

Design Workshop, Inc.  
Landscape Architecture  
Land Planning  
Urban Design  
Strategic Services

## Meeting Record

To: Project Advisory Group (PAG)  
From: Heather Larson – Design Workshop, Nolte  
Date: May 14, 2008  
Project Name: Cherry Creek North Capital Improvements  
Subject: Cherry Creek North PAG Meeting  
Meeting Date: May 8, 2008  
Start/End: 8:00 – 10:00am  
Location: CCN BID  
Copy To: CCN BID Staff, Capital Improvements Committee, Board of Directors, DW Central Files

Meeting  Telephone  Conference Call

---

Following are the minutes of the above referenced meeting. The following people were present: FROM DESIGN WORKSHOP: ELIOT HOYT, HEATHER LARSON. FROM NOLTE: WILL COFFIELD, ROGER MILLER. FROM COMMARTS: GARY KUSHNER, ROSS BURDEKIN. PAG MEMBERS AND EX OFFICIO MEMBERS: RANDY SCHNICKER, DOUGLAS BRUGGER, CORKY DOUGLAS, KAREN MOORE, DAVE HADSELL, JONATHAN SAIBER, LESLIE MITCHELL, DAVID PESSEL, ANNETTE WOODWARD, TAM O'NEILL, SUSAN CANTWELL, KEVIN WREDE, TONI ANDERSON, ROSELLA LOUIS.

1. Welcome (Roger Miller)
  - a. Introduced Members of the Group.
  - b. PAG project binders were distributed to the group.
  - c. Reconvened meeting from lower conference room to conference room on 3<sup>rd</sup> floor.
  - d. Reviewed the schedule of the upcoming conceptual plans and meetings.
  - e. Reiterated the mission and role of the group and objectives, guidelines and processes.
  - f. Approval of Minutes
  
2. Design Team Update (Eliot Hoyt)
  - a. We will touch back on the Core Values developed by the BID as we go through the design process.
  - b. We will be bringing preliminary ideas and looking for reactions and feedback.

## DESIGNWORKSHOP

Asheville • Aspen • Austin • Denver • Phoenix • Salt Lake City • Tahoe  
1390 Lawrence Street, Suite 200, Denver, Colorado 80204 • (tel) 303-623-5186 • (fax) 303-623-2260  
www.designworkshop.com

3. What we heard (from PAG members, the CIC, and the open house)
  - a. Density in the District
    - i. Where should it be?
    - ii. Where is it now?
    - iii. Where is there growth?
    - iv. What's going to happen in the future that will impact what we are doing now?
  - b. Parking
    - i. There have been past efforts to try to utilize the available parking spaces such as office buildings opening their parking to the public in the evening.
    - ii. Parking is an issue, but it's not a supply/demand issue. It has more to do with location, whether people can find the parking that is available, and whether they want to use the garages.
    - iii. We have data from the parking kiosks. We will map patterns of use to understand the beginning of the pedestrian journey.
  - c. Property taxes are increasing, which is painful for lease holders. Not sure we can address this issue in this process, but it is a concern we need to be aware of.
  - d. Hidden resources
    - i. What's underneath Fillmore Plaza – equipment vaults.
    - ii. Other resources hidden under ground – assets that we can use, such as the plumbing under the median at Fillmore and 3rd.
    - iii. The existing pedestrian lights can be seen as an asset.
  - e. Maintenance costs
    - i. Our process is not just improvements and the money that gets spent, but understanding the life of those improvements and what the ongoing maintenance and operations costs will be. It is in no one's interest to unreasonably burden the BID in the future.
4. Places we can affect (trying to divide efforts among these places):
  - a. Entry points
  - b. Intersections
  - c. Mid-block
  - d. Right of Way Streetscape Areas
  - e. Fillmore Plaza
5. Review of analysis diagrams
  - a. Placement of CCN in urban grid of Denver - how does Garden Art concept relate to a greater system of Denver?
    - i. The historical pattern of the Denver park and parkways plan that was created at the turn of the century surrounds the district – how can we connect to it?
      1. Includes the Cherry Creek corridor, which offers an opportunity to connect the “nature”
    - ii. Section of the site and its context (south to north):

## **DESIGNWORKSHOP**

Asheville • Aspen • Austin • Denver • Phoenix • Salt Lake City • Tahoe  
 1390 Lawrence Street, Suite 200, Denver, Colorado 80204 • (tel) 303-623-5186 • (fax) 303-623-2260  
[www.designworkshop.com](http://www.designworkshop.com)

1. Trail system & Cherry Creek – connection to nature and bicycle connection to downtown and points east
2. Mall – superblock
3. High traffic street – 1<sup>st</sup> Avenue which has been a barrier to date – is there a way to soften or change the nature of that barrier?
4. Block between 1<sup>st</sup> & 2<sup>nd</sup> – Larger buildings, more dense, typically place where national retailers have located
5. Block between 2<sup>nd</sup> & 3<sup>rd</sup> – smaller buildings, lower density, there tends to be smaller, local retailers here
6. Residential neighborhood – respect the height and density
7. Is this an accurate assessment of the District?
  - (a) Tam O’Neill said that the breakdown of where retailers are is driven by parking.
  - (b) Rosella Louis said this description is the way it is currently. We know of some big parcels that would be in the smaller scale section but they have been bought by a big developer. How do we plan for the future?
  - (c) David Pessel asked if there are other areas around the country that share similar challenges & unique aspects of Cherry Creek North?
  - (d) Gary Kushner said that the Pearl District in Portland Oregon is similar in that it has a podium concept on one block. Residential town homes have up to 3 stories on the street. In from the street there are residential towers. Buildings with lower heights would become amenities for residents. The height decreases in CCN as you get closer to the residential area.
  - (e) Karen Moore said that there are height limitations in Cherry Creek North. Developers that come in do want to get a variance to go higher. We need to work together to get something written in to influence developers not to go higher if we don’t want that.
  - (f) Leslie Mitchell said that the BID is funded by the property owners that pay the taxes. The BID supports the smaller retailers.
  - (g) Gary Kushner said that Cherry Creek North’s character attracts developers to come here, but we have to keep the things that make it a District where people want to come.
  - (h) Eliot Hoyt said that the first level of improvements will be street level improvements. The Design Guidelines will be revised as part of this process where we can put criteria in place that influences future development. Future meetings will focus on that more closely.
  - (i) Jonathan Saiber thinks Design Workshop’s section of the District is correct. What is happening between 2<sup>nd</sup> & 3<sup>rd</sup> is legislated by zoning. Cherry Creek is vital. The mall blocking access to it was tragic. Is there anything we can do to connect water access to the shopping district?
  - (j) Eliot said it may be outside of this scope, except that it could be affected with wayfinding and perhaps the emphasis on which crossings of First Ave. are “primary.”
  - (k) David Pessel said the Farmer’s Market creates a garden environment. It’s unfortunate that the venues are parking lots as opposed to green areas by the creek. People who attend the Farmer’s Market should be able to migrate easily to the rest of the shopping district.

## **DESIGNWORKSHOP**

Asheville • Aspen • Austin • Denver • Phoenix • Salt Lake City • Tahoe  
 1390 Lawrence Street, Suite 200, Denver, Colorado 80204 • (tel) 303-623-5186 • (fax) 303-623-2260  
[www.designworkshop.com](http://www.designworkshop.com)

- b. One design strategy: Treating the north-south and east-west streets in different ways and using streetscape to create perimeter identity:
  - i. Green streets along east-west streets.
  - ii. Neighborhood gardens along north-south streets.
- c. Street sections – Design Workshop showed a board with sections through various streets in the district to show the relationship between the sidewalk, buildings and parking areas.

Relationship of public to private land.

- i. The street sections show the zone of private property between the public right of way and the building face
  - ii. To what degree can we influence private land owners' behaviors to match public improvements?
    - 1. Colorado Springs has a program where neighbors and business owners help maintain garden spaces – contests for best plots, etc.
  - iii. Rosella Louis asked how the design guidelines are going to be enforced.
  - iv. Gary Kushner said we will try to phase it in over 2-3 years.
  - v. Jonathan Saiber asked what the surface material would be outside of retail locations because it has to go up to the façade of building.
  - vi. Eliot said that private uses are moving into the ROW – we need to describe what we want to happen in the public space?
  - vii. Jonathan Saiber said we want cafes and we want retailers to use public ROW appropriately – not enclose it or restrict it. Currently the district is not designed to accommodate that. There is a great opportunity here to improve that.
  - viii. Gary Kushner said that Pearl Street Mall in Boulder has great guidelines for retailers using public ROW that could be included in the new design guidelines.
  - ix. Eliot mentioned that the sidewalks currently aren't big enough – people have to walk on grass to get to retailers, but there is also value to having tree lawn space.
6. Preliminary design ideas for environmental graphics, wayfinding and lighting (Gary Kushner)
- a. How much signage and what amenities we put at each intersection & midblock is going to depend on the amount of traffic at each. Maybe we'll do some big hits at crucial locations and then in between it can be a little leaner with the impression of the upgrade.
  - b. Broke wayfinding up into drive, park, and walk.
    - i. As they drive by we need to let them know they are in this District.
      - 1. Identity features: signage, lighting, landscape, architecture that are unlike any other area in Denver.
    - ii. Where do they park? How do you let people know where parking is?
      - 1. The design team did an inventory of the public parking garages in the area and they all have different signage. We need standard identity for public parking.
        - (a) Researching signage that tells you how many spaces are available. Offers more detail than open/full signs.
          - (i) The majority of garages are run by the same company, so it would be easy to count how many spaces are available.

## DESIGNWORKSHOP

Asheville • Aspen • Austin • Denver • Phoenix • Salt Lake City • Tahoe  
 1390 Lawrence Street, Suite 200, Denver, Colorado 80204 • (tel) 303-623-5186 • (fax) 303-623-2260  
[www.designworkshop.com](http://www.designworkshop.com)

2. The parking consultant is investigating the validity of a community valet system with stations where you can drop off or pick up cars.
- iii. Walk
1. We are looking into touch screen directories which are very easy to update via computer.
  2. One idea is to have a street front office space for the BID and have a concierge service, an interactive directory projected on the glass, and a phone to make reservations at District restaurants. This would provide relief from store owners being the directories for the District.
  3. There could be smaller directories and kiosks more often throughout district (currently there are 3). The district brochure should have the same map that is on the signs to create consistency and familiarity.
  4. Directories can include how many minutes it takes to get from one place to another.
  5. We want to bring back blade signs so when people look down a street they want to go down it.
  6. Intersection ideas: seating, lighting, directories, art pieces, streets signs, banners, landscaping, enhanced cross walks.
    - (a) Materials could make cars slow down by having divots in asphalt. This is not great for cyclists but can pattern it to allow for bikes.
  7. Mid-block amenities
    - (a) Something that draws people down the street to the middle of a block. Doesn't necessarily have to be a crossing.
  8. Lighting - There is already a custom light fixture in place. 80-85% need repair (repainting, fixing bases, etc.) We are going to take a fixture to do an autopsy on so we can start to investigate what we can do with these light fixtures. Some ideas are:
    - (a) Urn with flowers on top of the current fixture and replacement for "down light" with better color temperature; use LED lights on the corners as an accent. This could have an irrigation system in the urn so maintenance doesn't need to water each planter separately.
    - (b) Decorative globe on top with a flower pot at the bottom.
    - (c) Clayton lane type head.
    - (d) Enhance globe and put it in a decorative "dish".
    - (e) Raise the base higher. A new base with slightly tapered look in a more finished stone. Rotate fixtures 45 degrees on base to reduce the visual profile.
    - (f) Adding filigree patterns or grill work in the current fixtures to give them different character.
    - (g) David Pessel suggested that the lighting fixtures incorporate signage.
    - (h) Gary Kushner said we could put small pedestrian guides in the lighting fixtures because we don't want to add more poles to the District.
    - (i) Tam O'Neill asked if we are switching to more responsible lighting that uses less energy.
    - (j) Gary said that is part of the plan in addition to color correcting. Currently there are three different light sources in each fixture and we don't need that many.

## DESIGNWORKSHOP

Asheville • Aspen • Austin • Denver • Phoenix • Salt Lake City • Tahoe  
 1390 Lawrence Street, Suite 200, Denver, Colorado 80204 • (tel) 303-623-5186 • (fax) 303-623-2260  
[www.designworkshop.com](http://www.designworkshop.com)

- (k) We also need storefront lighting to make it brighter at night. We want to try to encourage a program for store owners to leave their store & window display lights on at night.
- (l) Need to evenly distribute light throughout district.
- (m) Leslie Mitchell said we need to make sure there are still replacement fixtures available because typically once a year one or two get destroyed.
- (n) Gary Kushner said we want to get someone local to supply and fix these to reduce cost.
- (o) Brand new light fixtures could have a significant cost, impacting what else we are able to do with the capital improvements budget, so we are exploring the options for re-use.
- (p) Douglas Brugger brought up the art walking tour and asked if new public art would be part of this project.
- (q) Eliot said the team is looking at how art is handled and where art is placed. It's an important aspect of the District programming. We could create a lighting plan for art spaces, create small special places or enhance them so art can be placed there. We are thinking about how to attract people toward spaces that have art. Maybe there could be an outdoor living room with an art piece in it. The goal is to create an environment in which art is enhanced.
- (r) Douglas Brugger said that a lot of public art in the District is still owned by the artist. Many artists in Colorado would love to display their art here.
- (s) Susan Cantwell asked about tree lighting.
  - (i) Eliot said that is another level of the design. We plan to uplight some beautiful trees at night to create focal points.
- (t) Holiday lighting program: need to understand electrical requirements and create an infrastructure that supports the desired programs.

7. Feedback/Discussion:

- a. Jonathan Saiber thinks the design is going in the right direction. We need to look at fiscal responsibility. As we go through process can we evaluate incremental costs of each aspect?
- b. Gary Kushner said that is the team's intention.
- c. Kevin Wrede said the cost estimate for each element will include maintenance costs as well.
- d. Roger Miller said that by June we need to get a conceptual design that makes sense and is financially feasible. The design team will come up with ideas and then we will determine the cost allocation of what we want to incorporate.
- e. Tam O'Neill is concerned that mid-block crossings could result in a loss of parking spaces.
- f. Gary said that the parking consultant has same concern.
- g. Tam O'Neill added that people do not want to go into parking garages – they are dark and “icky.” If she could give her keys to someone who takes the car in to the garage, that would be fine.
- h. Roger noted that we need to consider security issues – or even the perception of security issues.
- i. Annette Woodward said she will do anything not to park in underground garage. It's hard to get around and it is a safety concern.

## DESIGNWORKSHOP

Asheville • Aspen • Austin • Denver • Phoenix • Salt Lake City • Tahoe  
 1390 Lawrence Street, Suite 200, Denver, Colorado 80204 • (tel) 303-623-5186 • (fax) 303-623-2260  
[www.designworkshop.com](http://www.designworkshop.com)

- j. Leslie Mitchell said it is also a signage issue – she forgets where the garages are even after being in the District for years. Also there is a question of what is public parking vs. private.
  - k. Roger Miller asked the group if the notion of valet parking is something the design team should explore.
  - l. Dave Hadsell said that at Clayton Lane they have learned that 80% of the population will not go to valet because they don't trust them. Perceived safety is what counts.
  - m. Leslie Mitchell said she hates valet parking because she doesn't like waiting.
  - n. Roger Miller said we are trying to increase the dwell time of the visitor. How far will people venture from their car? Maybe we can provide valet as an option.
  - o. Eliot brought up the difference between a permanent valet infrastructure that is built into the district, and temporary conditions where the valet companies put out a temporary station and do valet at certain times. We don't need valet because parking isn't available; It's more of a convenience factor. We need to explore who would use it and when do they come here, and then condition the valet system to that user. We need to understand who the shoppers are and what they want.
  - p. Tam O'Neill suggested doing a pilot valet program during the holidays.
  - q. Eliot said the team is also talking to valet companies to see what they would think about the system.
  - r. Kevin Wrede said that a moratorium has been set on valet companies by the City.
  - s. David Pessel asked if the team is considering one way streets with diagonal parking.
    - i. Eliot said that the traffic consultant has a memo that describes the pros and cons of one-ways and two-ways. **Eliot can distribute this to the group.**
  - t. Roger Miller said we would gain 15-20% because you can only put diagonal parking on one side of the street. East Camelback Road in Phoenix is feeling the same pressures.
  - u. Annette Woodward asked if safety has been taken into account regarding the midblock crossing idea.
  - v. Gary Kushner said the team has changed the terminology to mid-block amenity. The idea is to get something in the middle of blocks that draws people to it. It may not be a crossing. The design team is discussing the implications of mid block crossings with the city.
  - w. Rosella Louis explained that the valet idea is to have a system of valet stations where you can drop your car off in one place and pick it up another place for shopper convenience.
  - x. Leslie Mitchell said that they are working on design plan for Burger King/Hops lot. They plan to start construction a year from now. It will include ground floor retail, either office or residential above (depending on the market) and 2 levels of underground parking.
8. Ways for PAG members to communicate feedback to the team:
- a. Email
  - b. Web page
  - c. Project office
9. The next meeting will be on May 22<sup>nd</sup>
10. Next steps:
- a. Build more conceptual diagrams to look at.

## DESIGNWORKSHOP

Asheville • Aspen • Austin • Denver • Phoenix • Salt Lake City • Tahoe  
 1390 Lawrence Street, Suite 200, Denver, Colorado 80204 • (tel) 303-623-5186 • (fax) 303-623-2260  
[www.designworkshop.com](http://www.designworkshop.com)

- b. Communicate ideas in between. Try to spread the word and get feedback.

END OF NOTES

The record herein is considered to be an accurate depiction of the discussion and/or decisions made during the meeting unless written clarification is received by Design Workshop within five (5) working days upon receipt of this meeting record.

# **DESIGNWORKSHOP**

Asheville • Aspen • Austin • Denver • Phoenix • Salt Lake City • Tahoe  
1390 Lawrence Street, Suite 200, Denver, Colorado 80204 • (tel) 303-623-5186 • (fax) 303-623-2260  
[www.designworkshop.com](http://www.designworkshop.com)

COPY OF MTG AGENDA

**CHERRY CREEK NORTH BID  
Project Advisory Group (PAG) Meeting  
CCN BID Office – (Lower Conference Room)  
May 8, 2008 ( 8:00am-9:30am)**

**CCN Capital Improvements Project PAG Meeting**

Agenda:

1. Meeting Opening
  - Introduction of Members and Group. Reiterate the mission and role of the group.
  - Review of Objectives, Guidelines and Processes.
  - Distribution of PAG Binders
  - Public Meeting Recap
2. Approval of Minutes
3. Concept Design Update
  - Review of Challenges, Hopes, Fears and Don't Overlook
  - Design Goals and Narrative Principles
  - Areas of Focus
    - o Urban Design
    - o Wayfinding and graphics
    - o Lighting
    - o Parking
    - o Traffic
4. Meeting Conclusion
  - Next Steps, New Action,
  - Reminder of Upcoming Scheduled PAG Meetings:

May 22<sup>nd</sup>, 2008 8:00 – 9:30 am  
June 12<sup>th</sup>, 2008 8:00 – 9:30 am  
June 26<sup>th</sup>, 2008 8:00 – 9:30 am  
July 10<sup>th</sup>, 2008 8:00 – 9:30 am  
July 24<sup>th</sup>, 2008 8:00 – 9:30 am

PAG meetings will be held on the second and fourth Thursday of the month from 8:00 am to 9:30 am at the Cherry Creek North BID office.

# DESIGNWORKSHOP

Asheville • Aspen • Austin • Denver • Phoenix • Salt Lake City • Tahoe  
1390 Lawrence Street, Suite 200, Denver, Colorado 80204 • (tel) 303-623-5186 • (fax) 303-623-2260  
[www.designworkshop.com](http://www.designworkshop.com)