



RESOLUTION 2013--1
OF THE CHERRY CREEK NORTH BUSINESS IMPROVEMENT DISTRICT

A RESOLUTION SUPPORTING CITY APPROVAL OF THE ZONE CHANGE REQUEST FOR THE ZOCCOLO PROJECT LOCATED AT 1ST AND STEELE STREET.

WHEREAS, the Board of Directors of the Cherry Creek North Business Improvement District has reviewed the proposal for the Zocolo project located at 1st and Steele Streets; and

WHEREAS, the Board of Directors of the District finds that the project is in conformance with the Cherry Creek Area Plan and promotes the District goal of reinvestment within the District boundaries; and

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE CHERRY CREEK NORTH BUSINESS IMPROVEMENT DISTRICT OF DENVER COUNTY, COLORADO:

1. **Recommendation of Approval:** "The Cherry Creek North Business Improvement District Board of Directors support City approval of the zone change request for the Zocolo Project located at 1st and Steele Streets."

CHERRY CREEK NORTH BUSINESS IMPROVEMENT DISTRICT NO. 1

ADOPTED, this 13th day of February, 2013.

Julie Underdahl

A handwritten signature in cursive script that reads "Julie Underdahl".

President & CEO
Cherry Creek North Business Improvement District

ATTEST:

A handwritten signature in cursive script that reads "David Hadsell".

David Hadsell, Chairman, Board of Directors



CHERRY CREEK AREA
BUSINESS ALLIANCE

Hon. Jeanne Robb
Denver City Council District 10
1437 Bannock St, Room 493
Denver, CO 80202

January 28, 2013

RE: Rezoning application at 1st & Steele from C-CCN to C-MX-12

Dear Councilwoman Robb:

The Cherry Creek Area Business Alliance (CCABA) board of directors received a presentation on January 23, 2012 from Zocalo Community Development on their rezoning application and proposed mixed-use apartment project at 1st Avenue & Steele Street. The CCABA offers its support for this rezoning and the project for the following reasons:

Consistency with Blueprint Denver

This proposed project reflects the planning priority outlined in Blueprint Denver of directing Denver's future growth to Areas of Change. This project will enable the Cherry Creek regional center to grow and change while enhancing the established neighborhoods in nearby Areas of Stability.

Consistency with the Cherry Creek Area Plan

Zocalo's proposed project meets the goals of the recently updated Cherry Creek Area Plan. The Cherry Creek Shopping District subarea must continue to evolve into a vibrant, mixed-use neighborhood with a range of retail, commercial and residential uses. By adding more residents and commercial activity to a key gateway site in this subarea, this project will promote the continued health and vitality of the entire Cherry Creek Area.

Enhanced Retail Vitality

The combined shopping and retail activity of Cherry Creek North and the Cherry Creek Shopping Center generates nearly 5 percent of Denver's sales tax revenue on only 0.14 percent of Denver's land area. As the retail landscape continues to evolve in metro Denver, reinvestment is essential for Cherry Creek to remain competitive as a regional retail destination. This proposed map amendment will add more residents to support retail businesses in Cherry Creek North and Cherry Creek Shopping Center, and the inclusion of 5,000 square feet of ground floor retail space will further activate and enliven the retail environment along Steele Street on the east edge of the Cherry Creek North district.

High-Quality Development

The Cherry Creek North subarea has been greatly enhanced in recent years by reinvestment and new mixed-use projects: Clayton Lane, the re-envisioned Fillmore Plaza, the Cherry Creek North BID's extensive streetscape project, and several major reinvestments in existing buildings. Zocalo's proposed development at 1st & Steele benefits from a high-quality development team with a thoughtful approach to the project. Furthermore, the addition of market-rate apartments will add a new option to the residential mix in the Cherry Creek North subarea.

While the CCABA board enthusiastically supports this map amendment and the proposed project, we also take this opportunity to highlight the importance of addressing the traffic and transportation challenges at this intersection. First Avenue is Cherry Creek's "spine" that serves as a critical travel corridor through the Cherry Creek area and a connection to downtown Denver. This partially vacant property at a key gateway to Cherry Creek eventually will be developed, and a mixed-use residential use has less traffic-generating impacts than other potential uses such as an office building or hotel. The CCABA is committed to working with property owners, City agencies, neighborhoods and all stakeholders to focus attention on the transportation challenges at this intersection and in the 1st Avenue corridor, and advocating for improvements to the vehicle, pedestrian and bicycle infrastructure and additional bus service throughout Cherry Creek.

In sum, the Cherry Creek Area Business Alliance board of directors offers its strong support of this map amendment and the proposed Zocalo Community Development mixed-use project, and we urge Denver City Council to approve the rezoning.

Sincerely,

A handwritten signature in blue ink, appearing to read "Bob Flynn", with a long horizontal flourish extending to the right.

Bob Flynn
Chairman
Cherry Creek Area Business Alliance

CC:
Denver City Council
Mayor Michael Hancock
Denver Community Planning & Development Agency
Zocalo Community Development

1/30/13

Councilwoman Jeanne Robb
District 10
City & County of Denver
1437 Bannock Street, Room 493
Denver, CO 80202

Dear Councilwoman Robb,

I hope this email finds you well. I am writing to you in support of the Zocalo Development project at the corner of 1st and Steele (the old gas station site). As a real estate broker at the Kentwood Company in Cherry Creek, I understand the importance of smart development and the impacts it can have on the vitality of the surrounding community.

For over five years, the old gas station site has been a complete eye sore for those entering into Cherry Creek from the east. Zocalo's development would revitalize a struggling Steele St. and transform the 1st Ave. corridor into an attractive gateway for residents and visitors alike.

Increased pedestrian traffic will benefit current retail and open the door for new business. I think Cherry Creek North should be a desirable neighborhood for people to want to bring their families to live, dine, work and shop. There is no question that this project would bolster an already vibrant community.

Thank you for all your hard work in Cherry Creek. I hope you support this project and encourage your colleagues to do the same.

Sincerely,



Michel Brossmer
44 Cook St
Denver, CO 80206
303-416-6269

SINCE 1904
FULENWIDER
HISTORY LAND PEOPLE VISION

February 5, 2013

Councilwoman Jeanne Robb
Councilwoman District 10
1437 Bannock Street, Room 493
Denver, CO 80202

Dear Jeanne,

I am writing you to support the David Zucker Zocalos Project at 1st and Steel Street. As you and I have discussed in the past, I feel, (as an original member of the Steering Committee when the original neighborhood plan was adopted), that it is imperative to add higher end density to the overall neighborhood. This not only adds vibrancy to the area while not adding significant peak hour traffic, it also helps insure the overall success for the neighborhood retail community. In addition, I feel it is equally important to have a responsible developer...David and his group have proven themselves as reputable, concerned developers!

Jeanne, thank you for your consideration in this matter.

Sincerely,



L. C. Fulenwider III
President

Gleissner, Chris R. - Community Planning and Development

From: Dalton, Kyle A. - Community Planning and Development
Sent: Monday, February 04, 2013 2:22 PM
To: Robb, Jeanne - City Council Dist. #10
Cc: Gleissner, Chris R. - Community Planning and Development
Subject: RE: in favor of 1st and Steel project

Thanks. I'm forwarding this to Chris Gleissner, who's the case manager for 1st & Steele, by copying him on this email.



Kyle A. Dalton, AICP | Senior City Planner
Community Planning & Development
City and County of Denver
720.865.2972 Phone | 720.865.3050 Fax
kyle.dalton@denvergov.org | [Dial 3-1-1 for City Services](#)

From: Robb, Jeanne - City Council Dist. #10
Sent: Monday, February 04, 2013 2:07 PM
To: Dalton, Kyle A. - Community Planning and Development
Subject: Fwd: in favor of 1st and Steel project

FYI

Sent from my iPhone

Begin forwarded message:

From: "cliflouis@aol.com" <cliflouis@aol.com>
Date: February 4, 2013, 1:56:36 PM MST
To: "Robb, Jeanne - City Council Dist. #10" <Jeanne.Robb@denvergov.org>
Subject: in favor of 1st and Steel project

I am in favor of the project at 1st and Steel.
Thanks,
Clif Louis
The Vineyard

Ron Eller
138 Monroe Street
Denver, CO 80206

1 February 2013

Ms. Jeanne Robb
Denver City Council, District 10
City & County of Denver
1437 Bannock Street, Room 493
Denver, CO 80202

Via email

Dear Councilwoman Robb,

As a homeowner Cherry Creek North neighborhood, I am writing to convey my support for the Zocalo Group's rezoning application on the 1st and Steele to twelve story mixed-use zoning (C-MX-12).

As you and I have discussed at community meetings, I am concerned that although the residential area in Cherry Creek North has been effectively transformed, the business district and immediate surrounds is suffering. I believe this is because there are current barriers to reinvestment and updating, which the City is helping to address. The updated area plan is now approved, and anticipates zoning changes to conform to that plan. The Zocalo request is consistent with the approved area plan.

The residents of Cherry Creek North want a viable business district. They also seem to want status quo. I don't believe people fully understand that to stay in status quo has not worked, and therefore is at best a strategy of hope. We cannot stake our future on hope. If the business district continues to decline the area traditional residential will not be far behind. This is proven time and time again.

I know the neighborhood association is opposing the project. This seems to be a consistent pattern of that group. Please know that group does not represent well all residents of the area. Many of us (at least a large minority if not more) look forward to replacing out of date buildings and vacant lots with productive assets for the area. These replacements could include new office and retail space, and in the instant case high end rental units.

The primary opposition seems to be related to height (in stories) and traffic. The proposed project is reasonable in height (about the same height as the JW Marriott, Janus Building, the existing and proposed bank buildings at 1st and St. Paul), and is lower than the buildings in Cherry Creek East. I don't understand the arguments related to number of stories. What matters is physical height.

Regarding traffic, residential use is one of the lowest traffic generators due to density and trip habits. In fact, the required ground floor retail will generate a significant part of the estimated total project traffic. Alternative uses (office, hotel) for that lot would have far greater negative impact in traffic generation. And, with some 300 plus or minus new residents, the retail in the business district gets a further boost from local pedestrian traffic.

We also can use additional apartments in the Cherry Creek North area. Although Cherry Creek East has some thousand or so total rental units, the North district has very few. We could certainly improve the balance in the community with high quality higher end rental units that match nicely with the existing single family, duplex and multiplex residential.

I hope you will support the Zocalo rezoning application.

Please feel free to contact me (ron@roneller.com or +1.970.531.2856) with any questions. Unfortunately, I will be on business travel in February when there are public meetings. Please consider providing this letter as my input in my absence.

Regards,

A handwritten signature in blue ink, appearing to read 'Ron Eller', written in a cursive style.

Ron Eller

January 30, 2013

Councilwoman Jeanne Robb
District 10
City & County of Denver
1437 Bannock Street, Room 493
Denver, CO 80202

Dear Councilwoman Robb,

I am writing to ask for your support for the Zocalo rezoning application at 1st and Steele. As a Cherry Creek East resident (142 S. Jackson St.), I believe the Zocalo project is the type of upscale residential development Cherry Creek needs to improve the pedestrian and community experience.

In particular, the Zocalo development will attract new residents to Cherry Creek who will spend some of their disposable income in our community. I have heard time again that we as Cherry Creek neighbors need to support our small businesses, boutiques and restaurants. Upscale developments such as Zocalo's will generate the type of traffic that will bolster the vitality of these businesses and the neighborhood in general. This project will be a great addition to Cherry Creek and Denver, especially in tight economic times.

Thank you for all your hard work. We trust you will support this smart development.

Sincerely,

Robert E. Wall, M.D.
142 S. Jackson St.
Denver, CO
80209

January 30, 2013

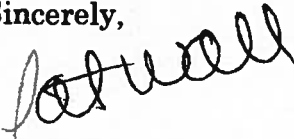
Councilwoman Jeanne Robb
District 10
City & County of Denver
1437 Bannock Street, Room 493
Denver, CO 80202
Dear Councilwoman Robb,

My name is Pat Wall and I live at 725 Ash (near the corner of 8th and Colorado). I am writing to you today to express my support for the Zocalo Development project at the corner of 1st and Steele.

As a real estate broker at the Kentwood Company in Cherry Creek, I understand the importance of "smart development" and the positives it can bring to the surrounding community. David Zucker's proposed multi-use development will increase the vibrancy of Steele St. which frankly suffers because of its location within the BID. While many Cherry Creek North neighbors stress the need to keep small shops and boutiques afloat, they fail to realize that "smart development" is a catalyst for foot traffic which ultimately drives the success of these businesses.

Thank you very much for your time and for all of your hard work in Cherry Creek and on the 9th & Colorado development.
I hope you support this project and encourage your colleagues to do the same.

Sincerely,

A handwritten signature in cursive script that reads "Pat Wall". The signature is written in black ink and is positioned above the printed name.

Pat Wall
725 Ash St.
Denver, CO 80220

From: [Sean Maley](#)
To: [Gleissner, Chris R. - Community Planning and Development](#)
Subject: FW: Support of Zocalo Community Development
Date: Thursday, January 31, 2013 11:09:57 AM

Here is an email to CW Robb from a resident at 559 Madison.

From: Sam Zaitz [<mailto:samuelzaitz@gmail.com>]
Sent: Wednesday, January 30, 2013 7:22 AM
To: jeanne.robb@denvergov.org
Subject: Support of Zocalo Community Development

Jeanne-

My name is Sam Zaitz and I live at 559 Madison Street. I am writing you to express my support for the project on the NEC of 1st Ave. and Steele in Cherry Creek.

I believe the proposed development will bring in new residents who will support our community for a long time to come and that should far outweigh any negative impact such as an increase in traffic.

If you would like to discuss further, please don't hesitate to call.

Sam Zaitz
303-931-1201

Gleissner, Chris R. - Community Planning and Development

From: Sean Maley [smaley@crlassociates.com]
Sent: Thursday, January 31, 2013 11:00 AM
To: Gleissner, Chris R. - Community Planning and Development
Subject: FW: Zocalo Project at 1st and Steele

Hey Chris, here is another letter sent to CW Robb in support of the Zocalo rezoning.

From: Peter Wall
Sent: Wednesday, January 30, 2013 5:06 PM
To: Sean Maley
Subject: Fwd: Zocalo Project at 1st and Steele

Sent from my iPhone

Begin forwarded message:

From: Andrea Bell <abell@DenverRealEstate.com>
Date: January 30, 2013, 5:07:23 PM MST
To: Peter Wall <PeterW@crlassociates.com>
Subject: FW: Zocalo Project at 1st and Steele

FYI...

Andrea Bell

www.andreabellhomes.com

www.denverrealestate.com

The Kentwood Company at Cherry Creek

303-748-7299 Cell

303-331-1400 Office

303-393-1400 Fax



From: Andrea Bell
Sent: Wednesday, January 30, 2013 5:05 PM
To: Jeanne.rob主@denvergov.org
Subject: Zocalo Project at 1st and Steele

Dear Councilwoman Robb,

I hope this email finds you well. I am writing to you in support of the Zocalo Development project at the corner of 1st and Steele (the old gas station site). As a real estate broker at the Kentwood Company in Cherry Creek, I understand the importance of smart development and the impacts it can have on the vitality of the surrounding community.

For over five years, the old gas station site has been a complete eye sore for those entering into Cherry Creek from the east. Zocalo's development would revitalize a struggling Steele St. and transform the 1st Ave. corridor into an attractive gateway for residents and visitors alike.

Increased pedestrian traffic will benefit current retail and open the door for new business. I think Cherry Creek North should be a desirable neighborhood for people to want to bring their families to live, dine, work and shop. There is no question that this project would bolster an already vibrant community.

Thank you for all your hard work in Cherry Creek. I hope you support this project and encourage your colleagues to do the same.

Best Regards

Andrea Bell

www.andreabellhomes.com

www.denverrealestate.com

The Kentwood Company at Cherry Creek

303-748-7299 Cell

303-331-1400 Office

303-393-1400 Fax



Gleissner, Chris R. - Community Planning and Development

From: Sean Maley [smaley@crlassociates.com]
Sent: Tuesday, January 29, 2013 12:43 PM
To: Gleissner, Chris R. - Community Planning and Development
Cc: Robb, Jeanne - City Council Dist. #10; Kimball, Nora D. - City Council District #10
Subject: FW: Zocalo project at 1st & Steele

Here is another (#14) from a resident at 57 Garfield.

From: david feiner [<mailto:djfeiner@gmail.com>]
Sent: Monday, January 28, 2013 3:31 PM
To: Peter Wall
Subject: Re: Zocalo project at 1st & Steele

To Whom It May Concern,

My name is David Feiner and I live at 57 Garfield Street in Cherry Creek North. I am writing to inform you of my support of the project at the NE corner of 1st and Steele. I think this project will provide great support for an area in desperate need of rejuvenation. The current site has sat vacant for a very long time and adds a bad stigma to the Cherry Creek North area. The opportunity to redevelop this project and provide the community with new business, residence, and retail opportunities should not be bypassed. I think Cherry Creek North should be a desirable neighborhood for people to want to bring their families to live, dine, work, or shop. This project will drastically change the landscape and remove a negative aspect which has hindered CC historically.

I fully support the Zocalo project at the NE corner of 1st and Steele.

Sincerely

David Feiner

--

David Feiner
Miller Frishman Group, LLC
DJFeiner@gmail.com
[303-819-2111](tel:303-819-2111)

January 28, 2013

Councilwoman Jeanne Robb
District 10
City & County of Denver
1437 Bannock Street, Room 493
Denver, CO 80202

Dear Councilwoman Robb,

Pura Vida Fitness & Spa wants to appeal to the pedestrian based customer in Cherry Creek North. Attracting pedestrian based customers reduces congestion, carbon footprint, & reinforces how our convenient location can attract members that chose to walk vs. drive. There are a number of new projects both in the application process & already approved that Pura Vida aspires to serve. Both office & residential developments create synergistic opportunities, which is a very positive result for the fitness & spa services business.

The Zocalo development and rezoning at the northeast corner of 1st Ave. and Steele St, should it be approved & does go forward, would provide a very compatible clientele for the mix of businesses in the CCN district. As Managing Partner of Pura Vida Fitness & Spa, I understand the importance of smart development and it appears that Zocalo's project has the potential to strengthen to economic viability of Cherry Creek North and the surrounding community.

My experience as a business owner & major tenant in the CCN district would suggest that local retailers can benefit from strong & intelligently planned residential developments. The redevelopment of the old gas station will add vibrancy to the area and bring in additional residents looking for a walkable place to live and contribute to the economic viability of CCN. This project appears to be the highest & best use of this vacant site. The proposed Zocalo development would appear to be a positive infill development for this idle site & another high profile opportunity for economic development for Cherry Creek and Denver.

Pura Vida is in favor of intelligent & economic development oriented projects that will fill a niche within the CCN neighborhood.

Sincerely,

J Madden
Managing Partner
Pura Vida Fitness & Spa
2955 E 1st Avenue #200
Denver, Colorado 80206



January 17, 2013

Councilwoman Jeanne Robb
District 10
City & County of Denver
1437 Bannock Street, Room 493
Denver, CO 80202

Dear Councilwoman Robb,

I would like to express my support the Zocalo development and rezoning at the northeast corner of 1st Ave. and Steele St.

The old gas station site is in need of redevelopment and a high quality residential project like Zocalo's would add much needed vibrancy to the area. As a principle of an organization with significant employment in Cherry Creek along with leasing office space in excess of 15,000 Sq Ft, Zocalo's project would be a welcome addition.

Please support the Zocalo rezoning application at 1st and Steele and continue the good work to help Cherry Creek redevelop in a smart and strategic manner.

Sincerely,

A handwritten signature in blue ink that reads "Brian Hamilton". The signature is fluid and cursive, with the first name being more prominent.

Brian Hamilton
Senior Vice President

3033 East First Avenue

Suite 600

Denver, CO 80206

303-321-1880

Fax 303-322-7603

January 18, 2013

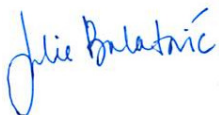
Councilwoman Jeanne Robb
District 10
City & County of Denver
1437 Bannock Street, Room 493
Denver, CO 80202

Dear Councilwoman Robb,

As the owner of Hand & Stone Massage and Facial Spa, located in Cherry Creek North at 2nd and Detroit, I would like to convey my strong support the Zocalo project at 1st & Steele.

The site consisting of the old Conoco gas station site and the Steele Street Medical Building is in dire need of redevelopment and a high quality residential project like Zocalo's would add much needed vibrancy to the area. CCN needs more residents and the lifestyle choices new CCN dwellers would bring (walking, biking, frequenting local shops) would not only be a great thing for Cherry Creek, but the City as a whole.

Sincerely,



Julie Bulatovic
Owner
Hand & Stone Massage and Facial Spa – Cherry Creek
2727 East 2nd Ave #250
Denver, CO 80206
303-394-4444

Gleissner, Chris R. - Community Planning and Development

From: Sean Maley [smaley@crlassociates.com]
Sent: Tuesday, January 29, 2013 11:59 AM
To: Dalton, Kyle A. - Community Planning and Development; Gleissner, Chris R. - Community Planning and Development
Cc: Robb, Jeanne - City Council Dist. #10; Kimball, Nora D. - City Council District #10
Subject: FW: Support for Zocalo

Here is one from Cherry Creek Dance. (Email #6). Lee and Stephanie, in addition to owning a business in the BID, live at 800 Bonnie Brae Blvd. (Belcaro), just S of Jeanne's district, but still very close to Cherry Creek.

From: info@cherrycreekdance.com [<mailto:info@cherrycreekdance.com>]
Sent: Wednesday, January 23, 2013 9:53 AM
To: Jeanne.Robb@denvergov.org
Subject: Support for Zocalo

January 23, 2013

Councilwoman Jeanne Robb
District 10
City & County of Denver
1437 Bannock Street, Room 493
Denver, CO 80202

Dear Councilwoman Robb,

As the owners of Cherry Creek Dance at 3rd and Clayton in Cherry Creek North, we would like to express my support for the Zocalo development at the northeast corner of 1st Ave. and Steele St.

The redevelopment of the old gas station will transform this area into a vibrant pedestrian and retail district that will benefit the entirety of CCN. We believe many of the development's residents will frequent other businesses located within the BID. This would be a great thing for Cherry Creek as well as the City of Denver.

We hope you support this smart rezoning and thank you for working to keep Cherry Creek a great place to do business.

Sincerely,

Lee & Stephanie Prosenjak

Cherry Creek Dance
2625 E. 3rd Ave.
Denver, CO 80206
303-399-8087

Gleissner, Chris R. - Community Planning and Development

From: Sean Maley [smaley@crlassociates.com]
Sent: Tuesday, January 29, 2013 11:44 AM
To: Dalton, Kyle A. - Community Planning and Development; Gleissner, Chris R. - Community Planning and Development
Cc: Robb, Jeanne - City Council Dist. #10; Kimball, Nora D. - City Council District #10
Subject: FW: Zocalo Project at 1st and Steele

Kyle and Chris – I am not sure who I should be sending support letters/emails to regarding the Zocalo project/rezoning at the NE corner of 1st and Steele, but I will be sending you a bunch of emails that we've collected over the last few weeks for inclusion in the staff report/presentation.

This is email #1.

Please don't hesitate to let me know if you have any questions. Or if I should only email one of you, let me know.

Thanks,
Sean

From: JAMES C BELOTE Owner [<mailto:jaylin@q.com>]
Sent: Sunday, January 06, 2013 6:52 PM
To: jeanne.robb@denvergov.org
Cc: Peter Wall
Subject: Zocalo Project at 1st and Steele

Councilwoman Robb,

We are aware of the proposed Zocalo Project at the corner of 1st and Steele and are in full support of the project. We have read the synopsis of the project, and it appears that it would be a real asset to the Cherry Creeek North community when it is completed. Zocalo has obviously completed other successful developments recently and their commitment to building quality projects seems apparent. We will always support quality developments for our quality neighborhood.

Best Regards,
Linda G. and James C. Belote
542 Milwaukee St.

Theresa L. Martin
532 Madison St.
Denver, CO 80206

January, 8, 2013

Councilwoman Jeanne Robb
District 10
City & County of Denver
1437 Bannock Street, Room 493
Denver, CO 80202

Dear Councilwoman Robb,

As a homeowner in the Cherry Creek North neighborhood, I would like to convey my support the Zocalo development and rezoning at the northeast corner of 1st Ave. and Steele St.

The old gas station site is in need of redevelopment and a high quality residential project like Zocalo's would add much needed vibrancy to the area. Additional residents in CCN, looking for a walkable place to live and spend some of their disposable income, are a great thing for not only Cherry Creek, but the City as a whole.

Please support the Zocalo rezoning application at 1st and Steele and continue the good work to help Cherry Creek redevelop in a smart and strategic manner.

Sincerely,

A handwritten signature in black ink, appearing to read 'Theresa', written in a cursive style.

Theresa Martin

Gleissner, Chris R. - Community Planning and Development

From: Dalton, Kyle A. - Community Planning and Development
Sent: Monday, January 28, 2013 2:12 PM
To: Gleissner, Chris R. - Community Planning and Development
Subject: FW: I Support the Zocalo project and rezoning at the NE corner of 1st and Steele



Kyle A. Dalton, AICP | Senior City Planner
Community Planning & Development
City and County of Denver
720.865.2972 Phone | 720.865.3050 Fax
kyle.dalton@denvergov.org | Dial 3-1-1 for City Services

From: Piro, Rocky E - CPD Office of the Manager
Sent: Monday, January 28, 2013 2:08 PM
To: Dalton, Kyle A. - Community Planning and Development
Cc: Gordon, Steve D. - Community Planning and Development; Urbina, Molly A. - Community Planning and Development
Subject: FW: I Support the Zocalo project and rezoning at the NE corner of 1st and Steele

1st & Steele

From: valerie cugini [<mailto:valeriec97@gmail.com>]
Sent: Saturday, January 26, 2013 6:37 PM
To: Robb, Jeanne - City Council Dist. #10; Piro, Rocky E - CPD Office of the Manager
Cc: PeterW@crrclassmates.com
Subject: I Support the Zocalo project and rezoning at the NE corner of 1st and Steele

Dear Councilwoman Robb and Mr. Piro,

As a resident of Cherry Creek North I want to make known my support for the Zocalo project and rezoning in Cherry Creek at the NE corner of 1st and Steele—the old Conoco gas station site.

Zocalo Community Development is seeking to rezone the property to C-MX-12 for a 12-story, high-end residential project (~175-185 units). This rezoning, to C-MX-12, is entirely consistent with the adopted Cherry Creek Area Plan. I believe the Cherry Creek Plan will eventually address the traffic congestion and pedestrian safety concerns. This intersection is congested with or without an additional building and this project won't impact it as severely as the CCNNA projects. 1st is a main artery, along with 6th, Colorado, University -- we live in the city. We look to our elected officials and city planners to execute an over arching vision to connect Cherry Creek, get us out of our cars and make us a great city, neighborhood by neighborhood.

We are a very walkable neighborhood on both sides of 1st and this residential project will add to the pedestrian footprint more than 200 additional vehicles. Pedestrian traffic is good! The bank development across the street will have a greater vehicle impact (700+ parking) than residential in my opinion, with employees and customers commuting in their cars. Zocalo will provide adequate parking for this project because it adds value to their residential property. Residential owners will be invested in our community and I for one would welcome them to Cherry Creek

Cheers,
Valerie Cugini
500 Garfield Street

Patrick H. Hamill

January 23, 2012

Jeanne Robb
City Council Member, District 10
City & County of Denver
1437 Bannock Street, Room 493
Denver, CO 80202

Dear Councilwoman Robb,

I am writing you in support of the Zocalo development and proposed rezoning at the northeast corner of Ist and Steele. As a homeowner in the Cherry Creek North neighborhood, I support quality redevelopment in the Business Improvement District (BID).

The site at Ist and Steele has sat vacant for long enough. Zocalo's proposed project would add high-end residential units and ground floor retail to an important gateway site into the BID. Zocalo has proven themselves as a quality developer that cares about the communities they build in. Furthermore, supporting recently adopted plans is crucial and the proposed C-MX-12 zone district complies entirely with the recently adopted Cherry Creek Plan in terms of use and height.

Please support the Zocalo rezoning application at Ist and Steele and thank you for all your hard work for Council District 10 and the City.

Best Regards,



Patrick Hamill
400 St Paul Street
Denver, CO 80106



OAKWOOD HOMES

More House. Less Money.

4908 TOWER ROAD
DENVER, COLORADO 80249

PHONE 303.486.8500

FAX 303.843.0745

MoreHouseLessMoney.com

Stephen S. Stookesberry
345 Vine Street
Denver, Colorado 80206

Councilwoman Jeanne Robb
District 10
City & County of Denver
1437 Bannock Street, Room 493
Denver, CO 80202

Dear Jeanne,

As a homeowner and a business owner in the Country Club and Cherry Creek North neighborhoods, I would like to convey my support the Zocalo development and rezoning at the northeast corner of 1st Ave. and Steele St.

The old gas station site is in need of redevelopment and a high quality residential project like Zocalo's would add much needed vibrancy to the area. I also feel that a residential development will have much less impact on the neighborhood versus an office building or hotel. Additional residents in CCN, looking for a walkable place to live and spend some of their disposable income, are a great thing for not only Cherry Creek, but the City as a whole.

Please support the Zocalo rezoning application at 1st and Steele and continue the good work to help Cherry Creek redevelop in a smart and strategic manner.

Sincerely,

Steve Stookesberry
345 Vine Street
Denver, CO 80206

January 8, 2013

Councilwoman Jeanne Robb
District 10
City & County of Denver
1437 Bannock Street, Room 493
Denver, CO 80202

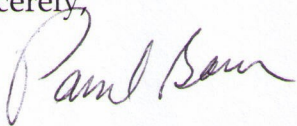
Dear Councilwoman Robb,

I would like to express my support for the proposed Zocalo development at the northeast corner of 1st Ave. and Steele St. I understand that there will be a rezoning necessary and support that effort as well.

I believe that Cherry Creek North is one of Denver's greatest neighborhoods and that responsible redevelopment is necessary to keep the area vibrant for years to come. David Zucker is a very well respected and excellent developer who will do a great job with this important corner.

I hope you support the Zocalo rezoning application at 1st and Steele and continued thanks for the job you do.

Sincerely,

A handwritten signature in cursive script that reads "Pat Barron".

Pat Barron

280 Columbine Street, Suite 211
Denver, CO 80206

DAVID M. SHAFFER

January 16, 2013

Councilwoman Jeanne Robb
District 10
City & County of Denver
1437 Bannock Street, Room 493
Denver, CO 80202

Dear Councilwoman Robb:

This letter is in regards to the Zocalo rezoning application at 1st Avenue and Steele Street. As a Cherry Creek East resident living one-half block from the development bounded by South Jackson, South Harrison, Alameda, and Cedar, I understand how large apartment building developments impact individual residences and smaller multi-family residence facilities. While I believe the three large apartment complexes now under construction near my home negatively impact the smaller neighborhood ambiance, I firmly believe the Zocalo project is very well suited to 1st and Steele. The project is far enough away from residential buildings and benefits the Cherry Creek area businesses by providing more residents who will visit their stores. I believe this project will reduce the departure of desirable retailers from Cherry Creek that has occurred in the past (e.g., The Tattered Cover).

I encourage you to support Zocalo's residential development. Thank you for your past efforts supporting rational development in the Cherry Creek area.

Respectfully,

David M. Shaffer

Gleissner, Chris R. - Community Planning and Development

From: Sean Maley [smaley@crlassociates.com]
Sent: Tuesday, January 29, 2013 12:02 PM
To: Gleissner, Chris R. - Community Planning and Development
Cc: Robb, Jeanne - City Council Dist. #10; Kimball, Nora D. - City Council District #10
Subject: FW: Zocalo project 1st & Steele

Here is one (email #8) from a resident in CC East at 110 S. Garfield.

From: Warren Lange [<mailto:warren@sersanoyoga.com>]
Sent: Friday, January 25, 2013 2:51 PM
To: 'jeanne.robb@ci.denver.co.us'
Subject: Zocalo project 1st & Steele

Hi Jeanne,

I am very excited to hear about the potential development of that eyesore gas station (Christmas trees) property at 1st and Steele. I live at 110 South Garfield and regularly walk into Cherry Creek for food, drink, etc. an apartment building would increase foot traffic in the area and surely help the businesses in Cherry Creek North prosper. Let me know if there is a need for me to be involved in any way to move this positive growth opportunity along!

Regards, Warren



Warren Lange | [Sersano llc](#) | [720-341-9212](#) | [SersanoWellness.com](#)

1/30/13

Councilwoman Jeanne Robb

District 10

City & County of Denver

1437 Bannock Street, Room 493

Denver, CO 80202

Dear Councilwoman Robb,

I hope this email finds you well. I am writing to you in support of the Zocalo Development project at the corner of 1st and Steele (the old gas station site). As a real estate broker at the Kentwood Company in Cherry Creek, I understand the importance of smart development and the impacts it can have on the vitality of the surrounding community.

For over five years, the old gas station site has been a complete eye sore for those entering into Cherry Creek from the east. Zocalo's development would revitalize a struggling Steele St. and transform the 1st Ave. corridor into an attractive gateway for residents and visitors alike.

Increased pedestrian traffic will benefit current retail and open the door for new business. I think Cherry Creek North should be a desirable neighborhood for people to want to bring their families to live, dine, work and shop. There is no question that this project would bolster an already vibrant community.

Thank you for all your hard work in Cherry Creek. I hope you support this project and encourage your colleagues to do the same. It will bring much needed life to the area!

Sincerely,

Nancy Clendenin, Broker Associate
The Kentwood Company at Cherry Creek
44 Cook St
Denver, CO 80206



January 28, 2013

Mr. Chris Gleissner
Community Planning and Development Department
City of Denver
201 Colfax Avenue
Dept 205
Denver, CO 80202

Re: Application 2012I-00031
100 Steele Street: Assessor's Number: 0512125023000
102 Steele Street: Assessor's Number: 0512125005000
114 Steele Street: Assessor's Number: 0512125004000
128 Steele Street: Assessor's Number: 0512125003000

Dear Mr. Gleissner,

This letter and supporting documents are submitted by the Cherry Creek North Neighborhood Association (CCNNA) as formal opposition to the above application and request that this rezoning application be denied. As explained clearly in this letter of opposition, the reasons focus on the following issues:

(1) **Traffic Congestion and Flow** - The property location is situated at the northeast corner of the 1st and Steele Street intersection which does not have access to the Speer / 1st / Steele / Alameda arterial as other 1st Avenue high rise buildings along this key traffic corridor have. This intersection and its adjacent areas are described with pictures in the Cherry Creek Area Plan as one of the most difficult areas for car and pedestrian travel. The cumulative effect of traffic from this 12 story building onto Steele Street, the approved pending 1st Bank 8 story office tower and 6 story condo buildings, and existing retail will be so significant that traffic will be encouraged to travel north into the neighborhood. A diagram on this intersection and area is included as Attachment A.

(2) **Building Height** - Reviewing the building heights along 1st Avenue, the common height is from 6 to 8 stories with the JW Marriott being the highest building at 11 stories. In order going west the story heights are: pending 1st Bank tower (8 stories); American National Bank (8 stories); Fillmore Place (6 stories); NorthCreek (8 stories); and Janus (8 stories). Even in a feet height comparison, the proposed 144' high 1st and Steele apartment building still exceeds the 130' height of the American National Bank. This proposed building's 12 story height is especially out of character the long established building height transition from the commercial area to the neighborhood. On the west of this site are 6 to 8 story existing buildings; to the east of this site existing or 5 story maximum planned buildings; and to the north of the site 5 story maximum height buildings. A 12 story building does not abide by this important transition. The applicant has refused to consider any lower height building.

(3) **Density** - The size of this proposed building is too great for the size of the lots upon which the building is to be constructed. As shown in the building size chart (Attachment C), the high rise buildings along 1st Avenue to the west have a density or floor area ratio (FAR) from a low of 0.88 at the American National Bank and the development west of Clayton Lane to a high 3.98 for the development east of Clayton and 3.62 for the original plan for the 1st Bank office tower, which is across Steele and has reduced its height to 8 stories.

This 12 story building of 175 apartments will have a FAR of **6.6**, which is 2 to 3 times greater than other comparable high rise buildings, 4 times greater than current CCN District Zoning FAR requirement, and in line with downtown development. Even though City Planning does not want to use FAR as an official zoning requirement, Planning does recognize it as one of the department's planning tools. This 6.6 FAR is so extremely out of scale with other developments and will establish such an inappropriate precedent, this excessive density should not and cannot be ignored.

Background

CCNNA is a Registered Neighborhood Organization authorized by the City of Denver, representing approximately 1800 property owners in Cherry Creek North and with a 2012 paid membership of 450 households. The CCNNA neighborhood boundaries are 6th Avenue on the north, Colorado Boulevard on the east, 1st Avenue on the south, and University / York on the west. This area includes the Cherry Creek North Business Improvement District (BID), which also has residents in its mixed use developments.

Cherry Creek North (CCN) is one of the most desirable Denver communities with a contiguous mixture of attractive residential homes and over 300 small and national retail businesses in the CCN BID. The quality of life presently enjoyed by our residents is greatly enhanced by low density, pedestrian orientation, and the small unique businesses of the BID. The ability to walk safely and enjoy the galleries, specialty stores, and restaurants in the BID is a treasured value not readily found elsewhere. Over-development will alter this unique residential jewel.

The intersection of 1st Avenue and Steele Street is known within the community as one of the most difficult areas for car travel and, more importantly, as one of the most unsafe pedestrian crossing for individual crossing from CCN to the Shopping Center. Residents routinely avoid using the Steele Street entry to this intersection to access the Speer / 1st Avenue / Steele / Alameda arterial.

In the 2012 approved Cherry Creek Area Plan this 1st and Steele intersection is featured:

"The 1st Avenue and Steele Street intersection is one of the primary nodes of opportunity and development activity in Cherry Creek. Several properties adjacent to the 1st and Steele intersection are expected to undergo redevelopment over the next 10 years. Traffic and property access patterns may change as a result of these redevelopments. While the intersection functions to help vehicle traffic flow smoothly, pedestrians and cyclists are required to make up to five crossing movements in order to get from the northeast corner of the intersection to the Shopping Center on the southwest corner. With increases in density expected at the intersection, there is an opportunity for the intersection to better serve demand from all modes.

Further study of the intersection is recommended to determine the best relationship between the intersection, surrounding development, and the multi-modal needs of local and regional traffic to create balance between vehicles and pedestrians, a shorter walk distance for pedestrians, and better access to adjacent developing properties."

Support for Cherry Creek Development

The Cherry Creek North Neighborhood Association and its residents realize that future development changes related to building heights and density will be occurring. CCNNA supports CCN financial success through increased development with a smart, balanced approach and not in an over-development manner. Over the past 7 to 8 years CCNNA has supported the following six (6) major City Council and / or Planning approved developments.

- Clayton Lane
- NorthCreek
- Fillmore Place Expansion
- Fillmore Place Street Reopening
- 1st Bank Office Tower and Condominium Buildings
- 200 – 250 Columbine

CCN residents have opposed only one (1) past proposed major development – the creation of a major hotel at 3rd Avenue next to the neighborhood. The City agreed with this opposition.

Applicant's Rezoning Request and Development Plan

The applicant's rezoning request proposes to change from CCN District Zoning with a maximum height of 4 story, 55' height and 1.5 FAR to a 12 story, 144' high building with a density of 6.6 FAR. According to the applicant, the development would consist of 9 floors of 175 apartments, a 1st floor of retail space, 2 floors of above ground parking, and 2 floors of below ground parking. A primary mixture of 1 and 2 bedroom apartments with an average size of 940 square feet per apartment is planned. Car entry and exit from the building would be on Steele Street and the alley between Steele and Adams.

CCNNA Objections:

The following is the rationale for CCNNA's objections to the rezoning of this property.

(1) **Traffic Congestion and Flow** – As shown in the attached diagram (Attachment A), the property location is situated at the northeast corner of the 1st and Steele Street intersection. This intersection does not have access to the Speer / 1st Avenue / Steele / Alameda arterial as other 1st Avenue high rise buildings have along this key traffic corridor. The most recent traffic count on this arterial is approximately 70,000 cars daily, making this street one of the most heavily traveled streets in Denver.

Felsburg Holt & Ullevig is a professional traffic engineering firm which has conducted many CCN development traffic impact studies. Even though the 1st and Steele traffic impact study attempted to consider the pending increase in traffic volume from the 1st Bank and BMC developments on 1st Avenue and the Speer / 1st Avenue / Steele / Alameda arterial, it did not consider several other factors and opinions.

The attached map (Attachment B) illustrates the approved, proposed, and identified development in the Cherry Creek community over the next 2 to 5 years with the majority of these projects being in Cherry Creek North. The most significant issue will be the re-development of the east and west ends of the Shopping Center. With the east end lease expiring in 2016, the re-development of this end will greatly impact the traffic along the Speer / 1st Avenue / Steele / Alameda arterial, adding to the other CCN development traffic that will be encouraged to use the arterial. The Felsburg study indicating an LOS at C/D at the 1st and Steele arterial intersection will surely increase to an inefficient LOS with this increase in traffic from all developments and the lack of any immediate public transit improvements. CCN residents do not worry as much about the traffic generated from one project but the cumulative effect of multiple developments and their future impacts on the arterial and the neighborhoods.

Specific to this project, the flow of building traffic from this 12 story building onto Steele Street and into the alley between Steele and Adams Streets will increase the bottleneck congestion that presently exists. Exiting traffic will attempt to turn south from the building to 1st Avenue, but any traffic congestion and crossing Steele will easily encourage cars to turn north towards the neighborhood.

Exiting traffic into the alley can only legally and safely move towards 2nd Avenue and pedestrian parking / sidewalk areas. As confirmed in the Felsburg study, alley traffic cannot turn left at 1st Avenue and cross the double yellow median lane striping along 1st Avenue. The traffic exiting from the BMC apartment project on the south side of 1st Avenue and Steele Street will only the safety issues related to cars exiting the north alley and attempting to turn east on 1st Avenue. Many residents and visitors will not even attempt to use the intersection or alley and will go to 2nd Avenue and St. Paul or Milwaukee to use the Speer / 1st Avenue / Steele / Alameda arterial.

(2) **Building Height** - In the planning discussions that developed the Cherry Creek Area Plan (CCAP), CCNNA representatives requested many times for City Planning to lower the zoned map building height for this property from 12 stories to 8 stories due the traffic concerns mentioned above and to be more in character with the 6 to 8 story heights of most 1st Avenue buildings. Greater height and density means additional cars and traffic on inadequate infrastructure.

For some unexplained reason, Planning refused to discuss or change this height in the CCAP process. Planning would not consider that the 1st Bank office tower had been reduced from 10 stories to 8 stories due to underground water table problems, making the proposed 12 story zoning for its site unnecessary and that the 1st and Steele property owner has only been discussing a maximum 8 story building in previous community discussions. Most importantly, Planning would not study or evaluate what impact this building or other major developments identified in the CCAP would have on the community.

(3) **Density** – It is fully realized that the discussion of floor area ratio (FAR) is difficult and generally not recognized by City Planning due to its lack of use in the new City Zoning Code. However, FAR is presently in the CCN District Zoning, has been significantly increased by the CCAP White Paper for possible use in the future final modified CCN District Zoning, and should be considered as a planning evaluation tool and guide as other issues such as parking, solar access, and height. It is especially relevant in this proposed rezoning and building since the FAR will be the same as the density of a downtown area or an area surrounding a transportation node. It is totally out of character for a commercial area so close to our residential area, therefore it cannot go without comment or discussion by the Planning Board and City.

This part of 1st Avenue is NOT a section of the Speer / 1st Avenue / Steele / Alameda arterial, which has been encouraged and allowed to have greater height and density building development. The size of this proposed building at approximately 170,000 sf is too great for the size of the lots (25,704 sf) upon which the building is to be constructed. Even the Zocalo 10 story, 231-unit apartment building at 2020 Lawrence in LODO is less dense than what is being proposed for this site. The 2020 Lawrence well designed and attractive apartment building covers almost one half of the entire block with a building size of more than 240,000 sf and an estimated FAR of 4.2.

This 12 story building of 175 apartments will have a FAR of **6.6**, which is 2 to 3 times greater than other comparable high rise buildings and 4 times greater than current CCN District Zoning FAR requirement. CCNNA can understand why City Planning does not want to use FAR as an official zoning requirement. The City does not want the CCN residents and other neighbors to realize what a high height and density, downtown type of area into which Planning is trying to change the CCN commercial district. This 12 story and highly dense building is so extremely out of scale with other developments and will establish an inappropriate precedent. Please give this issue is appropriate consideration. This excessive density should not and cannot be ignored without justifying City Planning's over-development intent.

Neighborhood Resident Opinions

At the January 22nd General Resident Meeting of CCN residents a support / opposition vote was taken with the attending residents. The voting results were 59 votes or 84% against the 12 story development and 11 votes or 16% for the project.

In order to reach as many CCNNA members as possible and since the applicant felt that the count was not representative of the neighborhood and the raised hand voting method at the January 22nd meeting was intimidating, an electronic survey tool was used to solicit opinions and feedback from the 450 CCNNA members.

This private electronic survey with CCN residents was conducted during the period of January 24th through January 27th, 2012, and **286 CCN residents** have participated in the survey. Following are the key results from the survey and a sample of the numerous comments.

1. Traffic Impact on Neighborhood - Given the existing problems with this intersection and the additional traffic from the upcoming, already approved 1st Bank buildings, do you feel that the additional traffic congestion created by a 12 story building at this site will be detrimental to the neighborhood?

Yes - The increased traffic created by a 12 story building at this site will have a detrimental effect on our neighborhood.

Results: 252 residents or 88.1% voted yes.

2. Building Height - Do you support or oppose the 12 story height of this proposed 1st Avenue and Steele apartment building?

No – I oppose the proposed 12 story height of this 1st and Steele apartment building.

Results: 251 residents or 87.8% voted no.

3. Lower Height Building - If the proposed 1st Avenue and Steele Street apartment building is reduced in height to between 5 and 8 stories with sufficient parking, resulting in a smaller increase in traffic congestion, would you support the property rezoning for this project?

Yes - I support a lower height building for this development at 1st Avenue and Steele Street in the range of 5 to 8 stories

Results: 202 residents or 70.6% voted yes

Comments – Of the 286 residents participating in the survey, 74 submitted written comments. Of these 76 comments, 68 were in opposition to the rezoning of this property or the negative effect the 12 story building and its density would have on the CCN neighborhood.

The following are examples of the many resident comments about the rezoning of this property and its effects on the Cherry Creek North neighborhood.

(1) "Keeping buildings to a more 'human' scale and controlling the adverse effects of development is critical to retaining the character of our Cherry Creek neighborhood where walking and exploring can be an adventure, not a chore.. Becoming a 'little downtown' with few open spaces, crowds, high traffic volume and little sunshine where small shops are chased out in favor of chain stores is not a future I am hoping to see, but it is the one we seem heading towards if the brakes are not applied soon."

(2) "The residents recognize that the character of Cherry Creek is changing. That change should not include elimination of quality of life or safety in the existing residential neighborhood, which will happen if incremental car traffic flows through the side streets. The city must require all developers to design access to their buildings in a manner that will clearly direct traffic to the major arteries and not to the side streets. In addition, all entrances/exits to the north/south streets should be signed to prevent turns from the building to the north or turns into the building from the north. Those turns should be illegal and ticket-able offenses with large fines."

(3) " I doubt if the people designing or building the proposed structure live in the neighborhood, or use the local grocery store or the mall by negotiating that intersection. It is already tricky. Those who would make it harder demonstrate an inability to fathom local needs, and to design and plan for local improvements, but rather some other motivation for development. What happened to the Master Plan?"

(4) " Since I have lived...and loved CCN, I have been involved in a traffic accident and witnessed 2 fatalities. If the project goes forward, this intersection needs major modification. What are they thinking?"

(5) " 175 apartments on 12 floors is very dense housing, isn't it?"

(6) " Any activity that brings more traffic into our neighborhood is unfortunate because the streets are past the saturation point already. What about making Steele Street one way South only to restrict cutting through the residential area to 6th or Colo. Blvd.?"

(7) " I support smart development but not over- development. I have many friends who avoid CCN now because of the traffic and parking hassles and over development will kill CCN as we all know it."

(8) " As 1st Avenue continues to develop we need to look at enhancements concerning pedestrian flow and engineering to route traffic to the major arterial i.e. Alameda and consider additional parking and traffic calming designs on 1st Avenue between Steele and Colorado. Of note, the section of Colorado between Alameda and 6th is one of the most accident-prone of the corridor. Need to look at the impacts additional density will place on this arterial."

(9) " The City of Denver MUST take responsibility for the traffic flow and parking in what is becoming an extremely high density area with mixed use. Sufficient thoughtful study and planning on traffic and parking have not been accomplished yet."

Discussions between Applicant and the Association

Over the six months, the CCNNA Board of Directors and individual board members have met with the applicant many times to review the project and explain our concerns including traffic, building height, and density. The most recent meeting was on Friday, January 25th. Most importantly, the applicant has presented his development to CCN residents at their General Resident Meetings in October and January. At both meetings the residents expressed their traffic and height concerns, asking the applicant to reduce the building height to minimize the traffic impact and avoid an over-height building so close to the neighborhood. At each meeting the applicant refused to consider any building height reduction.

Summary

The property location does not have access to the Speer / 1st / Steele / Alameda arterial as other 1st Avenue high rise buildings along this key traffic corridor have. The cumulative effect of traffic from this 12 story building onto Steele Street, the approved pending 1st Bank 8 story office tower and 6 story condo buildings, existing retail, and future surrounding developments (Shopping Center) will be so significant that traffic will be encouraged to travel north into the neighborhood.

CCNNA representatives requested many times for City Planning to lower the zoned map building height for this property from 12 stories to 8 stories due the traffic concerns mentioned above and to be more in character with the 6 to 8 story heights of most 1st Avenue buildings. Our concerns are that greater height and density means additional cars and traffic on inadequate infrastructure.

The City is allowing the CCN commercial district to develop into a high height and density, downtown type of area. This 12 story and highly dense building is so extremely out of scale with other developments and will establish an inappropriate precedent. The future of Cherry Creek is not to become and compete with downtown Denver. If it does, the uniqueness and beauty of the area for both Cherry Creek North and Country Club Historic neighborhoods will be lost.

As our resident survey indicates, 88% of residents surveyed do not support the project as its present height. Our residents do support and realize higher building height and density will be coming to CCN but will not support projects that are overly developed and so greatly out of character with the existing CCN community as this 12 story apartment building is. Our residents desire development at this site but at a lower height and density, which the applicant has refused to consider.

Therefore, the CCNNA Board respectfully submits this opposition document to this 1st and Steele property rezoning application. The Board and CNN residents look forward to personally expressing our opposition to the proposed rezoning at any future opportunity. If there is additional needed information, please do not hesitate in contacting me.

Sincerely,

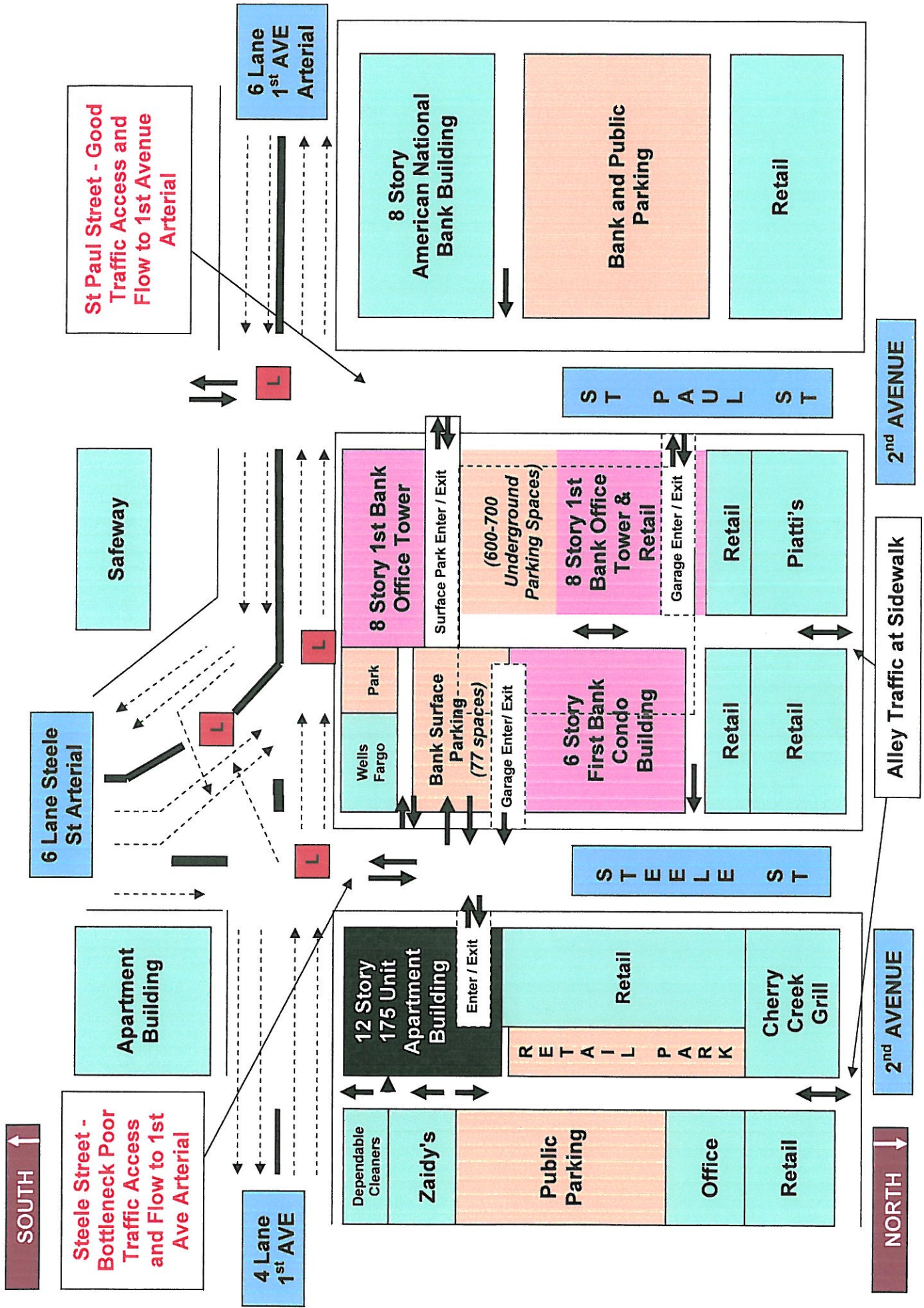


Gene Hohensee
President
Cherry Creek North Neighborhood Association

CC: Mayor Michael Hancock, City and County of Denver
Councilwoman Mary Beth Susman, President, Denver City Council
Councilwoman Jeanne Robb, Denver City Council District 10
Councilwoman Debbie Ortega, Denver City Council At Large Representative
Councilwoman Robin Kniech, Denver City Council At Large Representative
Rocky Piro, Director, CPD
Caroline Schomp, Board Chair, CHUN
Michael Henry, Chairman, CHUN and INC Zoning Committees
Charles Jordy, President, Country Club Historic Neighborhood Association
William Murane, Vice President, Country Club Historic Neighborhood Association
David Zucker, Zocalo Community Development

Attachment A

1st Avenue and Steele Traffic Bottleneck - Where Will Traffic Go?



Attachment B

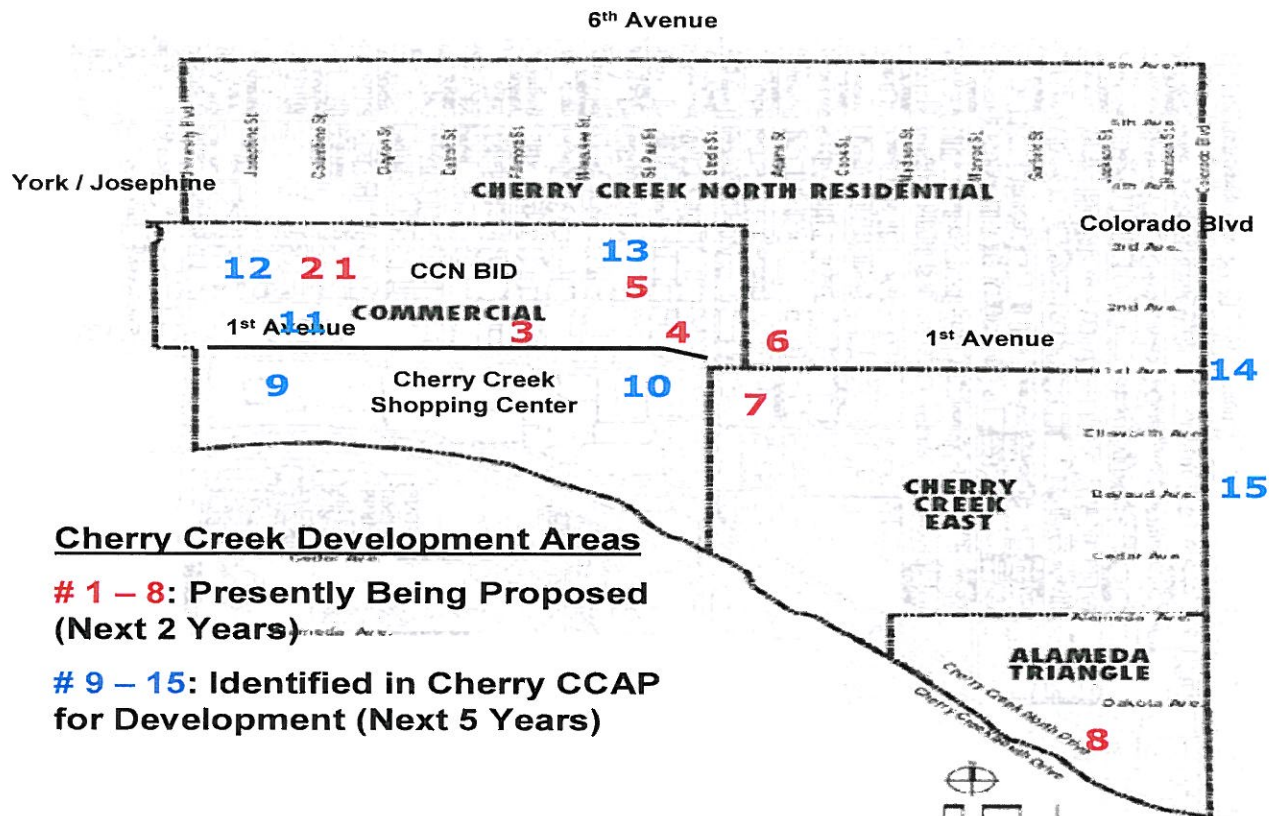
Proposed and Identified Future Cherry Creek Development Sites

The following are approved or proposed developments.

1. Columbine Street - East Side Between 2nd and 3rd Aves – 8 Story Office; 5 – 7 story residential; 1st Floor Retail; 3.2 FAR
2. Old Post Office Site – 7 Stories; 4.5 FAR
3. Fillmore Place Apartments
4. 1st Bank (1st / St. Paul / Steele) – 8 Stories; Office and Retail; 3.3 FAR
5. Coors Foundation (St Paul / 2nd) – 4 Stories; Office
6. 1st Ave / Steele (NE Corner) – 12 Stories; 175 Apartments; 6.6 FAR
7. 1st Ave / Steele (SE Corner) – 12 Stories; 230 Apartments
8. CC Triangle (S of Alameda) – 8 Stories; 290 Apartments

The following are areas identified in the CCAP for undefined development.

9. West End of Shopping Center (2016)
10. East End of Shopping Center (2016)
11. Sears Property
12. Cherry Creek Square (3rd Ave / St Paul / Milwaukee)
13. East Side of Josephine between 2nd and 3rd Avenues
14. 1st Avenue / Colorado Gateway
15. Bayaud Commercial



Attachment C

1st and Steele 12 Story Apartment Building

Building Density

	# of Apt Units	Average SF / Apt	Total Square Feet	# of Apt Floors	Square Ft / Floor	# of Apt Units / Floor
Apartment Units	175	940	164,500	9	18,278	20
Retail Space (1 Floor)			5,000			
Total Apt & Retail Sq Ft			169,500			
Property Lot Size			25,704			
Density / FAR	12 Stories		6.6			

12 Story Configuration	# of Floors
Retail	1
Above Ground Parking	2
Apartment Units	9
Below Ground Parking	2

12 Stories Parking Spaces Per Zoning Code			
	Sq Feet	# / 1000 SF	Total Parking
Retail	5,000	1.25	6
Apartments	164,500	1.25	206
Total	169,500		212

Total Above Ground Building Floors	# of Apt Floors	# of Park Floors	Apt + Retail Sq Feet	# of Apt Units	Building Density / FAR
12 Stories	9	2	169,500	175	6.6
8 Stories	6	1	114,668	120	4.5
5 Stories	4	0	78,112	80	3.0

Building estimated using # of units, floors, and square feet per unit per Zocalo; retail space per January 7 traffic study; parking square feet not allowed in floor area ratio (FAR) calculation. FAR is building SF / property lot SF. As an example: 169,500 / 25,704 = 6.6 FAR

This 1st and Steele Project illustrates that the form base approach is flawed in how it allows too great a building volume.

1st Avenue Development Areas	FAR
Total Clayton Lane	1.5
West of Clayton Lane	0.86
East of Clayton Lane	3.98
North Creek	2.13
Fillmore Place	1.96
American National Bank	0.88
1st Bank (10 Story, Not Current 8 Story)	3.62
12 Story 1st & Steele Building	6.6
Present CCN District Zoning	1.5
CCAP White Paper	3.0

From: [Wayne New](#)
To: [Gleissner, Chris R. - Community Planning and Development](#)
Cc: [Gene Hohensee](#); [Piro, Rocky E - CPD Office of the Manager](#); [Robb, Jeanne - City Council Dist. #10](#)
Subject: Thanks
Date: Thursday, January 31, 2013 11:17:37 AM

Thanks for meeting with Gene and me this morning, sharing Planning's perspective on the 1st and Steele rezoning. Your insights are always valuable and informative.

As we mentioned related to our resident survey results, almost 90% of the residents disagree with this proposed 12 story height rezoning and support a lower building height in the 5 to 8 story range. This lower height would be more in character with 1st Avenue development and would support the height transition from commercial to residential that has been the zoning practice for many years.

The most concerning issue is that our residents feel that Planning is allowing this excessive height and density. As I mentioned, every developer on major projects so far has mentioned to CCNNA leadership that Planning has expressed their support on increased heights and density - without any evaluation of impact on the neighborhood or regard to the entire White Paper. This is surely the undesirable message being sent to our residents on 1st and Steele and 245 Columbine.

In our survey we received many comments, stating in general "Our opposition does not matter, why try? The City will do as it pleases for development". The size of these developments and the lack of White Paper support is fueling this distrust - a negative situation that is contrary to the cooperative, supportive approach to commercial development that we all desire. Many residents now feel that the neighborhood should have never supported the Cherry Creek Area Plan due to what is happening without these developments. This feeling is also starting to move into the Country Club neighborhood.

It was disappointing to learn that Planning supports the 1st and Steele rezoning. Gene and I hope that there will be an attempt by Planning to restore balance in commercial development and residential quality of life.

Thanks again for your time and attention on our concerns this morning. I know your leadership on the Golden Triangle Plan will bring quality to its planning process. Sincerely, Wayne

Gleissner, Chris R. - Community Planning and Development

From: Kaypride@aol.com
Sent: Friday, February 01, 2013 1:05 PM
To: Gleissner, Chris R. - Community Planning and Development
Cc: Robb, Jeanne - City Council Dist. #10
Subject: Feb. 7 hearing`

Chris, please share this message with Planning Board members and Mr. Piro:

The intersection of 1st Ave. and Steele St. is already a logistical nightmare to navigate not only for residents and business owners but also for shoppers and visitors. I served on the Planning Board in mid-1980s when the board approved the design of that intersection.

The design solved a traffic-flow problem at the time and prevented unwanted traffic from bothering Hilltop residents because it diverted traffic off 1st Ave. onto Alameda. With Denver-area growth since mid-80s, traffic has increased to make it much more difficult to navigate that intersection.

It's a bad idea to increase congestion by adding a 12-story building on the northeast corner. Because of difficulty entering and exiting the building's garage, planners should be concerned about a safety issue. Drivers who exit at the 2nd Ave. alley because they can't exit onto 1st Ave. will find it difficult to see pedestrians on the 2nd Ave. sidewalk. In addition the building is too large for a block that contains low-scale residences and businesses.

Cherry Creek North neighbors want to keep the medium-density neighborhood/business district that I voted for in the mid-1980s. We do need to modernize our business structures, but let's plan smart development, NOT overdevelopment.

Kathryn L. (Kay) Pride

Kay Pride Communications
335 Cook St.
Denver, CO 80206-4422
Phone: 303-333-5832
Fax: 303-333-6807
E-Mail: kaypride@aol.com

Gleissner, Chris R. - Community Planning and Development

From: Dick Baumbusch [rbaumbusch@q.com]
Sent: Friday, February 01, 2013 1:55 PM
To: Gleissner, Chris R. - Community Planning and Development
Subject: 1st and Steele

Mr. Chris Gleissner,

I am unable to attend the Planning Board hearing on February 6th but would like to express my objection to the application for a 12 story residential building. While it wouldn't fully mitigate my concerns below, an eight story building would be a much more reasonable option and would gain my approval.

First, it's too high and will look out of character for the location, with no step-down going east.

Second, the intersection at 1st and Steele is already a problem and adding too many cars onto Steele going south will create a huge problem. If you watch that intersection you will see that cars heading south on Steele and seeking to continue south on Steele across 1st Avenue often block westbound traffic on 1st Avenue because of the awkward intersection. Further, the developer plans to have half the tenants exit on the alley and I submit that most trips will be heading south, thus further exacerbating the problem at the Steele, 1st Avenue intersection. And heaven forbid tenants try to turn east on 1st Avenue from the alley – accidents will become a frequent occurrence.

Finally, leaving aside the current application, the development around 1st and Steele demands an improved intersection. The intersection is awkward and can be treacherous to navigate for both vehicles and pedestrians. Perhaps before considering any building applications in the area, the first priority should be to implement a more workable intersection to handle the inevitable increase in traffic.

Please look out for the Cherry Creek North neighborhood, adhere to the White Paper recommendations, and reject the application for a 12 story building.

Sincerely,

Richard Baumbusch
303-663-5464

Gleissner, Chris R. - Community Planning and Development

From: cgmurata@aol.com
Sent: Monday, February 04, 2013 11:20 AM
To: Robb, Jeanne - City Council Dist. #10; Piro, Rocky E - CPD Office of the Manager; Gleissner, Chris R. - Community Planning and Development
Subject: Fwd: [CCNNAmembers] 1st and Steele Emails

Dear Councilwoman Robb, Planning Director Rocky Piro, and Senior Planner Chris Gleissner,

I sincerely hope you will help my Cherry Creek Neighborhood bring this proposed building at 1st and Steele into some kind of compatibility with its surroundings. It almost seems as though the attempt is to morph Cherry Creek into some sort of Mountain States Rodeo Drive. Instead of building on what we have, and making it work, the all-out goal appears to be seeing just how much everything can be maxed out, pretty much solely for the profit of the developers.

In fact, at a neighborhood meeting, one of the developers responded to my suggestion that he check out the development that has already taken place, that is to scale with the neighborhood, and appears to be profitable - I asked him why he couldn't go in that direction. His response was "Have you ever heard the word PROFIT?"

Somehow, I do believe there is a lot more at stake here, and I hope you will look at this whole issue and the negative impact it will have on my entire neighborhood, should it go forward.

Sincerely,
Chris Murata - Cherry Creek resident

-----Original Message-----

From: CCNNA <memberccnna@yahoo.com>
To: CCNNAmembers <CCNNAmembers@yahoogroups.com>
Sent: Fri, Feb 1, 2013 1:07 pm
Subject: [CCNNAmembers] 1st and Steele Emails

1st and Steele Hearing

The CCNNA Board encourages you to attend the Planning Board hearing on the 1st and Steele rezoning on February 6th. If you cannot attend and would like to send an email, expressing your opinion, please sent it to:

Councilwoman Jeanne Robb jeanne.rob主@denvergov.org
Planning Director, Rocky Piro rocky.piro@denvergov.org
Senior Planner, Chris Gleissner chris.gleissner@denvergov.org

If you are coming to the hearing and would like to speak, come a few minutes prior to 3 PM to sign up. A short sign up form needs to be completed.

Thanks for the support. CCNNA Board

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Gleissner, Chris R. - Community Planning and Development

From: Dalton, Kyle A. - Community Planning and Development
Sent: Monday, February 04, 2013 1:33 PM
To: Gleissner, Chris R. - Community Planning and Development
Subject: FW: 1st & Steele

From: Piro, Rocky E - CPD Office of the Manager
Sent: Monday, February 04, 2013 1:28 PM
To: Dalton, Kyle A. - Community Planning and Development; Urbina, Molly A. - Community Planning and Development; Gordon, Steve D. - Community Planning and Development
Subject: Fw: 1st & Steele

Fyi

From: Elisa Starble [<mailto:elisa5starble@ymail.com>]
Sent: Saturday, February 02, 2013 09:00 AM
To: Piro, Rocky E - CPD Office of the Manager
Subject: 1st & Steele

Dear Mr. Piro,

I am writing to voice my opposition to the proposed density of the building planned for 1st & Steele. I feel that 12 stories is too high and the amount of residents that the building will hold would detrimentally impact the traffic in our Cherry Creek North neighborhood. Too many cars traveling the streets will bring more lines at the stop signs already in place to mitigate traffic. Personally I am against 8 stories off the 1st Street block, however, I am prepared to support the CCN Homeowners position on 8 stories. I urge you to support this position as well in order to keep CCN a desirable place to live.

Best regards,

Elisa Starble
Early Childhood Professional and Children's Rights Advocate
<http://www.linkedin.com/in/elisastarble>