Westminster is the next Urban Center of the Colorado Front Range. It is a vibrant, inclusive, creative, and well-connected City. People choose Westminster because it is a dynamic community with distinct neighborhoods and a resilient local economy that includes: a spectrum of jobs; diverse, integrated housing; and shopping, cultural, entertainment, and restaurant options. It embraces the outdoors and is one of the most sustainable cities in America.
The City as Master Developer

- The Importance of “Economic” Place
- Hierarchy of Functions: The Importance of a CBD
- Reinvestment, Redevelopment & Innovation: Places that last
- Talent and Capital Attraction
History of the Site as a Mall

- Major economic, place making and cultural identity of the city from the late 60’s to late 90’s
- Single largest mall in north metro area during this time period
- Mall began to decline after Flatirons Crossing
- City needed a new strategy for key intersection of US 36 & 92nd Avenue
Implementing the Strategy

• Working with the previous site owner(s)

• Necessity requires a different approach

• Facilitating development of other revenue sources: Making up for lost revenue

• Acquiring the site
A New Approach and Strategy

• City acquisition

• Search for a master developer: Shared vision?

• City takes the lead:
  • Block-by-block approach
Challenges and Approaches to City as Developer

- Support of Council
- A common vision and plan
- Acquisition and financing sources and uses
- City staff knowledge, roles, skills, responsibilities and organizational structure
- City as both land owner and land regulator
- Time
- Market perceptions
- Creating a land market
- Incentives and Assistance
- Process of negotiation, land sales and development
Acquisition and Financing

- Acquisition and Development Funding Sources:
  - General Fund dollars
  - Debt Financing (COPs)
  - Tax Increment Funding
  - General Improvement District
Outcomes - Infrastructure Update

• Pipe work 90% complete

• Westminster Blvd open from 88th to JC Penney entrance

• Xcel starting distribution lines.

• Road/Utility Project Completion – November 2016
Outcomes (Phase I)

630 Dwelling Units (680,000 sq. ft.)

200,000 sq. ft. Retail (230,000 sq. ft. Existing)

80,000 – 100,000 sq. ft. Office

TOTAL 980,000 sq. ft.

VALUE $215,000,000
Outcomes

1. C-2 Garage & Residential
2. Sherman Associates
3. Solera/Grid
4. Alamo Draft House
<table>
<thead>
<tr>
<th>#</th>
<th>KEYNOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>METAL SALES 71A METAL WALL PANEL - COLOR - DARK GRAY</td>
</tr>
<tr>
<td>2</td>
<td>HARDIE PLANK LAP SIDING - SMOOTH FW COLOR - CHESTNUT BROWN</td>
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<tr>
<td>3</td>
<td>STUCCO - SMOOTH TROWEL - LAHABRA COLOR - CRYSTAL WHITE</td>
</tr>
<tr>
<td>4</td>
<td>BRICK CLADDING - MACHINE CUT COLOR - LIGHT TONE, RUNNING BOND</td>
</tr>
<tr>
<td>5</td>
<td>METAL SALES WALL PANEL - COLOR - LIGHT GRAY</td>
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<tr>
<td>6</td>
<td>BRICK CLADDING - MACHINE CUT COLOR - MEDIUM TONE, RUNNING BOND</td>
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<tr>
<td>7</td>
<td>STUCCO - SMOOTH TROWEL - LAHABRA COLOR - MISTY</td>
</tr>
<tr>
<td>8</td>
<td>BRICK CLADDING - MACHINE CUT COLOR - DARK TONE, STACK BOND</td>
</tr>
<tr>
<td>9</td>
<td>HARDIE PLANK LAP SIDING - SMOOTH FW COLOR - MOUNTAIN SAGE</td>
</tr>
<tr>
<td>10</td>
<td>ALUMINUM RAILING SYSTEM W/ VERTICAL PICKETS</td>
</tr>
<tr>
<td>11</td>
<td>VINYL WINDOW - MILGARD OR SIM</td>
</tr>
<tr>
<td>12</td>
<td>STOREFRONT GLAZING SYSTEM</td>
</tr>
<tr>
<td>13</td>
<td>STUCCO - SMOOTH TROWEL - LAHABRA COLOR - BASALT</td>
</tr>
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<td>14</td>
<td>SOLID WOOD FACIA - MATCH &quot;Z&quot;</td>
</tr>
<tr>
<td>15</td>
<td>HARDIE PLANK LAP SIDING - SMOOTH FW COLOR - COMBLE STONE</td>
</tr>
<tr>
<td>16</td>
<td>SMOOTH FINISH CONCRETE</td>
</tr>
<tr>
<td>17</td>
<td>CABLE RAIL</td>
</tr>
</tbody>
</table>
Alamo Draft House

• Project Description
  • 8-10 theaters
  • Restaurant/outdoor seating
  • Retail & office wrap along Westminster Blvd

• Next Steps
  • Development Strategy
  • Preliminary Architectural Plan

Proposed Project, Baton Rouge, LA
Solera/Grid

- LOI – September 2015
- Purchase and Sale Agreement
  - Hancoop @ Westminster LLC
  - CC Approved 2/29
- Development
  - 6-story building
  - 100,000 to 120,000 sqft.
  - Uses (sqft.)
    - Retail, Solera Salon, Grid Collaborative
  - LEED Silver Certified
  - Parking provided by WEDA at 3.0 spaces/1,000 sqft.
Grid Collaborative Workspace
Lessons Learned

- Have a big, bold vision
- Risk is inevitable
- A complete change in thinking is sometimes necessary
- It’s okay to break some eggs in the process
- Not everyone will make it through
What Keeps Me Up at Night

• Can we maintain the vision?

• What if market conditions change?

• Do we have enough internal resources for the long run? (For the site and the rest of the city)

• How can we attract significant office development: Employment generators?
Next stop:

Westminster Station
TOD Area
Westminster Station TOD Area

• Overview
• 2016 Strategic Plan
• Key Policies
• Issues
• Next Steps
Location

Figure 1-1: Regional Location

- FasTracks Station
- Westminster Station Area
- Northwest Rail Corridor
- Phase 1 FasTracks
- Future Phases FasTracks
- Counties
- Westminster City Limits

Westminster Station Area

Scale: 0 1.25 2.5 5 Miles
Location

- 11 minutes non-stop to Union Station
- Closer than most of Denver
Specific Plan Elements

• Replicates Downtown Plan
• Complies with Strategic Plan Vision
• Walkable, Mixed Use, Vibrant
• Public Realm, Active Street, Multi Modal
• Trail Connections
• Implements several other existing plans
Existing Land Use Map
Existing Zoning Map

Figure 1-7: Existing Zoning

Legend:
- Westminster Station Area
- B-1 Business District
- C-1 Commercial District
- M-1 Industrial District
- O-1 Open District
- PUD Planned Unit Dev’t District
- R-3 Multi-family Residential
- R-1 Single-family Residential
- R-2 Two-family Residential
- R-4 Multi-family Residential
Proposed Land Use Map

Figure 2-2: Land Use Framework Plan

Refer to the Land Use Classifications matrix on page 50 for more details on each Land Use.
Proposed Character Map

Figure 2-1: Character Map

The graphics on this page and the next show example places and developments that have a similar character to what is envisioned for parts of the Station Area.
Proposed Height Map

Figure 2-4:
Height Map

Table 2-1: Intensity Standards by Land Use Classification

<table>
<thead>
<tr>
<th>Density and Intensity</th>
<th>Station Core</th>
<th>Commercial Mixed Use</th>
<th>Transitional Mixed Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum Floor Area Ratio</td>
<td>1.0 FAR to 1.5 FAR as noted on Figure 2-5</td>
<td>0.75 FAR</td>
<td>0.5 FAR</td>
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<tr>
<td>Maximum Combined Floor Area Ratio</td>
<td>2.5 FAR to 3.5 FAR as noted on Figure 2-5</td>
<td>2.0 FAR</td>
<td>1.5 FAR</td>
</tr>
<tr>
<td>Minimum Density</td>
<td>32 units/acre</td>
<td>32 units/acre (E)</td>
<td>12 units/acre</td>
</tr>
<tr>
<td>Maximum Density (in stories)</td>
<td>3 stories</td>
<td>2 stories</td>
<td>1 story for maximum 50th of floor, envelope</td>
</tr>
<tr>
<td>Maximum Building Height</td>
<td>8 stories</td>
<td>5 stories</td>
<td>3 stories</td>
</tr>
</tbody>
</table>

Notes:
- Minimum and maximum Floor Area Ratios are combined residential and non-residential uses.
- For example, a development with 10,000 square feet of commercial space, 40idential units (80,000 sq ft of residential space) on one acre would have an FAR of 3.
- (1) Residential only permitted when a minimum 0.25 FAR of commercial is provided.
- (2) A building story is defined as the space, or vertical distance, from the structural floor of one level to the building to another.

Table credit: Excerpted from the City of [City Name] Comprehensive Master Plan.
## Plan Analysis

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Project Area</td>
<td>135 acres</td>
</tr>
<tr>
<td>Westminster Station Park (area)</td>
<td>37.5 acres</td>
</tr>
<tr>
<td>Rail Corridor (area)</td>
<td>23.5 acres</td>
</tr>
<tr>
<td>Amount of Land North of Rail Corridor</td>
<td>74 acres</td>
</tr>
<tr>
<td>Amount of Land Dedicated for Right-of-way</td>
<td>16 acres</td>
</tr>
<tr>
<td>Developable Land North of Rail Corridor</td>
<td>58 acres</td>
</tr>
<tr>
<td>Station Area Population (existing)</td>
<td>618</td>
</tr>
<tr>
<td>Station Area Population (proposed)</td>
<td>2,600</td>
</tr>
<tr>
<td>Station Area Residential Units (existing)</td>
<td>314</td>
</tr>
<tr>
<td>Station Area Residential Units (proposed)</td>
<td>1,340</td>
</tr>
<tr>
<td>Number of Existing Businesses</td>
<td>56</td>
</tr>
<tr>
<td>Proposed Non-residential SF</td>
<td>651,000</td>
</tr>
<tr>
<td>Number of Jobs (existing)</td>
<td>128</td>
</tr>
<tr>
<td>Number of Jobs (proposed)</td>
<td>1,820</td>
</tr>
<tr>
<td>Maximum Height Permitted (Station Core)</td>
<td>8 stories</td>
</tr>
<tr>
<td>Minimum Height Permitted (Trans. M-U)</td>
<td>1 story</td>
</tr>
<tr>
<td>Projected Daily Train Boardings</td>
<td>795-1,195</td>
</tr>
<tr>
<td>Opening Day Parking Spaces (garage)</td>
<td>660</td>
</tr>
</tbody>
</table>
Adaptive Reuse

Examples of adaptive reuse of an industrial building in the (River North) RiNO District of Denver.

Before: Existing structure in the Station Area located on the southeast corner of 72nd Avenue and Julian Way, with potential for adaptive reuse.

Opening for urban connection.

Existing Parking.

Landscape Improvement.
Parks

• Several Existing Parks
• Trails Connection
• Create Central Park and
• Neighborhood Parks
  • Recreation Programs
  • Diversity
• Promotes Activity, Socializing and Health
• Public Art
Implementation

• Plan and Regulatory Consistency
• City-wide Coordination
• Implementation Overtime
• CIP projects
  • Infrastructure Improvements with Development
• Financing Strategies
  • Development Fees, GID, TIF
  • Public/Private Partnership
    • Adams County, RTD, WHA, ACHA, Urban Drainage
• City Investment
  • Parking Garage, Westminster Station Park
Westminster Station Park & Open Space

Three Districts:
- Environmental – pond, grasses, etc.
- Transit – access points
- Recreation – play areas, trails

37.5 acres
3 parking lots
141 spaces
Key Policies

• Property rezoning
• Amend Urban Renewal Plan
• Street Improvements
• Utility Improvements – Undergrounding Utilities
• Water Taps upgrades
• Parking Management Study – Creation of a General Improvement District (GID)
• Growth Strategy and Phasing Plan
• Wayfinding Master Plan
• Public Art Master Plan
• Parks Construction
• Ongoing Economic Development
Issues

• Right-of-way phasing/acquisition
  • To create better circulation
  • Built with Development

• Non-conforming uses and structures
  • Most existing land uses will not be included in Plan

• Changing Philosophy of Parking
  • Parking program to provide funding to construct, operate and maintain public parking
  • New mill levy
  • Operated by General Improvement District (GID), managed by City
Contact Information

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www.DowntownWestminster.us
www.WestminsterStation.us