

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

## Meeting Record

To: Project Advisory Group  
From: Heather Larson – Design Workshop  
Nolte  
Date: May 23, 2008  
Project Name: Cherry Creek North Capital  
Improvements  
Subject: Cherry Creek North PAG Meeting  
Meeting Date: May 22, 2008  
Start/End: 8:00 – 9:30am  
Location: CCN BID  
Copy To: CCN BID Staff

Meeting  Telephone  Conference Call

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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. PAG MEMBERS: DANI STERN, RANDY SCHNICKER, DOUGLAS BRUGGER, CORKY DOUGLAS, DAVE HADSELL, JONATHAN SAIBER, LESLIE MITCHELL, TAM O'NEILL, KAREN MOORE, AND SUSAN CANTWELL. EX OFFICIO MEMBERS : JULIE BENDER, KEVIN WREDE, ROSELLA LOUIS, TONI ANDERSON, AND CHRISTINA BRICKLEY.

### Action Items are in Bold.

1. Meeting Opening (Will Coffield – Nolte)
  - a. Review of PAG Guidelines
    - i. Reminder that consistent attendance of PAG members is important to the process.
    - ii. Timeframe: still pushing toward June for conceptual design.
  - b. The meeting minutes from 5/8/2008 were approved.
2. Concept Design Updates (Eliot Hoyt – Design Workshop)
  - a. Want to make sure we are focusing on the right key elements and get feedback from the PAG on the approach we are taking.
  - b. The project team will meet with the Capital Improvements Committee (CIC) on June 5<sup>th</sup>.
  - c. Review of the draft problem statement/dilemma (attached.) Major points are:
    - i. Something about parking that is not working for a number of people.
      1. People do not know where garages are or do not want to go into them.

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- (i) People do not know what is public vs. what is private.
  - 2. There is a customer group who want more convenient parking.
    - (a) Need to define aspects of visitors to the District to determine whose needs we are trying to meet.
  - ii. Conditions of sidewalks & tree lawns
    - 1. Nolte is going to document with photography and get a baseline to determine what needs to be fixed.
  - iii. Aspects of lighting are not satisfactory, but there are some good features of the existing lighting system.
  - iv. How to activate long blocks because stores in the middle don't get as much traffic.
    - 1. Drive foot traffic to the middle of the block.
    - 2. Improve wayfinding and identity (directory.)
  - v. Desire to share customers from Mall.
    - 1. We want to use the good relationship with the Mall to the District's advantage.
  - vi. 1<sup>st</sup> Avenue is a barrier.
  - vii. Need to understand events and programming.
- d. Discussion:
1. Douglas liked the idea brought up at the April 24<sup>th</sup> PAG meeting: get them here, park them, and get them walking through the District to increase dwell time.
  2. Eliot said we can address that with the design and that increasing dwell time should be part of the project thesis to address the project dilemma.
  3. Dani agreed that even if they don't know what they're looking for, get them into the District to discover new places and spend disposable income. J W Marriott guests cross to the Mall by Nordstrom's. The Marriott will drive people over to the Mall if they need assistance or the weather is bad.
  4. Tam said the parking garages are underutilized, so instead of throwing money at a valet system what about free parking in garages (with validation by stores)? Make the resource that people don't like as much less costly to increase demand.
  5. Eliot said it goes back to informing people of their options. People don't even know how much it costs to park in the garage until they get up the ramp.
  6. Tam said there is also anxiety of getting a ticket at the kiosks that causes shoppers not to stay long enough to purchase anything.
  7. Leslie agrees with Tam and Eliot's point to reduce anxiety of parking and increase information to the customer.
  8. Eliot asked Tam if her customers would use a parking garage (with validated parking) since they are not nearby her store.
  9. Tam doesn't know, but people used to use Tattered Cover garage and walk -- it was often full -- and people will park in the Mall and walk over because it is free.
  10. Rosella asked if valet parking is an expensive option to the District or to the consumer.

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11. Eliot said if you work with a valet company & they're located where they want to be, they'll take on the responsibility. If we tell them where to be and they don't think they'll get the traffic they want, they'll charge the District to be there. The design team is exploring what makes it beneficial to them, who would pay for it, etc.
12. Rosella asked if all of the parking garages are privately owned.
13. Christina answered that all garages and ½ of the valet stations are managed by Standard Parking. The BID has a proposal coming from Standard Parking.
14. Rosella asked how often the valet stations get used now.
15. Christina answered that their main business is in the evenings between 6:00 & 10:00pm – mainly restaurant driven.
16. Dani said that valet is expensive for the operator. Either the BID takes the costs & insurance or the outside vending company incurs labor, liability, insurance, and staffing costs. They're going to charge a lot because their overhead is so high. Marriott runs its own valet. People use it to shop and go to restaurants. There are a lot of regulars who use it. 90% is restaurant and guest related. The other 10% are coming to buy furniture, etc.
17. Jonathan said that public circulator transportation hasn't been discussed yet, but he hopes it's inevitable. Maybe we can't do it in this process, but he hopes we can factor it into the design. Parking structures might function better if people know circulator comes by every 5-7 minutes. With the Cook's Mart building in potential redevelopment, we should recognize the potential of adding public parking in a garage at that location in the district.
18. Rosella asked what if we think about environmentally-conscious solutions, such as NEVs – personal electric "carts".
19. Eliot said it could become part of the identity and incorporate a renewable energy strategy.
20. Rosella said there was a program a few years ago if you purchased a NEV you got to take it off your taxes.
21. Douglas said it might be an interesting way to partner with the shopping center and asked what happened to the Bee Line.
22. Christina the bus route still exists, but it's not a special dedicated bus any more.
23. Douglas said that no one in the community used it or knew what it was for.
24. Dani said that based on a recent survey conducted by Marriott, customers are willing to pay more for Green. It's something that should be incorporated. People are going to select hotels, restaurants, shops, and locations based on the carbon footprint.
25. Rosella sees that now in the products that customers select and the next generation is very sensitive to it.
26. Jonathan said the district already has features that make it sustainable. We have an opportunity to diminish transportation, because people are going to be living in this community and walking to the stores. The parking kiosks have photovoltaic cells on top and other signage and lighting systems could do the same. We need to have better organized trash receptacles for recycling, and retailers could give out recyclable shopping bags.
27. Eliot said Design Workshop has looked into projects that offer preferred parking for alternative fuel vehicles.

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28. Leslie suggested playing up the location – you don't have to drive – everything you need is here.
  29. Eliot included encouraging bicycle traffic with bike racks and making it easy to get on Cherry Creek Bike Trail and easy to get from Downtown to Cherry Creek North
  30. Rosella mentioned the pedi-cab rides during holidays. They are also available during Films on Fillmore.
- e. **PAG members will read through the problem statement and send back thoughts on whether the design team has captured the correct tone and key elements.**
- f. Programming and Events Discussion
- i. There are two types of programming:
    1. Events programmed and owned by BID
    2. Events that happen in partnership with other entities which have the greatest capacity for retention
  - ii. Critical success factors for event locations are:
    1. Size and character of the space
    2. Right location
    3. Appropriate to the season/multiple season use
    4. Storage
    5. Lighting and power
    6. Coordination with business owners – places for people to go after the event if they want to wander through the District.
    7. Public restrooms
    8. Load in/load out – (one factor in farmers' market is lack of space for trucks.)
    9. Parking easily accessible (or valet)
  - iii. Marketing/events philosophy (Christina Brickley – BID):
    1. BID is trying to take a fresh look on events. Cherry Creek North needs 4 solid signature events/year supplemented by 3 promotions/month (Colorado shops for kids, spa day, etc), plus 10-15 store events (anniversaries, visiting artists, etc.) We need layers of activity.
    2. Current big events in Cherry Creek North are:
      - (a) Cherry Creek Arts Festival
      - (b) Films of Fillmore
      - (c) Cherry Creek Sneak
      - (d) Sidewalk Sale
      - (e) Gallery Walk
    3. Looking at new events:
      - (a) Something in the first quarter
      - (b) Something during the holiday Season

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- (c) Something in the summer in order to build on the busiest season
- 4. We need more spaces around the District to circulate events so not everything is on Fillmore Plaza.
  - (a) Starting to try smaller regular events like outdoor yoga session on plaza by 299 Milwaukee.
- 5. Skating rink during the holiday season
  - (a) Christina loves it and it is good publicity, the press likes to cover it and to get holiday pictures of kids having fun, but she is not sure if the cost equals the benefits to the district. Other areas are doing skating rinks, the mall might start one - what else can we do better?
  - (b) Eliot asked if the skating rink is part of Cherry Creek North's identity.
  - (c) Tam said it is one of the warm/fuzzy things the District does. It offsets the negative feelings about parking.
  - (d) Leslie said it brings in a lot of publicity, humanizes and tones down the District, and makes it more approachable and accessible.
  - (e) Rosella said it's a feel-good, traditional community element. The district can offer a rink outdoors (unlike the mall).
  - (f) Christina said it's expensive to cover the staff, water, and Zamboni. Sponsorship money covers 1/3 of expenses. The skate and rental fees cover some of the cost, but \$200,000 comes from the marketing budget. It's also very clunky and awkward for the businesses around it. Do we want to make the infrastructure permanent?
  - (g) The rink serves about 5,500 people over 5 weeks.
  - (h) Jonathan thinks it's in the wrong place. We might want to push it as close to 2<sup>nd</sup> Avenue as possible.
  - (i) Christina added that it becomes very active - people will sit around the edges and watch.
  - (j) Jonathan suggested considering incorporating the skating rink into the design of Fillmore Plaza.
  - (k) Eliot said we can look at cost/implications as we look at design for the plaza. We want minimal sight line impacts for stores, best location.
  - (l) Dani asked if we can we research if it's a value-add for customers.
  - (m) Christina said that exit surveys have been conducted at the rink and the value proposition was the family experience where one parent shopped and one went to the ice rink with the kids. It's also good for bringing people in from out of town – it's a non-commercial place to go for the holidays.
  - (n) Rosella asked what the transitional look of the ice rink would be in the off-season.
  - (o) Eliot said the chillers are below ground so the ground surface can be changed out. It would be hardscape surface on top for other seasons. **Eliot will get examples of similar areas to share.**
  - (p) Tam asked what the cost of the rink, including maintenance, would be.
- 6. Fillmore Plaza and other event/activity ideas

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- (a) Douglas thinks we've never seen the vitality of Fillmore Plaza. All you see is Saks at the end of it. He thinks it should be more park-like and more like Pearl Street in Boulder. It can be so much more than a skating rink during the holidays.
  - (b) Tam suggested bringing outdoor art exhibits to Fillmore Plaza.
  - (c) Julie said the BID is talking to the Museum of Outdoor Art (MOA) about a 5-year program. The design team can possibly incorporate permanent sculpture spaces for art into the design.
  - (d) Dave said we need a place like the breakfast play place in the Mall – it's active every hour of every day.
  - (e) Leslie said she went there with her kids all the time – one parent can shop, one is there with the kids. Now that her kids are older she doesn't go to the Mall as much.
  - (f) Dave thinks kids and parents need to be addressed in the summer, not just in the winter with a rink.
  - (g) Eliot said one thing that is often proposed is a pop jet fountain. Some retailers feel it's disruptive and don't want kids outside their stores. Where should we be attractive kids in the district?
  - (h) Tam spoke with a repair man for pop jets at the science museum who said that parts & maintenance are expensive and that there are potential health hazards. We have the fountain on Milwaukee for fountain experience – why replicate it? She would say no water features. It's also not "green."
  - (i) Rosella said that water is a magnet though.
  - (j) Eliot said you could do a play area without water and not have as much maintenance.
  - (k) Dani said the Marriott runs a kid program and a dog program that bring a lot of people in. They put out dog treats and water bowls for anyone to use. It gets people walking by. Dani has a 5-year old – if a place is not friendly to kids, he doesn't go there. We want to give people a sense of belonging – inclusion vs. exclusion.
  - (l) Eliot reiterated the importance of recognizing dog owners as part of the customer base, plus with more residential going in, there will be more dog owners. We need to plan landscaping to be dog-friendly and have dog-friendly patios (places to tether dog while going in stores/coffee shops.)
  - (m) Rosella added pick-up bags for dog owners.
7. Fashion events
- (a) Can we consider an event that relates to the clothing stores? Maybe a fashion event located closer to 3<sup>rd</sup> Avenue.
  - (b) Eliot referenced the fashion events held at Bryant Park in New York during Fashion Week.
8. Performing Arts
- (a) The performing arts aren't represented in the District except for one dance studio (1,000 students) currently in the Cook's Mart building– it's going to be difficult to keep them in the District.
  - (b) Are there opportunities to have performing arts events outdoors in the district?

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- (c) Eliot mentioned that the zoo often incorporates performance pieces during their special event weekends.
9. Other:
- (a) Corky asked if there has been an effort to do a weekly or monthly district-wide retail and restaurant event driven by an incentive such as free parking or discounts given at restaurants and stores.
  - (b) Julie said there have been more category related efforts such as restaurant week, spa week, etc.
  - (c) Jonathan asked if we can change the hours of paid parking. The kiosks were to prevent employees from parking on the street and most employees leave by 5pm – they currently take money until 7pm.
  - (d) Tam thinks it's a revenue issue – the city is not willing to reduce amount of revenue coming in from kiosks, because a certain cash flow was factored into their budgets.
  - (e) Leslie had always been told that there is a certain amount of revenue that can't be adjusted but agrees it should be addressed again. She asked if they are sharing information on enforcement revenue.
  - (f) Kevin said only on a city-wide basis.
  - (g) Eliot asked if it would be helpful to extend the time you can park from 3 hours to 4.
  - (h) Kevin doesn't think that is as much of an issue except for store owners. People usually only put in an hour (don't put in the max – 3 hours.) In terms of enforcement, the BID has been working with the city to reach an understanding of what the focus should be – at first it was just making sure people had paid to park, now they give out tickets for distance from curb, cracked windshields, etc..
  - (i) Douglas said it's tough for business owners to pay for employee parking in the Whole Foods garage when there is open parking spaces on the street (in residential areas).
  - (j) Kevin said we need to address the residential permit parking situation as well.
- g. Questions from Eliot:
- i. Does the idea of stores coordinating with events seem feasible? Is the reason they don't do it now that they don't think they'll get enough foot traffic?
    - 1. Leslie said it's got to be everyone because if only one store on a block stays open, it doesn't work. If we had one night where stores stayed open until 9 or 10 and restaurants offered a discount, people would come out.
    - 2. Dave thinks it's hard to engrain in people's heads what one night a week stores are open later. Would a better lighting program make it possible for stores to stay open till 8? Do store owners want to stay later?
    - 3. Karen said the nights she has stayed open no one has come in (to purchase) so she has mixed feelings about it. She would have to hire another sales person.
    - 4. Douglas's store stays open Thursday nights until 8:00 and it works because people need to come in after work.
    - 5. Leslie said that in Westwood, CA outside of LA stores are open until 10pm and it is bustling. State Street in Madison, WI is the same. On Prospect in LaJolla all galleries and restaurants are open late. In Amsterdam – Thursday night is shopping night.

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6. Rosella said that when her store did Thursday nights they didn't get foot traffic so it didn't make sense to be there.
7. Leslie thinks we have to get word out and be patient.
8. Julie thinks we should focus on better night time lighting, then reconsider this.
9. Kevin said it's hard to envision better lighting with all of the stores closed. Store lighting would help.
10. Jonathan's retailers are open every night until 8. He will ask what kind of business they get at night.
11. Dave said it pays during holiday time and in other Districts people are out later.
12. Karen suggested on that one night/week there could be special events going on such as music, pedicabs, hot dog vendors – create visible activity on every street.
13. Eliot suggested coordinating with Films on Fillmore. It could be a joint publicity effort. Lighting is also a major factor. Right now there's a question of how far you can go to the perimeter of the District - need a clear edge or you feel like you might "fall off the edge of the earth."
14. Dani works for a hotel on a plaza in Kansas City that gets a lot of foot traffic. The activity in front of the hotel and the lights help to activate the place.
15. Clayton Lane seems more active at night because of the lights and the hotel.
16. Karen brought up the challenge that so many blocks have service businesses which wouldn't stay open late such as banks, dentists, and real estate offices.
17. Jonathan said that the zoning actually doesn't allow for office uses at ground level – frontages are supposed to be retail use. The zoning ordinance is being rewritten at this time. It's not the DAB's responsibility to decide which uses go in, but it could be something to start monitoring.
18. Karen said it creates pockets of dead spaces.
19. Douglas said the geography of where a business is in Cherry Creek North makes a big difference.
20. Eliot said the design team is doing a hard and soft analysis to understand which parts of the District are undergoing change. It will impact what is happening and will allow us to coordinate with those changes.

### 3. Meeting Conclusion

#### a. Homework assignment for PAG members:

- i. What places in the District do you think are special, small places that we could enhance and factor into our design? **Design Workshop will send out the small, special places diagram electronically to help PAG members with this task. Email your ideas to hlarrison@designworkshop.com.**
- ii. **Eliot will send an email survey with some questions directed at understanding where the priorities for resources should be.**

#### b. Next steps, new actions

- i. The next PAG meeting will be on June 12<sup>th</sup>. The design team will bring concept alternatives.
- ii. PAG members should keep conveying information back to constituents and bringing their input to the meetings.

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c. Reminder of Upcoming Scheduled PAG Meetings:

- i. June 12<sup>th</sup>
- ii. June 26<sup>th</sup>
- iii. July 10<sup>th</sup>
- iv. July 24<sup>th</sup>

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

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.

ATTACHMENTS

*Problem Statement/Dilemma*

In the last twenty years, the Business Improvement District at Cherry Creek North has grown and evolved from a purely retail district with local businesses and a neighborhood feel into a mixed-use area including office, hospitality and residential development. Part of that transformation has included a diversification of the retail tenants to include national firms. And, with the growth of the district, the original customer base has expanded from the neighborhood and the metropolitan area to a nation-wide – and, increasingly, international – clientele. However, the District's physical infrastructure, including the condition of the sidewalks, tree lawns and other public spaces, as well as the district-wide pedestrian light poles and signage, are in poor condition and out of date. There is a perception of parking being inconvenient for a critical segment of the customer base. The district has several popular events it hosts throughout the year, and it needs to ensure that it has the capacity to continue to hold them, and possibly expand its program offerings.

How can we apply the funds that have been authorized by the BID to fix what is broken, improve what is already there and lift the quality of the whole district to a new level? How do we catch up with 20 years of transformation to the district without changing what makes this place special? And how do we provide the context for the next 20 years of growth and success?

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