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Nov. 10, 2014

Dear Members of Denver City Council,

I am writing on behalf of the Denver Art Museum to express enthusiastic support for adoption of the Golden Triangle Neighborhood Plan.

I was fortunate to be part of the planning steering committee and I was impressed at the thoughtful nature of the discussion that took place among a broad base of stakeholders, and also inspired by the thought of what the Golden Triangle neighborhood could be.

Since the realization of the Hamilton Building more than seven years ago, the Museum has envisioned a vibrant, destination neighborhood that celebrates its eclecticism and leverages its arts assets to further brand itself. The new plan pushes us to work together to realize the full potential of the neighborhood and focus on key projects to propel us forward. The Museum welcomes more than a half million visitors through our doors each year, and we are eager to find ways to keep them in the neighborhood longer, entice more of them to become residents and business owners, and turn them into loyal visitors to more of the neighborhood amenities. In order to do this, evolution of the surrounding space is necessary.

I also urge the city agencies that play an integral role in helping bolster the infrastructure and define guidelines, including zoning, to prioritize the Golden Triangle neighborhood plan, and make it a model for the city. As the largest property owner in the Golden Triangle, the City has a rare opportunity to enhance the spaces that so many of its employees and customers frequent.

The Denver Art Museum is excited to continue the conversations begun during the planning process and foster many of the great ideas to fruition. Thank you for your support of the Golden Triangle Neighborhood Plan.

Sincerely,

Andrea Fulton  
Deputy Director, Chief Marketing Officer  
Denver Art Museum