



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

From: [Sean Maley](#)
To: [Gleissner, Chris R. - Community Planning and Development](#)
Subject: Fw: A constituent letter in support of the 1st & Steele project
Date: Monday, March 04, 2013 5:25:25 PM

Chris - here is a support letter/email for 1st and Steele.

Sean Maley
CRL Associates, Inc.
303-570-3096

From: David Walstrom [mailto:dcwalstrom@gmail.com]
Sent: Monday, March 04, 2013 05:12 PM
To: Jeanne Robb <jeanne.rob@denvergov.org>
Cc: Kimball, Nora D. - City Council District #10 <Nora.Kimball@denvergov.org>
Subject: A constituent letter in support of the 1st & Steele project

Dear Jeanne,

This will come as no surprise that as a constituent who's a density and a property rights guy, that I hope the City will realize the benefits for its citizens and the Denver environment that will come from the proposed 1st & Steele project with its smart growth and sustainable attributes, its addition of residential housing stock and consumer walkability to nearby shops.

Frankly, we smart growth proponents haven't done a very good job of explaining the benefits of responsible density: A healthier, more vibrant economy, environmental constraints to contain urban sprawl and the attendant energy savings and cleaner air results; also the benefits to businesses, jobs; added retail consumer services so assessable to the walk-to consumer- residents nearby, as well as a contributor to the social and creative human network; and yes, for the increased tax revenues to invest back into the community's public realm and commons. This isn't my opinion: this is the reality of what has happened with urban in-fill projects around the country as documented in the contemporary city planning literature and case studies.

The 1st & Steele project conforms to the adopted 2012 The Cherry Creek Area Plan within its Area of Change, so I don't understand the revisionist/obstructionist resistance, especially since the "White Paper" addendum guidelines pertain not to 1st & Steele but to the 2nd & 3rd Avenue step-downs. I trust your Council colleagues will also appreciate the irony that the proposed 12-story preponderant residential use will have appreciably less person trips than a five-story commercial all-retail/all-office project and won't "go dark" after the daily workday exodus. Finally, who better to develop this site than Zocalo with its proven track record and stellar smart growth and green reputation? If not, Zocalo, somebody's going to develop this gateway site. Why trade a known and respected entity for an unknown one?

Sincerely,

Dave Walstrom
1265 Race St. #304
Denver, CO 80206

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

From: [Sean Maley](#)
To: [Gleissner, Chris R. - Community Planning and Development](#)
Subject: Fw: Fwd: Zocalo Project at 1st & Steele
Date: Monday, March 04, 2013 6:37:58 PM

Another support letter for the record.

Thanks,

Sean Maley
CRL Associates, Inc.
303-570-3096

From: Peter Wall
Sent: Monday, March 04, 2013 05:53 PM
To: Sean Maley; David Zucker <david@zocalodevelopment.com>
Subject: Fwd: Zocalo Project at 1st & Steele

FYI see below.

Sent from my iPhone

Begin forwarded message:

From: "Young, Scott" <SYoung@rwbaird.com>
Date: March 4, 2013, 5:51:44 PM MST
To: "Jeanne.robbs@denvergov.org." <Jeanne.robbs@denvergov.org.>
Subject: Zocalo Project at 1st & Steele

Dear Councilwoman Robb,
It has been brought to our attention that there is another development project pending in Cherry Creek North.

For the same reasons we supported the 245 Columbine project, we support 1st and Steele. As the largest single tenant at 210 University, Baird is an expanding financial services firm in Denver. We always like to see nice new office and residential space come online in Cherry Creek.

We believe that sensible, thoughtful development will continue to enhance the economic vitality of the area.

Thank you for your consideration Councilwoman Robb.

Scott F. Young, CFP®
Vice President – Private Wealth Management
The RHY Group
Integrity, Service, Commitment

Please visit our website:
www.rhygroup.com

Robert W. Baird & Co.
210 University Blvd Ste 900
Denver, CO 80206
Direct (303) 329-4311
Toll Free (888) 792-4479
Fax (303) 329-4319



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From: [Sean Maley](#)
To: [Gleissner, Chris R. - Community Planning and Development](#)
Subject: FW: Zocalo Development Support
Date: Monday, March 11, 2013 1:57:21 PM

Chris – here is a support email.
Sean

From: Devany | The Buzz Factory [<mailto:devany@gmail.com>]
Sent: Monday, March 11, 2013 12:10 PM
To: Jeanne.robb@denvergov.org
Subject: Zocalo Development Support

Dear Councilwoman Robb,

I am writing to express my full support for the proposed development at the northeast corner of 1st and Steele St.

I lived in Cherry Creek North (345 Fillmore Street) for 15 years and now I represent several businesses in the area. It was hard to watch as restaurants and retail came and went and most distressing, the vacant spaces that made the area a ghost town, at times. I understand the importance of “smart” development and the positive potential it can have on property values and local business. I want to highlight a couple of reasons why I will be supporting David Zucker’s project.

In today’s world, one of the most critical elements to smart development is sustainability. This not only means conservation of valuable resources, but the promotion of programs that reduce our footprint on a community. As a Leed-certified developer who is constantly exploring TDM concepts, Zocalo has proven its dedication to environmentally conscious development.

While some CCN neighbors may complain about traffic and congestion, the reality is that developments such as Zocalo’s will go a long way towards fixing these problems and changing our car dominated culture. Mixed-use projects promote areas where individuals can live, work and play. They promote a walk-ability and vitality that CCN has lacked for years. Most importantly, they attract residents who support CCN and Denver by spending some of their disposable income at local restaurants and boutiques. In my mind, this is a win-win for everyone.

Thank you very much for your time and for all of your hard work in Cherry Creek. I understand how difficult these decisions must be, but your work is invaluable in shaping one of the most important areas in Denver.

Sincerely,

Devany McNeill

~~~~~

Devany McNeill  
**The Buzz Factory, LLC**  
303-717-0939  
[devany@gmail.com](mailto:devany@gmail.com)

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**From:** [Sean Maley](#)  
**To:** [Gleissner, Chris R. - Community Planning and Development](#)  
**Subject:** FW: Zocalo Community Development Project  
**Date:** Tuesday, March 05, 2013 9:18:09 AM

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Here is another you may not have received.

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**From:** Peter Wall  
**Sent:** Wednesday, February 27, 2013 4:17 PM  
**To:** Sean Maley  
**Subject:** FW: Zocalo Community Development Project

See below

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**From:** Jason Squibb [<mailto:Jason@SquibbEstates.com>]  
**Sent:** Wednesday, February 27, 2013 4:12 PM  
**To:** [Jeanne.robbs@denvergov.org](mailto:Jeanne.robbs@denvergov.org)  
**Cc:** Peter Wall  
**Subject:** Zocalo Community Development Project

Jeanne—

Having lived in Cherry Creek North for 5+ years and operated a business in Cherry Creek North for 10+ years...I support the project at the NE corner of 1st and Steele (the old Conoco gas station site).

I plan to live and work in Cherry Creek North for the next 20 years, provided the area continues to improve, upgrade and update itself.

Projects such as this are precisely what the area needs to not only retain people and companies like mine, but to attract new and exciting prospects.

To a resident and business owner in Cherry Creek North, this is SMART development.

Regards—

Jason Squibb  
290 Madison St  
303-324-9985

**From:** [Sean Maley](#)  
**To:** [Gleissner, Chris R. - Community Planning and Development](#)  
**Subject:** FW: Zocalo Project  
**Date:** Tuesday, March 05, 2013 2:27:57 PM

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Chris, here is another.

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**From:** Michael Pollak [<mailto:mpollak@hpjewels.com>]  
**Sent:** Tuesday, March 05, 2013 10:24 AM  
**To:** <mailto:Jeanne.robb@denvergov.org>  
**Subject:** Zocalo Project

Dear Councilwoman Robb,

I would like to express my support for the Zocalo development and rezoning at the northeast corner of 1<sup>st</sup> Ave. and Steele St. As owner of Hyde Park, I understand the importance of smart development and believe Zocalo's project will strengthen Cherry Creek North and the surrounding community.

In my experience as a business owner, local retailers can thrive off of strong 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 spend some of their disposable income. Zocalo's smart, strategic development will be a great thing for Cherry Creek and Denver.

Let's make Cherry Creek the ultimate go-to neighborhood for residential, office and shopping destination. Please support the Zocalo rezoning application at 1<sup>st</sup> and Steele and continue the good work to help Cherry Creek redevelop in a smart and strategic manner.

Sincerely,  
Michael Pollak  
Hyde Park

Michael Pollak  
CEO  
Hyde Park-Traditional Jewelers  
Corporate Office  
3000 E 1<sup>st</sup> Ave  
#243  
Denver, Co  
80206  
303.333.4446



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**From:** [Sean Maley](#)  
**To:** [Glæssner, Chris R. - Community Planning and Development](#)  
**Subject:** FW: Zocalo Development Letter of Support  
**Date:** Wednesday, March 06, 2013 1:17:35 PM

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Here is a Zocalo support letter.

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**From:** Jeff Halsey [<mailto:bullhalsey@gmail.com>]  
**Sent:** Wednesday, March 06, 2013 1:13 PM  
**To:** [Jeanne.robbs@denvergov.org](mailto:Jeanne.robbs@denvergov.org)  
**Subject:** Zocalo Development Letter of Support

Dear Councilwoman Robb,

As a homeowner in the Cherry Creek neighborhood at 139 South Garfield Street, I would like to convey my support for the Zocalo development and rezoning at the northeast corner of 1<sup>st</sup> Ave.

Despite concerns from CCNNA, the old gas station site is in dire 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 1<sup>st</sup> and Steele and continue the good work to help Cherry Creek redevelop in a smart and strategic manner.

Sincerely,

Jeff Halsey  
139 South Garfield Street  
Denver, CO 80209  
[\(303\) 518-8375](tel:(303)518-8375)  
[bullhalsey@gmail.com](mailto:bullhalsey@gmail.com)

600 S. Cherry Street  
Suite 625  
Denver, CO 80246

March 6, 2013

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

Dear Councilwoman Robb,

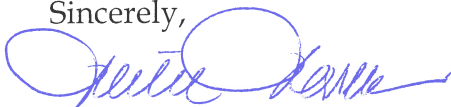
I would like to request your favorable consideration of the request for rezoning the northeast corner of 1<sup>st</sup> Ave. and Steele Street by Zocalo Development.

This redevelopment of this old gas station site to a more intensive and current use would clearly be an improvement to the neighborhood and the city. This type of redevelopment is clearly in keeping with the recently approved area plan and would add some much needed life to this corner. More people living in Cherry Creek North within walking distance of shopping and workplaces are a boon both for Cherry Creek as well as for the City of Denver.

I trust you will consider this proposal on its merits rather than in the light that the perennial naysayers in the area who object to anything and everything proposed for Cherry Creek.

Your support of the Zocalo rezoning application at 1<sup>st</sup> and Steele is the right direction for Cherry Creek to continue its improvement and redevelopment to the active and vibrant area that it deserves to be.

Sincerely,



V. Michael Komppa

## Gleissner, Chris R. - Community Planning and Development

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**From:** Sean Maley [smaley@crlassociates.com]  
**Sent:** Friday, March 08, 2013 4:37 PM  
**To:** Gleissner, Chris R. - Community Planning and Development  
**Subject:** FW: 1st & Steele

Chris – here is a Zocalo support email.  
Sean

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**From:** Leigh Sullivan <[lsullivan@leighsullivan.com](mailto:lsullivan@leighsullivan.com)>  
**Date:** March 8, 2013 2:20:20 PM MST  
**To:** [jeanne.robb@denvergov.org](mailto:jeanne.robb@denvergov.org)  
**Subject:** 1st & Steele

Councilwoman Robb,

I am writing you to let you know that I SUPPORT the redevelopment project that sits at 1st & Steele (the old Conoco building) that Zocalo Community Development is working on. I think it will be a great addition to that amazing area.

Best,

Leigh Sullivan



Leigh C. Sullivan  
Principal + Marketing & Branding  
303.883.5944



Leigh C. Sullivan  
Principal + Marketing & Branding  
303.883.5944

## Gleissner, Chris R. - Community Planning and Development

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**From:** Sean Maley [smaley@crlassociates.com]  
**Sent:** Wednesday, February 27, 2013 3:31 PM  
**To:** Gleissner, Chris R. - Community Planning and Development  
**Subject:** FW: Zocalo Project at 1st & Steele

Chris – here is an email in support of Zocalo/1<sup>st</sup> and Steele.

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**From:** Walter Isenberg [<mailto:Walter.Isenberg@SageHospitality.com>]  
**Sent:** Wednesday, February 27, 2013 3:01 PM  
**To:** [jeanne.robb@denvergov.org](mailto:jeanne.robb@denvergov.org); [nora.kimball@ci.denver.co.us](mailto:nora.kimball@ci.denver.co.us); [teresa.st.peter@ci.denver.co.us](mailto:teresa.st.peter@ci.denver.co.us)  
**Cc:** [david@zocalodevelopment.com](mailto:david@zocalodevelopment.com)  
**Subject:** Zocalo Project at 1st & Steele

Jeanne,

First thanks for your support of the 245 Columbine project. I know that was a tough decision for you, but one I believe is best for Cherry Creek and best for Denver. Cherry Creek has the potential to lead the region with development that will endure for decades. It can become a walkable neighborhood that is an example to the region of what is possible. While some believe density means more people and more traffic, I would argue the opposite is true. Density is the sustainable way for us to allow more people to enjoy our neighborhoods in an environmentally sensitive way, while creating energy and amenities that people want. The Zocalo project combined with other new developments will make Cherry Creek a neighborhood that people can live, work and play without ever getting in a car.

To that end I encourage you to support the proposed Zocalo project on 1<sup>st</sup> and Steele. It too is an example of a great developer with a great project wanting to invest in our community, create jobs, create taxes, and help be a part of creating a great neighborhood. I enthusiastically support David and Chris in their efforts to develop this site.

Please feel free to call me if you'd like to discuss this further. My best,



**Walter Isenberg**  
President & CEO

**SAGE HOSPITALITY**  
1575 WELTON STREET, SUITE 300  
DENVER, CO 80202

**P: 303.595.7251 F: 720.944-0410**  
[wisenberg@sagehospitality.com](mailto:wisenberg@sagehospitality.com)

Our vision is to be recognized by our customers as the best in our business.

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 1<sup>st</sup> 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



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

2/27/2013

**RE: Zocalo Approval**

Dear Councilwoman Robb,

Thanks very much for the work you do for all of us who live and work in the City and County of Denver. It clearly can periodically be a thankless job, but please know there are many of us here in Denver that appreciate your hard work.

I am writing this letter to express my support for the approval of the Zocalo development and rezoning at the northeast corner of 1<sup>st</sup> Ave. and Steele St. I continue to be troubled by the Cherry Creek North Neighborhood Association's (CCNNA) opposition to zoning changes; modifications that were carefully crafted by Peter Park and his urban planning team. For reasons that often seem to defy logic, the CCNNA continues to attempt to incite neighborhood resistance to any proposed real estate development. Not all of us living in Cherry Creek North agree with the CCNNA. In fact, many of us disagree with the CCNNA.

The lot at 1<sup>st</sup> Ave. and Steele Street need to be redeveloped. A high quality residential project like Zocalo's would add much needed vibrancy to the area. Moreover, those of us who understand the development process know that Zocalo is a first class builder / developer. The Cherry Creek business district is in the back yard of our neighborhood, but it does, in many ways, belong to the entire metro Denver area. This development is good infill urban planning, and thus it will be an asset, not only Cherry Creek, but the City as a whole.

Please support the Zocalo rezoning application at 1<sup>st</sup> and Steele, and continue your hard work to help Cherry Creek North redevelop in an intelligent and strategic manner.

Sincerely,

*Jeff Bernard*

Jeff Bernard  
166 Jackson St.  
Denver, CO 80206  
[Jeff@Bernard.CO](mailto:Jeff@Bernard.CO)



January 30, 2013

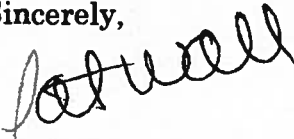
Councilwoman Jeanne Robb  
District 10  
City & County of Denver  
1437 Bannock Street, Room 493  
Denver, CO 80202  
Dear Councilwoman Robb,

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

1/30/13

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

Dear Councilwoman Robb,

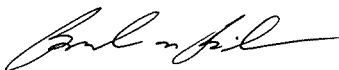
I hope this email finds you well. I am writing to you in support of the Zocalo Development project at the corner of 1<sup>st</sup> and Steele (the old gas station site). As a real estate broker at the Kentwood Company in Cherry Creek, I understand the importance of smart development and the impacts it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



Brandon Brennick  
44 Cook St  
Denver, CO 80206

**From:** [Sean Maley](#)  
**To:** [Gleissner, Chris R. - Community Planning and Development](#)  
**Subject:** FW: Support for the 1st and Steele Project  
**Date:** Wednesday, April 10, 2013 1:00:09 PM

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Here is another letter, Chris.

Sean

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**From:** David Walstrom [mailto:dcwalstrom@gmail.com]  
**Sent:** Wednesday, April 10, 2013 12:57 PM  
**To:** Sean Maley  
**Subject:** Fwd: Support for the 1st and Steele Project

FYI. Dick may have copied you but in case not, here's his letter to Jeanne in support of 1st & Steele.

Dave

Begin forwarded message:

**From:** Richard Kisseberth <[rkisseberth@gmail.com](mailto:rkisseberth@gmail.com)>  
**Date:** April 10, 2013 11:31:49 AM MDT  
**To:** "Robb, Jeanne - City Council Dist. #10" <[Jeanne.Robb@denvergov.org](mailto:Jeanne.Robb@denvergov.org)>  
**Cc:** "Kimball, Nora D. - City Council District #10" <[Nora.Kimball@denvergov.org](mailto:Nora.Kimball@denvergov.org)>, Dave Walstrom <[DCWalstrom@gmail.com](mailto:DCWalstrom@gmail.com)>  
**Subject: Support for the 1st and Steele Project**

Jeanne,

I would like to express my support for the proposed development at 1st and Steele. Although there is great fear among some residents of Cherry Creek North about the height and density of this project it is relatively modest for an urban area with expensive land (make that extremely expensive land). After the necessary construction period disruptions, the worst fears of the opposing neighbors will not have occurred and the neighborhood will have additional life and the businesses will have new customers throughout the day and evening.

Hopefully, you can help resist all the delaying tactics used by the neighbors to stop development in Cherry Creek. They stated in a letter to you that they have supported many projects in Cherry Creek. However, this is only after many months and years of delays and compromising of the plans. Most of the current leaders did not support Clayton Lane. What would CC be like without Clayton

Lane? To now expect to analyze all possible developments before rezoning makes absolutely no sense. To delay half a billion dollars of investment in our city because of the unfounded fears of a relatively small number of residents (who most likely will have their property values rise) is unfair to Denver taxpayers, businesses and those that desire to live in CC.

However, there is much to be done to improve access/mobility to and around Cherry Creek and pedestrian movement across 1st Avenue. Transit service to Cherry Creek needs to be improved both for workers, residents and tourists/shoppers. Improved cab service and increased car-share services would make a difference (maybe the 1st and Steele building could have several car-share vehicles on-site). The 1st and Steele /St. Paul intersection(s) needs to be reconfigured to allow safe pedestrian crossing to and from the grocery and drug stores for CC residents. The developers have a big stake in making these improvements and should partner with the City and residents to ensure these get done.

Also, there is something to be said for giving the finger to the Glendale rag that libels Denver officials but support anything in Glendale regardless of the impact on the Colorado/Cherry Creek Dr(s) bottlenecks.

Thanks and keep up the good work.

Dick Kisseberth

[303 861-2543](tel:3038612543)

690 Pennsylvania Street #3

Denver, CO 80203

**From:** Sean Meloy  
**To:** Gleitsner, Chris R - Community Planning and Development  
**Subject:** FW: Zocalo Project Support Letter  
**Date:** Tuesday, April 02, 2013 11:25:23 AM

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Hey Chris – here is a Zocalo support letter. (scanned into the email as an image).

Thanks,  
Sean

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**From:** Peter Wall  
**Sent:** Tuesday, April 02, 2013 11:19 AM  
**To:** 'jeanne.rob@denvergov.org'  
**Subject:** Zocalo Project Support Letter

Hello Councilwoman Robb,

Hope all is well. Please see the Zocalo development support letter below.

Thanks,  
Peter Wall

**Peter Wall** | Associate Account Executive  
**CRL Associates, Inc.** | 1625 Broadway #700, Denver, CO 80202  
p: 303.592.5469 | c: 303.880.7405 | f: 303-592-5460  
e: [peterw@crlassociates.com](mailto:peterw@crlassociates.com) | <http://www.crlassociates.com>

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**From:** Anuschka Pashel [<mailto:anuschka@bloomdenver.com>]  
**Sent:** Tuesday, April 02, 2013 11:12 AM  
**To:** Peter Wall  
**Subject:** Re: Zocalo Project at 1st & Steele

Here you go, Peter.

Thank you,  
Anuschka

4/2/13

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 Zocalo development and rezoning at the northeast corner of 1<sup>st</sup> Ave. and Steele St. I understand the importance of smart development and believe Zocalo's project will strengthen Cherry Creek North and the surrounding community.

From my perspective as a business in Cherry Creek, retailers need new 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 spend some of their disposable income. Zocalo's development will be a great thing for Cherry Creek and Denver.

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

Sincerely,



Anuschka Pashel  
Bloom  
2353 East 3<sup>rd</sup> Ave.  
Denver, CO 80206

On Apr 2, 2013, at 10:18 AM, Peter Wall wrote:

Hey Anuschka,

Thank you very much for getting back to me and happy to hear that you'll be supporting the Zocalo development project. I have attached a draft letter that just needs your signature. If you could please email your support letter to Councilwoman Robb at [jeanne.rob主@denvergov.org](mailto:jeanne.rob主@denvergov.org) and copy me on your correspondence (so we have a copy for our records) I would greatly appreciate it. As always, please do not hesitate to contact me if you have any questions and thanks again for your support.

All the best,  
Peter Wall

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**From:** Anuschka Pashel [<mailto:anuschka@bloomdenver.com>]  
**Sent:** Monday, April 01, 2013 3:46 PM  
**To:** Peter Wall  
**Subject:** Re: Zocalo Project at 1st & Steele

Peter,  
Please write a letter and mail it to us.  
We will sign it.  
Thank you, Anuschka  
On Apr 1, 2013, at 2:54 PM, Peter Wall wrote:

Hey Anuschka – I wanted to follow up with you one last time with regards to the Zocalo project/rezoning at the NE corner of 1<sup>st</sup> and Steele. I have re-attached the project information sheet, traffic comparison, and 1<sup>st</sup> Ave. elevation perspective for your convenience.

We are seeking letters of support for the project before we go to Denver City Council for the final public hearing on Monday, April 15.

Please let me know if you have any questions about the project, or if you would like to speak via phone or setup a meeting. We are happy to do either.

Thanks,

Peter Wall  
303-880-7405 cell

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**From:** Peter Wall  
**Sent:** Monday, March 18, 2013 9:25 AM  
**To:** [anuschka@bloomdenver.com](mailto:anuschka@bloomdenver.com)  
**Subject:** Zocalo Project at 1st & Steele

Hello Anuschka – I wanted to follow-up with you regarding the Zocalo project/rezoning at the NE corner of 1<sup>st</sup> and Steele. I have re-attached the project information sheet, traffic comparison and 1<sup>st</sup> Ave elevation perspective.

We are nearing the final phase of the project—1<sup>st</sup> Reading at City Council is tonight and the Final Public Hearing at Council is Monday, April 15.

We are still gathering letters and emails of support of the project. Please let me know if you are willing to write an email or letter in support. We are happy to meet with you, or speak at your convenience, if you have any questions.

Please let me know.

Thanks again,  
**Peter Wall**  
303-880-7405 cell

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**From:** Peter Wall  
**Sent:** Wednesday, February 27, 2013 1:42 PM  
**To:** [anuschka@bloomdenver.com](mailto:anuschka@bloomdenver.com)  
**Subject:** Zocalo Project at 1st & Steele

Hi Anuschka – I hope this email finds you well. I am contacting you on behalf of Zocalo Community Development about a project and rezoning that you've probably heard about in Cherry Creek – at the NE corner of 1<sup>st</sup> and Steele (the old Conoco gas station site).

Zocalo has applied to rezone the property to C-MX-12 for a 12-story, high-end residential project (~175 units). The rezoning to C-MX-12 is consistent with the adopted Cherry Creek Area Plan (that passed unanimously thru City Council on 7.16.12) which identifies the site as 12-stories and as a "Key Development Opportunity" area. Link to [Cherry Creek Area Plan](#).

Ultimately, we are seeking letters and emails in support of the project. We go to City Council Committee on 3/5 and our final hearing at City Council is on 4/15. A simple email to Councilwoman Robb would mean a great deal.

I am not sure how familiar you are with Zocalo, but they will be great stewards of the site and are great developers—won Denver Business Journal's 2012 Developer of the Year; sold their Solera project at 20<sup>th</sup> & Lawrence last year for a record price per unit; other quality developments in Jefferson Park and downtown; very committed to sustainability (this will be a LEED Gold project), community-building and project lifestyle/amenities. RNL and Brad Buchanan has been hired at the project architect.

We are performing public outreach to provide information about the project to residents and businesses in and around Cherry Creek.

Attached are three items:

- 1) **Project summary/one-pager** – re: project, details, etc.
- 2) **Traffic study data/comparison** – showing:
  - a. Zocalo's 12-story apartment: 960 trips/day
  - b. 8-story office: 1,820 trips/day
  - c. 8-story hotel: 1,690 trips/day
  - d. 8-pump gas station: 1,350 trips/day
- 3) **1<sup>st</sup> Ave. height elevation** – showing the built context along 1<sup>st</sup> Ave and how the Zocalo project fits in.

One thing I want to draw attention to is the traffic study we completed, which shows the difference in traffic impact between a residential project and that of an office or hotel use. A 12-story apartment project creates 40% less traffic than an 8-story office or 8-story hotel. This is not made up data, but objective information from our traffic consultants (Felsburg Holt Ullevig). Thus, in terms of redeveloping this site, which is long overdue, residential is the least impactful "use" while producing some of the greatest benefits to the area—\$100,000+/year average income residents with disposable income that want to live/work/walk/shop in a vibrant mixed-use environment.

Since we are asking for support, we want to make sure we are informing people on all aspects of the project and answering any questions.

We would be happy to speak via phone or setup a meeting (with David Zucker from Zocalo) if you have questions or would like more information.

Please let me know if you are willing to provide an email or letter of support for the project.

Thanks for your time,

**Peter Wall** | Associate Account Executive  
CRL Associates, Inc. | 1625 Broadway #700, Denver, CO 80202  
p: 303.592.5469 | c: 303.880.7405 | f: 303.592-5460

e: [peterw@crlassociates.com](mailto:peterw@crlassociates.com) | <http://www.crlassociates.com>

<Zocalo - 1st and Steele - Project Summary.pdf><1st and Steele - Traffic Comparison.pdf><elevation.JPG>

Anuschka Pashel  
[anuschka@bloomdenver.com](mailto:anuschka@bloomdenver.com)  
720-9412862  
[www.bloomdenver.com](http://www.bloomdenver.com)  
2353 East 3rd Ave  
Denver, CO 80206

<Zocalo support letter 4-2-13.doc>

Anuschka Pashel  
[anuschka@bloomdenver.com](mailto:anuschka@bloomdenver.com)  
720-9412862  
[www.bloomdenver.com](http://www.bloomdenver.com)  
2353 East 3rd Ave  
Denver, CO 80206



**From:** [Sean Maley](#)  
**To:** [Gleissner, Chris R. - Community Planning and Development](#)  
**Subject:** FW: Support for 1st and Steele project  
**Date:** Thursday, April 04, 2013 3:08:45 PM

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Chris – here is a letter of support for Zocalo. Jill lives outside of Cherry Creek, but she is on the CHUN Board and Executive Committee, and as you know, CHUN is included in the CCN notification area.

Sean

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**From:** Jill Locantore [mailto:jlocantore@gmail.com]  
**Sent:** Thursday, April 04, 2013 2:09 PM  
**To:** Sean Maley  
**Cc:** David Walstrom; Dick Kisseberth  
**Subject:** Fwd: Support for 1st and Steele project

Sean - it took me forever, but I finally sent a letter of support - see below.

Best,  
Jill

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

**From:** **Jill Locantore** <[jlocantore@gmail.com](mailto:jlocantore@gmail.com)>  
**Date:** Thu, Apr 4, 2013 at 2:05 PM  
**Subject:** Support for 1st and Steele project  
**To:** "Robb, Jeanne - City Council Dist. #10" <[Jeanne.Robb@denvergov.org](mailto:Jeanne.Robb@denvergov.org)>, "Kimball, Nora D. - City Council District #10" <[Nora.Kimball@denvergov.org](mailto:Nora.Kimball@denvergov.org)>

Hi Jeanne,

I understand that the proposed Zocalo development at 1st and Steele is scheduled for a final public hearing on April 15. Unfortunately I am not able to attend the hearing, but I wanted to let you know that I strongly support the project and the necessary zoning change.

Not only is it a well designed project from a developer with a strong track record of high quality development, it will also contribute to the overall mix of uses and density of the Cherry Creek area, which in my opinion is a GOOD thing.

First of all, there are many good reasons, from a city-wide and even metro-wide perspective, to concentrate higher density development in the Cherry Creek area, including:

- its proximity to downtown;
- its regional accessibility by transit, roadways and bicycle paths (I go to Cherry Creek quite frequently, and almost never drive to get there);
- its good "bones" of a pedestrian-friendly street network; and
- its existing status as an economic center and regional destination.

For these reasons, both the city's and the region's long-range plans identify Cherry Creek as a focal area for higher-density infill and redevelopment.

Second, the negative impacts of higher density feared by the neighborhood organization will be far outweighed by numerous positive impacts, including:

- a more vibrant economy - in terms of greater investment in our community, greater support for local businesses, and greater tax revenues for the city (which means more funding for city services);
- a more people-oriented (as opposed to car-oriented) development pattern that encourages people to drive less and walk, bike or take transit more often, which in turn justifies ongoing enhancements to transit, bike and pedestrian infrastructure;
- more affordable housing options, particularly in a desirable urban area with high land values, and housing options for people that can't or don't want to drive everywhere (This is a supply/demand issue - housing costs go up when there is a limited supply in a highly desirable area. By increasing the supply of housing, this project will help reduce housing costs overall, or at least slow the increase in housing costs, even if the new units themselves are in a higher price range. Also, locating housing in transit/pedestrian/bicycle friendly areas reduces household transportation costs, which allows families to spend more on housing than they might be able to otherwise).
- less environmental impact (e.g., more people living in transit/bike/walk friendly areas close to the city center means less overall driving and less air pollution)
- more efficient use of existing infrastructure (e.g., it costs our government - and us as taxpayers - a lot less money, particularly in the long run, to accommodate growth through infill and redevelopment of existing areas, rather than building and maintaining all new roads, utilities, etc. for greenfield development)
- less pressure for urban sprawl at the fringes of the region (we all value that open space!)

These benefits accrue not just to Cherry Creek, but to the larger community.

Finally, the negative impacts will likely not be as dire as the neighborhood organization fears:

- There are lots of examples from within Denver and around the country where high density development has not significantly exacerbated traffic congestion, because transit, bicycling and walking are all viable alternatives for getting around, which is very much the case in Cherry Creek. (The Pinnacles at City Park is one such example.)
- The respected transportation engineering firm Felsburg, Holt & Ullevig (FHU) conducted a traffic study for the proposed development and concluded that traffic generated by the 12 story residential project would be considerably less than an 8 story hotel or office building in the same location.
- Even the FHU study likely overestimates the traffic impact, because traffic generation rates are based on typical suburban style developments where opportunities to take transit, bike or walk are very limited.
- We also have to remember to consider pedestrians and bicyclists when evaluating traffic impacts, and both of these modes benefit from higher density mixed use development, by allowing people to live closer to where they work and shop.

I hope that you will join me in supporting this project and the required rezoning, thereby helping Cherry Creek and Denver to become a more sustainable, vibrant and all-around great place to live.

Thanks for your consideration.

Jill Locantore  
 2145 E. 16th Ave  
[303-895-6376](tel:303-895-6376)

**From:** [Sean Maley](#)  
**To:** [Gleissner, Chris R. - Community Planning and Development](#)  
**Subject:** FW: Zocalo Development  
**Date:** Thursday, April 04, 2013 4:16:24 PM

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Chris – here is a supportive Zocalo email.

Thanks,  
Sean

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**From:** Peter Wall  
**Sent:** Thursday, April 04, 2013 3:59 PM  
**To:** Sean Maley  
**Subject:** FW: Zocalo Development

See below.

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**From:** [pkingsbury@dcleaners.com](mailto:pkingsbury@dcleaners.com) [<mailto:pkingsbury@dcleaners.com>]  
**Sent:** Thursday, April 04, 2013 7:37 AM  
**To:** [Jeanne.robb@denvergov.org](mailto:Jeanne.robb@denvergov.org)  
**Subject:** Zocalo Development

Dear Councilwoman Jeanne Robb:

I am writing on behalf of the Zocalo Development project at 1st Avenue and Steele Street. We are familiar with the project and because the landlord of our store is willing to work with us to insure smooth traffic flow, we believe the Zocalo Development project has the best possibility of working over other projects in the area.

If you would like to discuss this further, please do not hesitate to contact me at the telephone number listed below.

Steven D. Toltz  
President  
Dependable Cleaners and Shirt Laundry Inc.  
303-777-2673, ext. 32  
303-777-2676 (fax)

February 28, 2013

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

RE: 1<sup>st</sup> and Steele rezoning application

Dear Councilwoman Robb:

As residents of the neighborhood, my wife Charlotte and I offer our support for Zocalo Development and their proposed rezoning of the vacant, former gas station property at 1<sup>st</sup> and Steele in Cherry Creek. This prominent site is in need of redevelopment. Zocalo's reputation as Denver Business Journal *Developer of the Year* gives us confidence that their redevelopment of this site into a vibrant residential mixed-use project will introduce high-income residents, offering local Cherry Creek businesses and restaurants a needed boost. In our view, the proposed plan and its' thoughtful design and execution will also have a positive effect on real estate values in our area.

Redevelopment needs to occur at this site and, as we understand it, a residential project creates significantly less traffic than a similarly-sized office building or hotel, creating less "bad" traffic effects while creating vitality and energy for this site, in dire need of redevelopment.

Based on Community Planning and Development's apparent finding that the project is compliant, Zocalo's project seems to fit within the recently adopted Neighborhood Plan.

Thanks, Jeanne, for your stewardship of this process.

Sincerely,

Dana and Charlotte Isoline  
640 Milwaukee Street  
Denver, CO 80206

3/27/13

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

Dear Councilwoman Robb,

As a resident in the Cherry Creek East neighborhood, I would like to convey my support for the Zocalo development and rezoning at the northeast corner of 1<sup>st</sup> Ave.

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 1<sup>st</sup> 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 that reads "Jenny Gumm". The signature is written in a cursive, flowing style.

Jenny Gumm  
110 S. Garfield

**From:** [Sean Maley](#)  
**To:** [Gleissner, Chris R. - Community Planning and Development](#)  
**Subject:** FW: Support for Zocalo Development  
**Date:** Wednesday, March 27, 2013 12:56:43 PM  
**Attachments:** [image002.png](#)  
[image003.png](#)  
[image004.png](#)

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Chris – here is a support email.

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**From:** Ross Ethridge (Avison Young) [mailto:Ross.Ethridge@avisonyoung.com]  
**Sent:** Wednesday, March 27, 2013 12:14 PM  
**To:** Jeanne.robbs@denvergov.org  
**Cc:** Sean Maley  
**Subject:** Support for Zocalo Development

Jeanne,

I have been following the Zocalo development at 1<sup>st</sup> and Steele for quite a while. I was fortunate enough to attend the Neighborhood Committee Meeting when the Zocalo team first presented their traffic study and rough sketches of the outline of the building. As I sat in the room, there was one characteristic that stood out to me; I was by far the youngest person in the room. As the people from the neighborhood began emoting their feelings towards the development, I found myself quite disparaged. I was also a bit perplexed with the crowd since the average age of residents within one mile of the Cherry Creek Mall is 37. All the discussion was generated towards “inadequate” parking and the influx of traffic that would occur from the creation of this new structure, but there was no discussion on the structure’s implications for Cherry Creek moving forward for the next forty years.

Taking a closer look at the parking situation, the reality of the difference between 8 stories and 12 stories in relative to the parking situation is minimal at best. At 175 units over 12 floors you average less than 15 units a floor; 60 units over 4 floors. That’s sixty small households of mostly young professionals added for the additional four stories. If only 25% of these households walk to work, that leaves 45 households that will be commuting via vehicle. Ninety-five percent of the traffic from these household occurring between 6-9 AM and 4-8 PM. In the worst case scenario each of these households would have 2 vehicles. At 2 vehicles per 45 households that commute via vehicle, we would have 90 vehicles making an average of 180 entries and exits from the site per day. In the worst case scenario it would add *one* additional car in traffic per every *two minutes* for the additional four floors. When looking at this situation from a systemic point of view, it’s difficult to negate the simplicity of these mathematics and the irreverence of the issue.

In order to understand the *true* importance of these figures, we should take a closer look at their further implications. Sixty households at an average income of \$ 100,000 per year is \$6,000,000. Taxing that income at relatively loose number of 25%, the households are left with \$4,500,000 of spending power within Cherry Creek. If they spend only 20% of this income after tax in Cherry Creek (a safe number considering the demographic), that’s roughly \$1,000,000 per year towards Cherry Creek businesses. We must also consider the duration of this project. If this project were to stand for the next 40 years, then Cherry Creek would essentially lose \$40,000,000 of influx

if Zocalo was indeed unable to build 12 stories. This number doesn't factor inflation either.

However, for most of the people in Cherry Creek they do not consider this project as having anything other than an immediate impact. Being a young professional myself, it's a figure that has to be considered; \$40,000,000.00 versus 1 vehicle every 2 minutes.

Additionally, the first thing that comes to mind when people in Colorado think of Cherry Creek is 1<sup>st</sup> Avenue. It's the "mass" that exemplifies Cherry Creek. Development groups have been very successful in creating an aesthetic barrage of structures that complement the vibrancy and vivacity of the area; they exude style, success, and ambition, imperative criteria for a developer to consider in such a thoroughly visited area. The corner of 1st and Steele is one of the only remaining opportunities in Cherry Creek to "build for the future". Aside from the fact that it's one of the best real estate sites in all of Colorado if not the country, it is the first building people will see entering Cherry Creek on 1st from Colorado Blvd. In twenty years when the eastern side of 1<sup>st</sup> Ave. is supporting the unstoppable growth in this region, Zocalo will anchor this critical point in Cherry Creek. The site should not be diminished for future residents by building a structure that does not accommodate the spirit of Cherry Creek nor the imminent demand for the future. It should be developed to its full capacity as an *anchor* and benchmark for future development of the area. There will also be two larger structures on each side of this intersection. The middle piece(Zocalo) will set the tone for the architectural horizon of 1<sup>st</sup> Avenue rounding out Steele Street. Putting a shorter piece of the puzzle in the middle of this intersection does not support what the community deserves nor does it make sense aesthetically. This isn't only a Cherry Creek site; it's a Colorado site. Let's build this correctly for the future generations to reap the rewards of smart and sustainable development.

Lastly, if there was ever a developer to create an ancillary arm to the existing body of this community, its Zocalo Development. They have proven they can execute the vision on previous projects by supporting the pulse of the surrounding community and boosting the morale of the overall neighborhood. Solera was explicitly successful in progressing the housing for all of downtown Denver. It will come as no surprise when Cherry Creek reaps the benefits of this wonderful Zocalo development opportunity.

Also please keep in mind the demographic among young people in this area is different than that of downtown. Cherry Creek does not have the night life to attract residents hungry for a "nightly" lifestyle. What Cherry Creek does offer, however, is something Down Town does not offer; a unique urban setting to attract only a specific niche of professionals. This niche consists of the elite group of business people that aspire for something more than a party lifestyle. They aspire for success, family, and progress, all of these characteristics which Cherry Creek so passionately embodies. Cherry Creek must support these individuals so they in turn can support Cherry Creek. I am passionate about our community and the future of Denver. I volunteered to write this letter because it is in my hopes that my children can one day walk these streets with their children with an appreciation and respect for the spirit of Cherry Creek; ambition, success, and family which would be further exemplified with this wonderful project. So with this I write for not only myself, but for hundreds of young professionals within the community and the surrounding area that support whole heartedly the twelve story development by Zocalo Development.

Thank you for your time.

**Ross Ethridge**

Avison Young  
7000 E Belleview Ave.  
Suite 301  
Greenwood Village, CO 80111

**Direct: 720.508.8100 Ext. 209**

**Office: 720.508.8100**

**Cell: 662.832.7676**

[ross.ethridge@avisonyoung.com](mailto:ross.ethridge@avisonyoung.com)

Lic #FA100031492



[www.avisonyoung.com](http://www.avisonyoung.com)





March 22, 2013

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

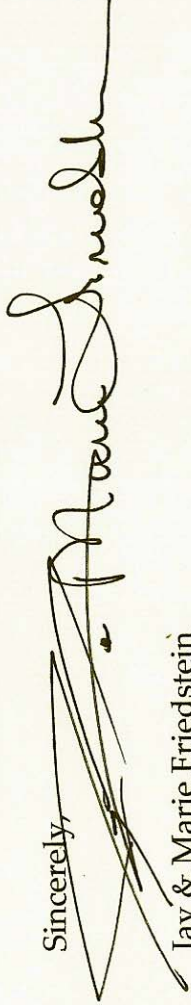
Dear Councilwoman Robb,

As a homeowner in Cherry Creek, I would like to express my support for the Zocalo project and rezoning at the northeast corner of 1<sup>st</sup> Ave.

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 1<sup>st</sup> 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 "Jay & Marie Friedstein". The signature is written in a cursive style with a large, sweeping initial "J" and "M".

Jay & Marie Friedstein  
61 Jackson St. #E  
Denver, CO 80206

**From:** [Sean Maley](#)  
**To:** [Gleissner, Chris R. - Community Planning and Development](#)  
**Subject:** FW: Support for redevelopment of 1st and Steele  
**Date:** Monday, March 25, 2013 10:18:33 AM

---

Hey Chris - here is a Zocalo support email.

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

From: Franco Tronchin [<mailto:tronchin@comcast.net>]  
Sent: Saturday, March 23, 2013 4:18 PM  
To: Jeanne - City Council Dist. #10 Robb  
Cc: Peter Wall  
Subject: Support for redevelopment of 1st and Steele

Dear Jeanne,

I am glad we finally had a chance to meet. I enjoyed chatting with you the other evening. I want to express my complete support for the Zocalo project at 1st and Steele. This project complies with the newly adopted Cherry Creek Area Plan, and it would certainly be an exciting addition and asset to the neighborhood.

Regards,  
Lisa Miller, Owner  
Pasta Pasta Pasta  
2800 E. 2nd Ave., Suite 108

**From:** [Sean Maley](#)  
**To:** [Gleissner, Chris R. - Community Planning and Development](#)  
**Subject:** FW: 1st and Steele SUPPORT  
**Date:** Friday, March 22, 2013 2:33:13 PM

---

Chris – here is a Zocalo support email.

---

**From:** Peter Wall  
**Sent:** Tuesday, March 19, 2013 11:53 AM  
**To:** David Zucker  
**Cc:** Sean Maley  
**Subject:** FW: 1st and Steele SUPPORT

FYI See Below.

---

**From:** Brad Brooks [<mailto:brad@sidfordcapital.com>]  
**Sent:** Tuesday, March 19, 2013 11:51 AM  
**To:** [jeanne.robbs@denvergov.org](mailto:jeanne.robbs@denvergov.org)  
**Subject:** 1st and Steele SUPPORT

To Whom It May Concern:

My family and I have owned commercial and residential property in Cherry Creek North since the early 1970's and continue to do so today. We currently own the commercial property directly to the east of the project I am supporting (NWC of 1<sup>st</sup> and Adams). I would like to extend my SUPPORT of the pending development at 1<sup>st</sup> and Steele Street. As you are well aware, the property has been vacant since the former gas station was demolished and the property in its current condition does nothing to help the neighborhood. There is a great opportunity to support a project that will bring in substantial new construction jobs followed by new retail and residential dwellings upon its completion.

I understand the balancing that needs to occur with the commercial and residential aspects of any successful neighborhood and I'm thankful that this project will help continue to create that successful balance that Cherry Creek North has grown accustomed.

Best Regards,

Brad Brooks  
Sidford Capital LLC  
Prime Management LLC  
[1333 W. 120th Ave., #110](#)  
[Westminster, CO 80234](#)  
P [303-255-4700](#)  
M [303-641-8020](#)

This email is intended for the sole use of the individual or entity to which it is addressed and may include information that is confidential or privileged. If you are not the intended recipient, do not copy, distribute or otherwise disseminate the message or its contents. Instead, notify the sender immediately, either by return email or by telephone at [\(303\) 641-8020](tel:3036418020), and destroy the message, attachments and all copies.

**From:** [Sean Maley](#)  
**To:** [Gleissner, Chris R. - Community Planning and Development](#)  
**Subject:** FW: copy to letter to jeanne Robb sent today  
**Date:** Friday, March 22, 2013 12:15:48 PM

---

Chris – here is a Zocalo support letter.

---

**From:** Peter Wall  
**Sent:** Friday, March 22, 2013 11:30 AM  
**To:** Sean Maley  
**Subject:** FW: copy to letter to jeanne Robb sent today

[See below.](#)

---

**From:** Bill Husted [<mailto:hustedbill@gmail.com>]  
**Sent:** Friday, March 22, 2013 11:28 AM  
**To:** Peter Wall  
**Subject:** copy of letter to jeanne Robb sent today

Dear Jeanne: It was nice seeing you last night as I have talked of you for so many years I felt we knew each other.

I am writing in support of the Zocalo project in Cherry Creek. I have been a resident in the area at 345 Fillmore for 18 years and I am happy to see some action. Except for North Creek, the neighborhood has been way too quiet and is in deep need of some attention. I know that Zocalo is in a challenging corner, but I look forward to a high end high rise of apartments which will bring new people to the neighborhood and all the excitement that comes with that. I have also heard great things about the developer David Zucker.

This is an exciting time for Cherry Creek and I am glad to be here as it enter a new phase and looks to the future.

Best regards

Bill Husted  
303-949-3675

March 20, 2013

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

RE: 1<sup>st</sup> and Steele Rezoning Application

Dear Councilwoman Robb:

As a resident of the Cherry Creek neighborhood, I offer my support for the Zocalo Development and their proposed rezoning of the vacant, former gas station property at 1<sup>st</sup> and Steele in Cherry Creek. This prominent site is too valuable to remain underutilized and it will be redeveloped in the near future. Zocalo has a solid reputation as a responsible, thoughtful developer. My experience with Zocalo gives me confidence that their redevelopment of this site into a vibrant residential mixed-use project will be consistent with the natural reinventing of Cherry Creek. It will be home to affluent neighbors who will frequent and use the businesses and restaurants of Cherry Creek.

Redevelopment needs to occur at this site and, as I understand it, a residential project creates significantly less prime time traffic than a similarly-sized office building or hotel. It will add another dimension to the vitality and energy for this site and for all of Cherry Creek.

Based on Community Planning and Development's apparent finding that the project is compliant, Zocalo's project appears to fit within the recently adopted Neighborhood Plan.

Thanks for your commitment to the city and the neighborhood.

Sincerely,



---

Rus Heise  
430 Madison St

*Robert C. Kaufman  
399 High Street  
Denver, Colorado 80218  
Cell: 303-881-0538  
Email: KaufmanRCK@gmail.com*

March 20, 2013

City Councilwoman - Jeanne Robb  
District 10  
1437 Bannock Street, Room 493  
Denver, CO 80202  
[Jeanne.Robb@ci.denver.co.us](mailto:Jeanne.Robb@ci.denver.co.us)

Dear Councilwoman Robb:

You may recall that I wrote to you a few months ago on behalf of a development project at the site of the old post office.

I am now writing on behalf of another project, this one is being developed by Zocalo Development at the corner of 1<sup>st</sup> and Steele.

I am acquainted with the developers of both projects and, as you know, I live in the Country Club neighborhood.

I take the development of Cherry Creek very seriously, I know that it is inevitable, and I want to make sure that it is done correctly.

I have looked over Zocalo's plans and have spoken with a couple of their principals.

I am confident that the Zocalo project will be first class and will have as little impact on the neighborhood as possible given the scope of the project.

As I indicated in my previous letter, if reasonable development is not permitted in Cherry Creek the developers will go elsewhere and the neighborhood will suffer.

I know you are in favor of smart development and I appreciate your favorable consideration of this project.

Sincerely,



Robert C. Kaufman

**From:** [Sean Maley](#)  
**To:** [Gleissner, Chris R. - Community Planning and Development](#)  
**Subject:** FW: Residential Project at 1st & Steele Street  
**Date:** Wednesday, March 20, 2013 10:21:53 AM

---

Chris - here is another.  
Sean

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

From: Howard Kay [<mailto:thekaycompanies@gmail.com>]  
Sent: Wednesday, March 20, 2013 10:14 AM  
To: [jeanne.rob@denvergov.org](mailto:jeanne.rob@denvergov.org)  
Subject: Residential Project at 1st & Steele Street

Councilwoman Robb: My name is Howard Kay. My wife and I live at 557 Monroe Street in Cherry Creek North (CCN). I am writing you to express my support for the Zocalo residential project at 1st & Steele Street. I support rezoning the property to C-MX-12. The residential project Zocalo has planned would have less traffic impact than an office building or hotel. Plus the new residents would be spending money in the CCN shops and restaurants during the week and weekends. I believe this is a good thing for the CCN community.

Best regards,

Howard L. Kay

Sent from my iPad



**From:** [Sean Maley](#)  
**To:** [Gleissner, Chris R. - Community Planning and Development](#)  
**Subject:** FW: Zocalo Project  
**Date:** Monday, March 18, 2013 3:21:02 PM

---

Chris - here is another.

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

From: Jourdan Block [<mailto:jourdanblock@gmail.com>]  
Sent: Monday, March 18, 2013 3:05 PM  
To: Jeanne.robbs@denvergov.org  
Cc: Peter Wall  
Subject: Zocalo Project

Hello Council Woman Robb,

I am both a home owner and business owner in Cherry Creek North and I am in full support of the Zocalo Project. I think the additional housing for high end apartments is great and will serve the community well.

I wish them the best of luck.

Thanks,  
Jourdan

--

Jourdan B. Block  
Director  
SHR Jewelry Associates, LLC  
231 Milwaukee St.  
Denver, CO 80206  
303-909-2300  
[Jourdan@steverosdal.com](mailto:Jourdan@steverosdal.com)  
[www.steverosdal.com](http://www.steverosdal.com)

**From:** [Sean Maley](#)  
**To:** [Gleissner, Chris R. - Community Planning and Development](#)  
**Subject:** FW: Support of Zocalo Project at 1st & Steele  
**Date:** Monday, March 18, 2013 2:47:01 PM

---

Hey Chris – here is another.  
Sean

---

**From:** Jordan Robbins [<mailto:JRobbins@hfflp.com>]  
**Sent:** Monday, March 18, 2013 10:31 AM  
**To:** [jeanne.robb@denvergov.org](mailto:jeanne.robb@denvergov.org)  
**Cc:** Peter Wall; [david@zocalodevelopment.com](mailto:david@zocalodevelopment.com); [chris@zocalodevelopment.com](mailto:chris@zocalodevelopment.com)  
**Subject:** Support of Zocalo Project at 1st & Steele

Jeanne:

My family has lived in Cherry Creek North for the past 10 years and I am a frequent visitor to the restaurants and retail in the area. I wanted to write you showing my **FULL SUPPORT** of Zocalo's apartment project at 1<sup>st</sup> & Steele. This vacant piece of land is a major eyesore for the entire neighborhood, including residents and retail traffic. We have an opportunity to support a great project that will bring new life-blood to this part of Cherry Creek and create a unique project on a piece of land that is currently being completely underutilized. In return, this will have a very positive affect on home values in the neighborhood and will bring consider tax revenues to the city, far in excess of what is currently being collected on this piece of land. These benefits far outweigh any negatives that the CCNNA has raised, which seems to be the case with any development within Cherry Creek. Additionally, the project will bring a very high quality tenant to the area, which in turn will prove extremely beneficial to all of the retail businesses within the Cherry Creek North area, and again create many more tax revenues for Cherry Creek and the city. Finally, I think an apartment project will cause less traffic problems than if used for a different use, as the traffic will have far fewer car trips since most of the traffic will be parked at the property for an extended period of time, rather than on a shorter hourly basis.

Zocalo is one of the most innovative and thoughtful apartment developers in the Denver metro area and again, have my **FULL SUPPORT** for this project, as I believe they will create a very unique project that will only benefit Cherry Creek.

Please contact me should you have any questions.

Thanks,

---

**Jordan Robbins**  
Director  
HFF | 1125 17<sup>th</sup> Street, Suite 2540 | Denver, CO 80202  
tel 303.515.8010 | cel 303.921.3145  
[www.hfflp.com](http://www.hfflp.com) | [jrobbins@hfflp.com](mailto:jrobbins@hfflp.com)

**From:** [Sean Maley](#)  
**To:** [Gleissner, Chris R. - Community Planning and Development](#)  
**Subject:** FW: support of 1st & Steele project  
**Date:** Monday, March 18, 2013 10:25:17 AM

---

**Hey Chris – here is another email of support.**

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**From:** Kathy Fogel [<mailto:kathyf@assuredtitleagency.com>]  
**Sent:** Monday, March 18, 2013 10:12 AM  
**To:** 'jeanne.robbs@denvergov.org'  
**Subject:** support of 1st & Steele project

Jeanne,

I live at 531 St. Paul Street and work at 44 Cook Street. I feel that Cherry Creek North needs to continue on its path of supporting new development and continue growth. In that light, I fully support the Zocelo project at NE corner of 1<sup>st</sup> and Steele.

Thank you and I hope you support this project also-



**Kathy Fogel** | Account Executive

**Assured Title Agency, LLC** | 44 Cook St., Ste 600, Denver, CO 80206 | Cherry Creek  
Mobile 303.359.4876 | Office 720.351.4405 | Fax 720.351.4411 | [kathyf@assuredtitleagency.com](mailto:kathyf@assuredtitleagency.com)  
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March 12, 2013

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

RE: 1<sup>st</sup> and Steele Rezoning Application

Dear Councilwoman Robb:

As a resident who lives and uses the North Cherry Creek commercial district on a daily basis we need more residential units in the commercial district. In the morning when I drive to my health club the commercial district feels like a ghost town. Every great core center in the county whether it be SOHO in NYC, or River North/Gold Coast in Chicago, has residents living in commercial districts and I feel adding a residential population to the commercial district will complete North Cherry Creek.

The proposed 12 story building fits within the context of the neighborhood. Cherry Creek has many mid-rises in the neighborhood and the proposed building will fit right in. For Denver to grow we need to grow vertically as we are landlocked. Smart growth and sustainable growth is about adding density in the right area and I cannot picture a better place then 1<sup>st</sup> and Steele.

I offer my support for Zocalo Development and their proposed rezoning of the vacant, former gas station property at 1<sup>st</sup> and Steele in Cherry Creek.

Thanks, Jeanne, for serving our great neighborhood and district.

Sincerely,

  
Jimmy Balafas

566 Monroe st

Denver, CO 80206

**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](mailto: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

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**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](mailto:abell@DenverRealEstate.com)>  
**Date:** January 30, 2013, 5:07:23 PM MST  
**To:** Peter Wall <[PeterW@crlassociates.com](mailto:PeterW@crlassociates.com)>  
**Subject:** FW: Zocalo Project at 1st and Steele

FYI...

*Andrea Bell*

[www.andreabellhomes.com](http://www.andreabellhomes.com)

[www.denverrealestate.com](http://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](mailto: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 1<sup>st</sup> 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 1<sup>st</sup> 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](http://www.andreabellhomes.com)

[www.denverrealestate.com](http://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**

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**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](mailto: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 1<sup>st</sup> 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 1<sup>st</sup> 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 1<sup>st</sup> 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, appearing to read "Brian Hamilton", is written over the typed name.

Brian Hamilton  
Senior Vice President

3033 East First Avenue

Suite 600

Denver, CO 80206

303-321-1880

Fax 303-322-7603

January 18, 2013

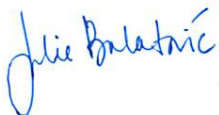
Councilwoman Jeanne Robb  
District 10  
City & County of Denver  
1437 Bannock Street, Room 493  
Denver, CO 80202

Dear Councilwoman Robb,

As the owner of Hand & Stone Massage and Facial Spa, located in Cherry Creek North at 2<sup>nd</sup> and  
Detroit, I would like to convey my strong support the Zocalo project at 1<sup>st</sup> & 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 2<sup>nd</sup> 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) [<mailto:info@cherrycreekdance.com>]  
**Sent:** Wednesday, January 23, 2013 9:53 AM  
**To:** [Jeanne.Robb@denvergov.org](mailto: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 3<sup>rd</sup> and Clayton in Cherry Creek North, we would like to express my support for the Zocalo development at the northeast corner of 1<sup>st</sup> 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. 3<sup>rd</sup> Ave.  
Denver, CO 80206  
303-399-8087

## **Gleissner, Chris R. - Community Planning and Development**

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**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 1<sup>st</sup> 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](mailto: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 Creek 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 1<sup>st</sup> 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 1<sup>st</sup> 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', with a long horizontal flourish extending to the right.

Theresa Martin

## Gleissner, Chris R. - Community Planning and Development

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**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](mailto:kyle.dalton@denvergov.org) | [Dial 3-1-1 for City Services](#)

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**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

1<sup>st</sup> & Steele

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**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](mailto: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 1<sup>st</sup> 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 I<sup>st</sup> and Steele. As a homeowner in the Cherry Creek North neighborhood, I support quality redevelopment in the Business Improvement District (BID).

The site at I<sup>st</sup> 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 I<sup>st</sup> 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



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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 1<sup>st</sup> 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 1<sup>st</sup> 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

## **Gleissner, Chris R. - Community Planning and Development**

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**From:** Sean Maley [smaley@crlassociates.com]  
**Sent:** Wednesday, February 27, 2013 3:32 PM  
**To:** Gleissner, Chris R. - Community Planning and Development  
**Subject:** FW: Proposed residential development at 1st & Steele in CCN

Chris – here is an email in support of Zocalo/1<sup>st</sup> and Steele.

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**From:** Roger Sherman  
**Sent:** Tuesday, February 26, 2013 5:36 PM  
**To:** Sean Maley  
**Subject:** FW: Proposed residential development at 1st & Steele in CCN

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**From:** [bdemaio@aol.com](mailto:bdemaio@aol.com) [<mailto:bdemaio@aol.com>]  
**Sent:** Tuesday, February 26, 2013 5:31 PM  
**To:** [Jeanne.Robb@ci.denver.co.us](mailto:Jeanne.Robb@ci.denver.co.us)  
**Subject:** Proposed residential development at 1st & Steele in CCN

Dear Councilwoman Robb,

I'm writing solely as a district 10 resident to express support for the proposed residential development at 1st Avenue and Steele Street in Cherry Creek North. Although I do not live in Cherry Creek North, I do live 8 blocks from the proposed project and often travel through the intersection on foot, by car and on bicycle. The major arguments I've heard against the project from CCN residents have centered around traffic and height concerns which I thought were satisfactorily addressed by the developer in the January meeting.

The traffic study indicated that the traffic generated by this residential project would be less than an office, hotel or retail use and was also far less than the gas station/car wash that was on the site for decades. The traffic problems noted at that intersection seem to be more of a public works and transportation issue that should, and I'm sure will be addressed with local residents in the near future.

The height/story issue I find very confusing, but thought the developer illustrated very well the height comparisons of proposed adjacent projects compared to this one and it certainly appeared in sync. The developer even projected their project against existing condo high rises and apartments a block south as it would appear from the neighborhood and this building is lower.

I believe that all parties involved in the rezoning process for Cherry Creek agree that denser development should occur along the 1st Avenue corridor and I think this project responds well to that. What appeals to me personally about this project is the residential component, the stretch of 1st Avenue between Steele Street and Colorado Boulevard are lined with bank buildings and investment firms that are dark and vacant after business hours and on weekends and the introduction of more residential buildings will do much to animate the area and encourage more pedestrian use.

To sum up, I believe that the developer has proposed a sound project that responds to the need for more density in our urban neighborhoods and has adequately addressed the major concerns of neighbors.

Thanks for the opportunity to voice my opinion,

Bill DeMaio  
734 Cook Street  
Denver, CO 80206  
(303)321-2718

January 8, 2013

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

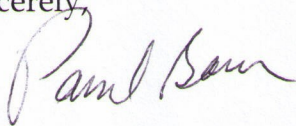
Dear Councilwoman Robb,

I would like to express my support for the proposed Zocalo development at the northeast corner of 1<sup>st</sup> 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 1<sup>st</sup> and Steele and continued thanks for the job you do.

Sincerely,

A handwritten signature in cursive script that reads "Pat Barron". The signature is written in dark ink and is positioned below the word "Sincerely,".

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 1<sup>st</sup> 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 1<sup>st</sup> 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

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**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.

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**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 1<sup>st</sup> 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 1<sup>st</sup> 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 1<sup>st</sup> 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 6<sup>th</sup> Avenue on the north, Colorado Boulevard on the east, 1<sup>st</sup> 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
- 1<sup>st</sup> 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 3<sup>rd</sup> 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 / 1<sup>st</sup> 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 1<sup>st</sup> and Steele traffic impact study attempted to consider the pending increase in traffic volume from the 1<sup>st</sup> Bank and BMC developments on 1<sup>st</sup> Avenue and the Speer / 1<sup>st</sup> 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 / 1<sup>st</sup> 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 1<sup>st</sup> 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 1<sup>st</sup> 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 2<sup>nd</sup> Avenue and pedestrian parking / sidewalk areas. As confirmed in the Felsburg study, alley traffic cannot turn left at 1<sup>st</sup> Avenue and cross the double yellow median lane striping along 1<sup>st</sup> Avenue. The traffic exiting from the BMC apartment project on the south side of 1<sup>st</sup> Avenue and Steele Street will only the safety issues related to cars exiting the north alley and attempting to turn east on 1<sup>st</sup> Avenue. Many residents and visitors will not even attempt to use the intersection or alley and will go to 2<sup>nd</sup> Avenue and St. Paul or Milwaukee to use the Speer / 1<sup>st</sup> 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 1<sup>st</sup> Avenue is NOT a section of the Speer / 1<sup>st</sup> 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 22<sup>nd</sup> 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 22<sup>nd</sup> 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 25<sup>th</sup>. 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 1<sup>st</sup> 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,

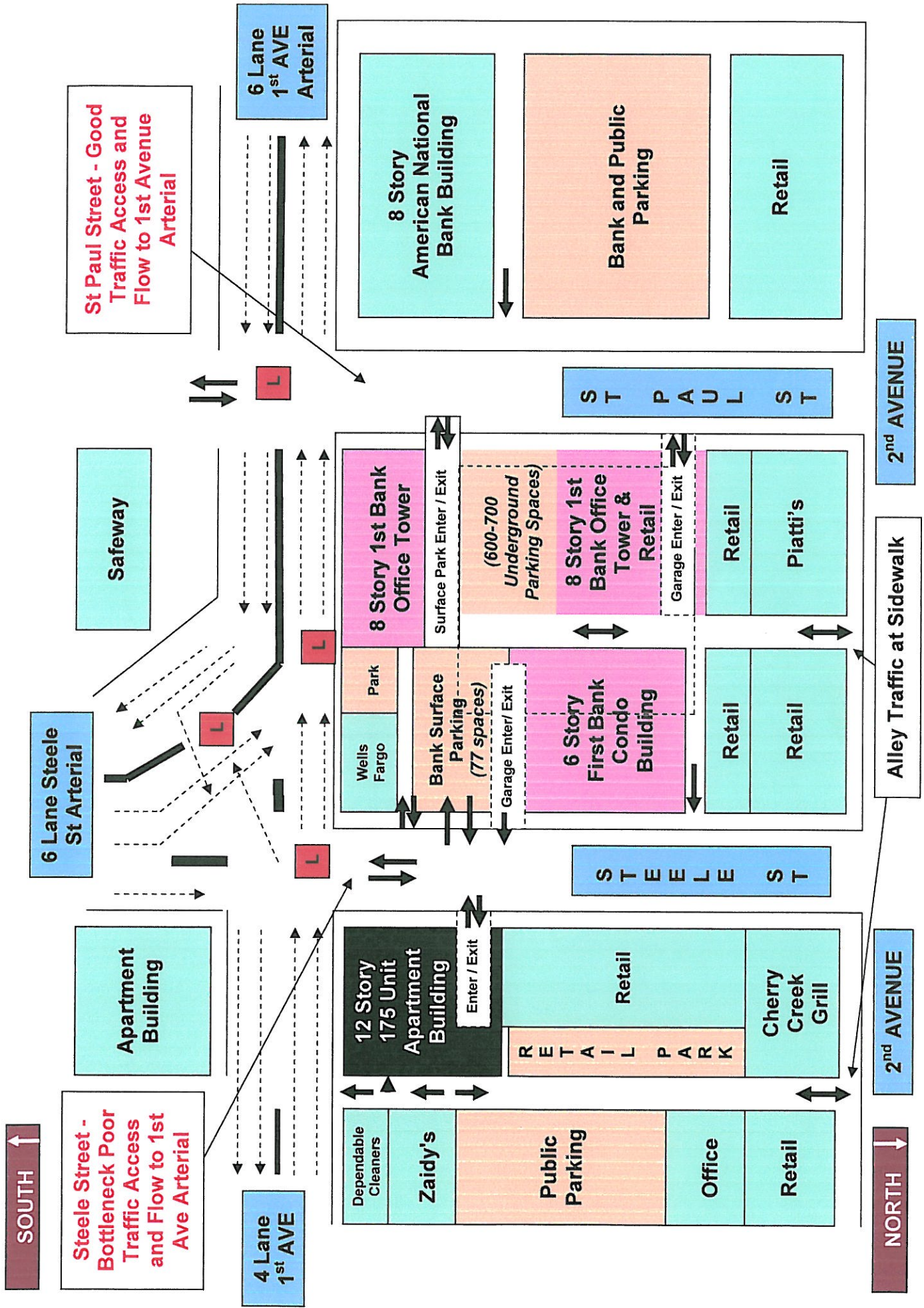


Gene Hohensee  
President  
Cherry Creek North Neighborhood Association

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

1<sup>st</sup> Avenue and Steele Traffic Bottleneck - Where Will Traffic Go?



## Attachment B

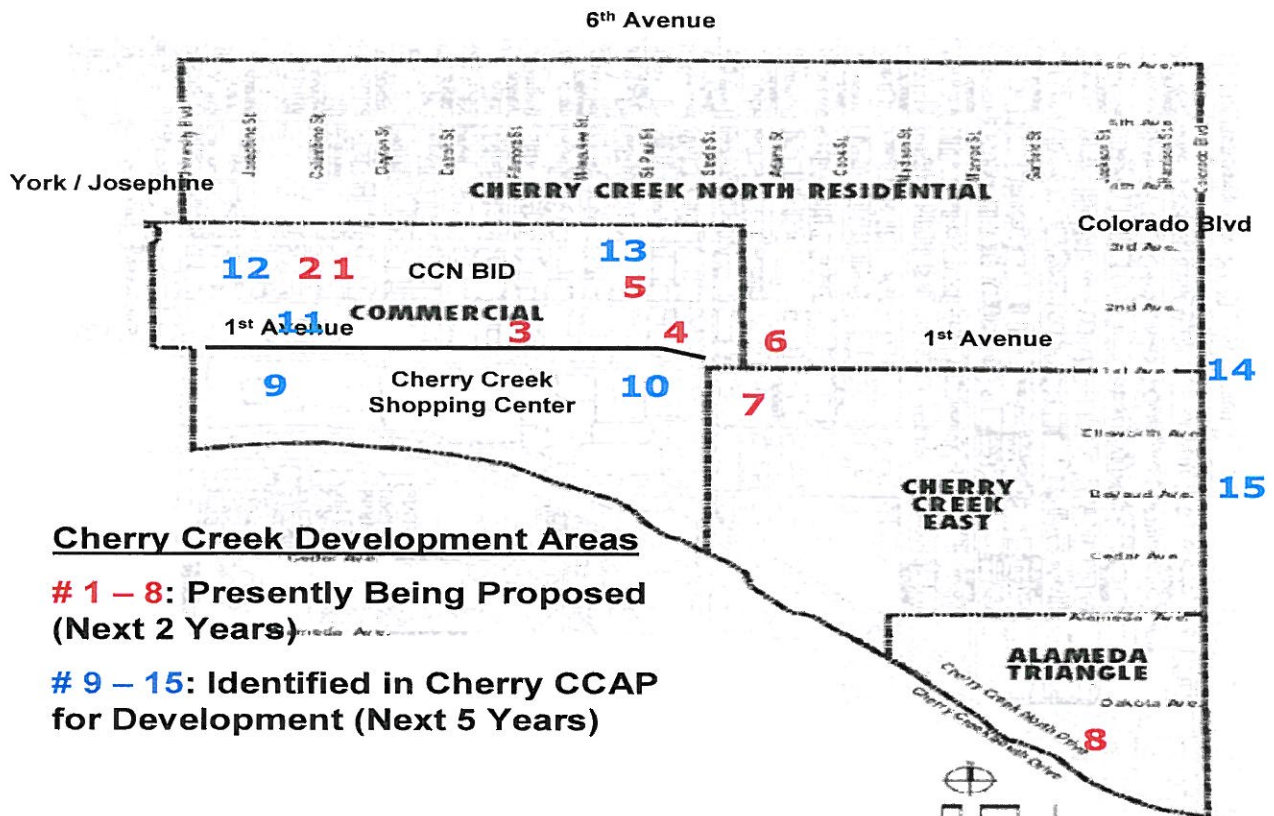
### Proposed and Identified Future Cherry Creek Development Sites

The following are approved or proposed developments.

1. Columbine Street - East Side Between 2<sup>nd</sup> and 3<sup>rd</sup> Aves – 8 Story Office; 5 – 7 story residential; 1<sup>st</sup> Floor Retail; 3.2 FAR
2. Old Post Office Site – 7 Stories; 4.5 FAR
3. Fillmore Place Apartments
4. 1<sup>st</sup> Bank (1<sup>st</sup> / St. Paul / Steele) – 8 Stories; Office and Retail; 3.3 FAR
5. Coors Foundation (St Paul / 2<sup>nd</sup>) – 4 Stories; Office
6. 1<sup>st</sup> Ave / Steele (NE Corner) – 12 Stories; 175 Apartments; 6.6 FAR
7. 1<sup>st</sup> 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 (3<sup>rd</sup> Ave / St Paul / Milwaukee)
13. East Side of Josephine between 2<sup>nd</sup> and 3<sup>rd</sup> Avenues
14. 1<sup>st</sup> 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           |                 |                   |                        |
| <b>Property Lot Size</b> |                   |                  | <b>25,704</b>     |                 |                   |                        |
| <b>Density / FAR</b>     | <b>12 Stories</b> |                  | <b>6.6</b>        |                 |                   |                        |

| 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           |
| <b>Total</b>                              | <b>169,500</b> |             | <b>212</b>    |

| 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            | <b>6.6</b>             |
| 8 Stories                          | 6               | 1                | 114,668              | 120            | <b>4.5</b>             |
| 5 Stories                          | 4               | 0                | 78,112               | 80             | <b>3.0</b>             |

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       |
| <b>12 Story 1st &amp; Steele Building</b> | <b>6.6</b> |
| 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

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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**

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**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](mailto:kaypride@aol.com)

## **Gleissner, Chris R. - Community Planning and Development**

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**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 6<sup>th</sup> 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 1<sup>st</sup> 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 1<sup>st</sup> Avenue often block westbound traffic on 1<sup>st</sup> 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, 1<sup>st</sup> Avenue intersection. And heaven forbid tenants try to turn east on 1<sup>st</sup> Avenue from the alley – accidents will become a frequent occurrence.

Finally, leaving aside the current application, the development around 1<sup>st</sup> 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

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**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](mailto:memberccnna@yahoo.com)>  
To: CCNNAmembers <[CCNNAmembers@yahoogroups.com](mailto: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](mailto:jeanne.rob主@denvergov.org)  
Planning Director, Rocky Piro [rocky.piro@denvergov.org](mailto:rocky.piro@denvergov.org)  
Senior Planner, Chris Gleissner [chris.gleissner@denvergov.org](mailto: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**

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**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

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**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

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**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>