HOTEL
Structure	-
Year Built	2014
Effective Year	2014
Units	140

APPRAISAL CARD #2

SUB-AREAS

CARD	FLOOR FROM	FLOOR TO	USE TYPE	AREA
1	01	01	012 - HOTEL	5,913
1	02	02	012 - HOTEL	11,087
1	03	06	012 - HOTEL	11,050
1	B1	B1	012 - HOTEL	5,975

OUTBUILDINGS & EXTRA FEATURES

BUILDING NO	YEAR BUILT	CONDITION	DESCRIPTION	AREA	UNITS
1	2014	3	PAVING CONCRETE - AV	6,250	1

PERMIT DETAILS

PERMIT NO.	PERMIT DATE	DESCRIPTION	STATUS	AMOUNT
2019-COMMCON-00031	11/22/2019	ALTERATION/TENANT FINISH	ISSUED	\$18,000
2017-MECH-0006690	09/21/2017	ALTERATION/TENANT FINISH	PERMIT FINALED	\$19,000
2017-PLUMB-0005040	08/11/2017	ALTERATION/TENANT FINISH	ISSUED	\$2,800
2017-COMMCON-00021	07/31/2017	ALTERATION/TENANT FINISH	PERMIT FINALED	\$70,000
2016-COMMCON-00012	09/07/2016	ALTERATION/TENANT FINISH	ISSUED	\$67,500
2016-ELEC-0005445	09/07/2016	ALTERATION/TENANT FINISH	ISSUED	\$8,000
2015-INV-C00035207	02/04/2015	NEW BUILDING	PERMIT FINALED	\$0
2015-INV-C00035207	02/04/2015	ALTERATION	PERMIT FINALED	\$1,500
2015-NC-C000107334	12/04/2014	NEW BUILDING	PERMIT FINALED	\$14,000
2015-NC-C000107335	12/04/2014	ALTERATION	PERMIT FINALED	\$3,000
2015-NC-C000111822	11/20/2014	ADDITION	PERMIT FINALED	\$10,000
2015-NC-C000107246	10/17/2014	ALTERATION	PERMIT FINALED	\$88,000
2015-NC-C000107964	08/21/2014	ALTERATION	PERMIT FINALED	\$1,000
2015-NC-C000102194	08/08/2014	NEW BUILDING	PERMIT FINALED	\$8,000
2015-NC-C000102934	07/21/2014	ALTERATION	PERMIT FINALED	\$14,500
2015-NC-C000110958	06/17/2014	ALTERATION	PERMIT FINALED	\$1,000
2015-NC-C000104542	06/13/2014	ALTERATION	PERMIT FINALED	\$0
2015-NC-C000104329	06/09/2014	NEW BUILDING	PERMIT FINALED	\$57,042
2015-NC-C000106702	04/09/2014	NEW NON-BUILDING STRUCTURE	PERMIT FINALED	\$12,000
2015-NC-C000105358	02/13/2014	NEW BUILDING	PERMIT FINALED	\$150,000
2015-INV-C00033669	12/04/2013	NEW BUILDING	PERMIT FINALED	\$10,000
2015-NC-C000101456	09/24/2013	NEW NON-BUILDING STRUCTURE	PERMIT FINALED	\$2,000
2015-NC-C000101455	09/24/2013	NEW NON-BUILDING STRUCTURE	PERMIT FINALED	\$16,500
2015-NC-C000100137	09/13/2013	NEW BUILDING	PERMIT FINALED	\$706,325
2015-NC-C000095464	08/08/2013	NEW BUILDING	PERMIT FINALED	\$844,254
2015-NC-C000097072	08/06/2013	NEW BUILDING	PERMIT FINALED	\$580,695
2015-NC-C000098879	06/20/2013	NEW BUILDING	PERMIT FINALED	\$4,019,263
2015-NC-C000102017	05/28/2013	NEW BUILDING	PERMIT FINALED	\$10,000
2014-DEMO-C00000036	03/13/2013	WRECK	PERMIT FINALED	\$20,813
2013-DEMO-C00000032	03/13/2013	WRECK	PERMIT FINALED	\$20,813

Note:

Permit Details may not include all development permits issued for the subject parcel. Please contact the [appropriate city agency](#) to retrieve a complete history of permits.

### Sale Details

RECEPTION NUMBER	SALE DATE	SALE PRICE	INSTRUMENT	GRANTOR	GRANTEE
2012033605	03/12/2012	\$3,500,000	SW: SPECIAL WARRANTY	H & M MORTGAGE & INVESTMENTS	JBK HOTELS LLC
2010150401	12/22/2010	\$0	PT: PUBLIC TRUSTEE	HOTEL GOLD CROWN CHAMPA LLC	H & M MORTGAGE & INVESTMENTSLLC
2008066066	05/08/2008	\$6,250,000	WD: WARRANTY	BK STOUT LLC	HOTEL GOLD CROWN CHAMPA LLC
0000103001	06/15/2001	\$1,150,000	TR: TRUSTEES	BANSBACH,BROOKE ALLISON TRUST	BK STOUT LLC
0000169071	10/21/2000	\$0	TR: TRUSTEES	BANSBACH,LOUIS P III TR &	BANSBACH,BROOKE ALLISON TRUST#1 &
0000289690	05/09/1988	\$0	DD: DEED	BANSBACH,LOUIS P III TR &	BANSBACH,LOUIS P III TR &

### Property Taxes for Current Year

Current Year Taxes  
Prior Year Mill Levy (2024) \* \*: **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	02/27/2025		
Original Tax Levy	\$137,697.43	\$137,697.43	\$275,394.86
Liens/Fees	\$9,592.65	\$0.00	\$9,592.65
Interest	\$0.00	\$0.00	\$0.00
Paid	\$147,290.08	\$0.00	\$147,290.08
Due	\$0.00	\$137,697.43	\$137,697.43

Before proceeding to make your tax payment, please be sure to copy or save your Schedule Number/Parcel ID Number. You will need it in order to process your payment.

Your schedule number is: **02345-40-021-000**

Pay This Tax Now

**Note:** The amount of interest shown, if any, is good through the end of this month. This information is not to be used in place of a Certificate of Taxes Due. Please call the Treasurer's Office for these at (720) 913-9300.

Liens/Fees amount displayed are good through the last day of February. Please be advised that paying the liens/fees after February will result in additional interest accrued on the parcel. Please contact 720-913-9300 to get the payoff amount for lien/fees.

ADDITIONAL INFORMATION

ACTUAL & ASSESSED VALUE - CURRENT & PRIOR VALUES



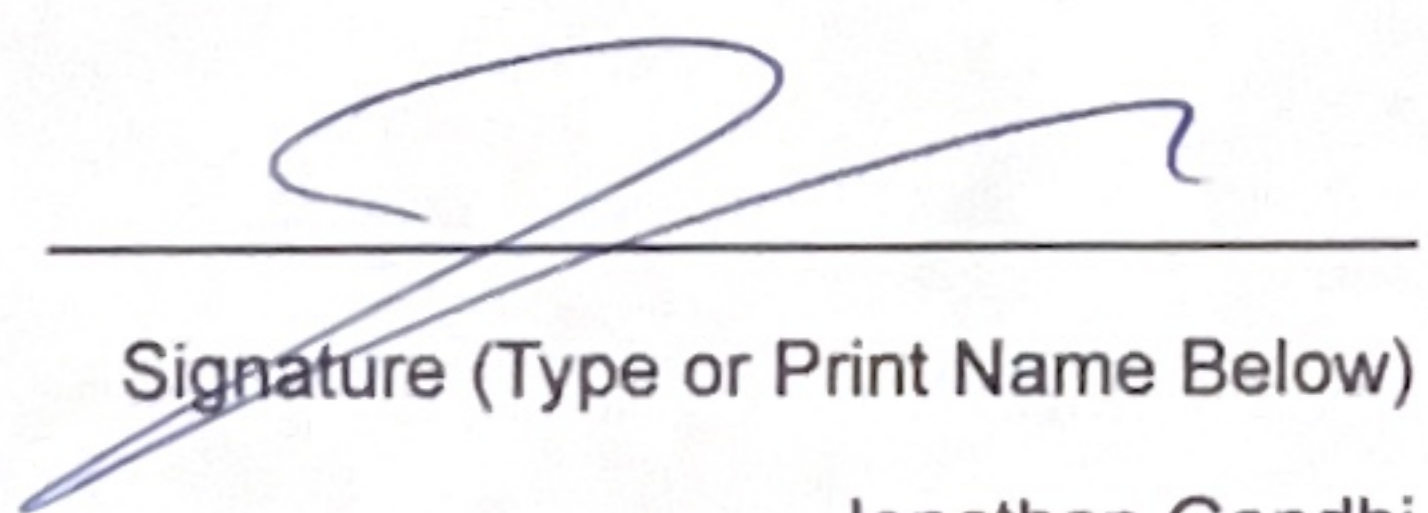
Data last updated: 05/23/2025



### STATEMENT OF AUTHORITY

1. This Statement of Authority relates to an entity named JBK Hotels LLC, 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:  
LIMITED LIABILITY COMPANY
3. The entity is formed under the laws of: The State of Delaware
4. The mailing address for the entity is: Po box 158 Golden CO 80402, United States
5. The name of the person authorized to execute instruments conveying, encumbering or otherwise affecting title to real property on behalf of the entity is Jonathan Gandhi
6. The authority of the foregoing person to bind the entity is limited as follows:  
Limited to matters pertaining to the requested rezoning.

Executed this 23<sup>rd</sup> day of May, 2025

  
\_\_\_\_\_  
Signature (Type or Print Name Below)

Jonathan Gandhi

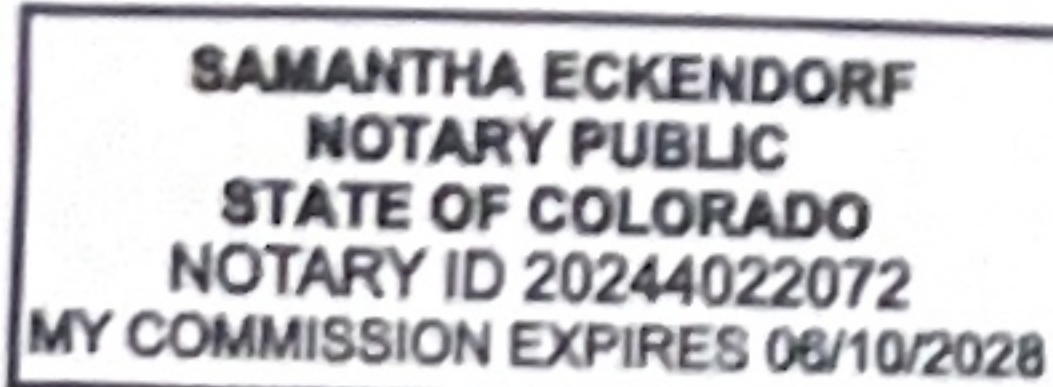
STATE OF COLORADO                    )  
  ) ss.  
COUNTY OF Denver                    )

The foregoing instrument was acknowledged before me this 24<sup>th</sup> day of May 2025, by  
Jonathan Gandhi

Witness my hand and official seal

  
\_\_\_\_\_  
Notary Public

My commission expires: 06/10/2028





## **Community Outreach Timeline for 800 15th Street Rezoning Application**

### **In-Person Meeting on Wednesday, May 7: CM Hinds**

- JBK Hotels (Jonathan and Krishna Gandhi) met with Cm. Hinds, the Councilmember for the District (10<sup>th</sup>).

**May 7<sup>th</sup> and May 13<sup>th</sup> – JBK Hotels (Jonathan Gandhi) emailed all Councilmembers including the LUTI members with background on the requested rezoning and to schedule meetings if they were desired.**

### **Downtown Denver Partnership**

- Wednesday May 21<sup>st</sup> - JBK Hotels (Jonathan Gandhi) emailed Kourtny Garrett President of the Downtown Denver Partnership to discuss the potential re-zoning of 800 15<sup>th</sup> street.
- Friday May 23<sup>rd</sup> – Jonathan Gandhi received supportive email back from Kourtny via her assistant Staci (attached).

### **Colorado Convention Center**

- Wednesday May 21<sup>st</sup> - JBK Hotels (Jonathan Gandhi) emailed Lance Zanett Manager of the Colorado Convention Center to discuss the potential re-zoning of 800 15<sup>th</sup> street.

### **UpDoNA - RNO**

- Wednesday May 21<sup>st</sup> - JBK Hotels (Jonathan Gandhi) emailed Lisa Pope to discuss the potential re-zoning of 800 15<sup>th</sup> street.
- Thursday May 22<sup>nd</sup> – Jonathan Gandhi had a google meeting video conference with Lisa Pope who supported the re-zoning. UpDoNA sent a letter of support (attached).

### **Neighbor HOME 2 SUITES and 820 15<sup>th</sup> st**

- Thursday May 22<sup>nd</sup> – Jonathan Gandhi called William Martinic and spoke about the positive impact expanding the Theater District would have on the neighborhood.

### **Arts and Venues**

- Friday May 23<sup>rd</sup> – JBK Hotels (Jonathan and Krishna Gandhi) met with Director Hollrah and Deputy Director Morris who voiced their support on the call for a rezoning of 800 15<sup>th</sup> street and provided guidance on timing.

**Theater District**

- Friday May 23<sup>rd</sup> –Jonathan Gandhi emailed David Erlick on any questions of our rezoning.

**Video Conference Meeting on Friday May 23, 2025: CM Flynn**

- Friday May 23, 2025 - JBK Hotels (Jonathan and Krishna Gandhi) had a Video Conference meeting with Cm. Flynn (District 2).

**In-Person Meeting on Thursday, May 29: CM Kashmann**

- JBK Hotels (Jonathan and Krishna Gandhi) met with Cm. Kashmann, the Councilmember for District (6).

May 27, 2025

**To whom it may concern:**

On behalf of UpDoNA, I would like to voice my support of the application for a proposed digital sign(s) at the Aloft Hotel 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 Aloft 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 the avenue 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](http://www.updona.org)





Jonathan Gandhi <jonathangandhi@gmail.com>

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## Re: Aloft Denver - D-TD

1 message

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**Kourtny Garrett** <kgarrett@downtowndenver.com>

Fri, May 23, 2025 at 4:12 PM

To: Jonathan Gandhi <jonathangandhi@gmail.com>, Anna Baerman <abaerman@obm.com>, Kate Barton <kbarton@downtowndenver.com>

Cc: Krishna Gandhi <krishnagandhi89@gmail.com>

Hi Jonathan,

Thank you for reaching out to Kourtny! I'm her assistant helping get through her inbox. We sure appreciate you reaching out. 😊

We think it could be extremely beneficial to you as well. I'm tagging in [@Anna Baerman](#) and [@Kate Barton](#) to get right to the source on all information.

Anna, would love if you could take the lead here and reach out to Jonathan - if you'd like Kate on the call, happy to help schedule on her behalf.

Have a great weekend everybody,  
Staci Savas

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**From:** Jonathan Gandhi <[jonathangandhi@gmail.com](mailto:jonathangandhi@gmail.com)>  
**Sent:** Wednesday, May 21, 2025 3:30 PM  
**To:** Kourtny Garrett <[kgarrett@downtowndenver.com](mailto:kgarrett@downtowndenver.com)>  
**Cc:** Krishna Gandhi <[krishnagandhi89@gmail.com](mailto:krishnagandhi89@gmail.com)>  
**Subject:** Aloft Denver - D-TD



INTEGRIS couldn't recognize this email as this is the first time you received an email from this sender  
[jonathangandhi@gmail.com](mailto:jonathangandhi@gmail.com)

Hi Kourtny,

My name is Jonathan, one of the owners of the Aloft. My brother Krishna and I have had the privilege of being part of the BID since we opened our doors in 2014. We are also local residents. I hope you are doing well.

I recently saw that the Downtown Denver Partnership sent through support for the proposed digital sign and zoning change at our neighbor the Home2 Suites. We are excited to see how this could positively impact the neighborhood and are looking to go through the same process for our property.

I wanted to reach out to you to discuss this opportunity. We are particularly excited about how some of the shared funds could be used to strengthen our community from a safety and livability perspective. Additionally this would help create a strong gateway to draw people into the Theater District while supporting public art.

Please let me know if you have some time to meet and further discuss.

I appreciate your time,  
Jonathan  
860.428.7104