



November 16, 2012

Hon. Mary Beth Susman
President, Denver City Council
Hon. Jeanne Robb, District 10
1437 Bannock Street
Denver, CO 80202

RE: CB 675 – 12 –Rezoning of 250 Columbine

Dear Councilwoman Susman, Councilwoman Robb and Members of City Council,

The Cherry Creek Area Business Alliance board of directors would like to offer its support for Council Bill 675, the rezoning of the properties on the east side of the 200 block of Columbine Street, and the proposed mixed-use development on the site by Western Development Group.

The Cherry Creek Area Business Alliance is a newly-formed, 501(c)(6) business advocacy organization. The organization’s mission is to speak with a strong and cohesive voice that represents the collective interests of its member businesses, and ensure that the entire Cherry Creek Area continues to thrive as an economic generator and community asset. One of the roles of the CCABA is to participate in relevant public policy issues that impact the business climate and the long-term economic vitality of the Cherry Creek Area. This rezoning application is one of those important opportunities for the Cherry Creek Area.

For the Cherry Creek Area to thrive, continued reinvestment and redevelopment is essential to attract more jobs, residents, visitors, shoppers and economic activity. The mixed-use project proposed by Western Development Group will add workers, residents, visitors and shoppers to the Cherry Creek North Business Improvement District—all of which are needed to maintain Cherry Creek’s position as a mixed-use regional destination and economic generator for the City & County of Denver.

Importantly, the site is located in an “Area of Change” identified in both Blueprint Denver and the recently-adopted Cherry Creek Area Plan. This designation means that it is “an area that will benefit from, and thrive on, an infusion of population, economic activity and investment.”

The urban design of this project is a thoughtful approach to adding more density in this “Area of Change.” The eight-story building height on the 2nd Avenue side is in keeping with nearby commercial buildings to the west and south, and the stepping-

down of building heights to 3rd Avenue on the north end of the project will provide a transition between the commercial district and the adjacent residential neighborhood. Highlighted by street-oriented retail, high-quality materials and a pedestrian-friendly design, this project will energize and upgrade a block that is in need of reinvestment and activation.

We urge Denver City Council to approve this ordinance and the rezoning for this project by Western Development Group. Thank you for your consideration.

Bob Flynn, CCABA Chairman

CC: Hon. Jeanne Robb, Denver City Council District 10
Denver City Council
Mayor Michael Hancock
Western Development Group