

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

Meeting Record

To: CCN Team, BID, PAG
From: Heather Larson
Date: December 11, 2008
Project Name: Cherry Creek North
Project #: 4346
Subject: PAG Meeting
Meeting Date: December 11, 2008
Start/End: 8:00 - 10:00am
Location: CCN BID
Copy To: DW Central Files

Meeting Telephone Conference Call

Following are the minutes of the above referenced meeting. The following people were present: FROM CCN BID: JULIE BENDER AND KEVIN WREDE. FROM NOLTE: WILL COFFIELD AND DICK MARSHALL. FROM DESIGN WORKSHOP: ELIOT HOYT AND HEATHER LARSON. FROM COMMARTS: ROSS BURDEKIN. PAG MEMBERS: JONATHAN SAIBER, RANDY SCHNICKER, DAVE HADSELL, DAVID PESSEL, DOUGLAS BRUGGER, CORKY DOUGLAS, AND ANNETTE WOODWARD. CIC MEMBER: ROSELLA LOUIS.

Items in **bold** print indicate what action is required, who will perform the action and the deadline to complete action.

1. Welcome (Dick Marshall)
 - a) Dick will be joining Nolte to help with the program management of the project.
 - b) Purpose of meeting today is to bring PAG members up to date. The CIC has approved the preliminary design and launched the design team into the Final Design phase (equivalent to Design Development). The Final Design phase will be followed by the Construction Documentation phase. The process is still open for design refinement.
2. Design Updates – Review of areas that have evolved (Eliot Hoyt)
 - a) Directories (Ross Burdekin):
 - i. Orientation and locations are designed to move people through the district.
 - ii. There is one design – all tenants listed with name, address, phone and grid coordinate.
 - iii. The map contains landmarks help people orient themselves within the district.
 - iv. CommArts studied the font size – all is 13 to 20 point font.
 - v. Still looking into materials that will be used for directory.

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- vi. Sheet with the directory can be replaced several times a year.
 - vii. Side pocket for brochures – spring loaded so you can put a large quantity and don't have to refill as often.
 - viii. Top section will also be changeable for when the District wants to update the logo or design.
 - ix. Back side can have advertising or event notifications. Also spoke to the CIC about having block-specific identification on the back.
 - x. Right now the text is organized by type of store like the brochure. We may want to organize stores geographically on the directories. The design team would like input on this. If you're on a certain block it would be a good way to know what's further down the block – promote exploration.
 - xi. Location within intersection will be outside of the primary circulation zone. People can step off the sidewalk onto a hardscape area to look at the directory.
 - xii. Discussion:
 - (1) Dave Hadsell: We should orient them with North being up. Phone numbers just muddies up presentation – it's an overload of information.
 - (a) Ross: We are studying whether to do a "North up" orientation or always have it the way you're facing ("heads up").
 - (b) Eliot: The flip side is if they have a cell phone and can't find a store, they can call.
 - (2) Jonathan: I like that this is vertical, but the information goes from 30" to 84". Would horizontal make it easier to read (have more stores closer to eye level)?
 - (a) Eliot: We did have it horizontal, but the project team decided vertical was better. Vertical makes it easier to find. Horizontal can get lost. We can shrink the reading zone if we get rid of some of the information. We can aim for one line per entity.
 - (3) Jonathan: Will it be illuminated?
 - (a) Ross: The top piece would be illuminated (contains the logo and the "I"). But the map & listings will not be backlit. It would boost the cost to do an illuminated box.
 - (b) Eliot: They will be located near corners, so a light source will be near it. **DW will study it to make sure they can be seen at night.**
 - (4) Douglas: I like the backside being block specific.
 - (5) Dick: For the logo effort, the District has authorized the redesign of the District's logo so we can incorporate current thinking into this design. The outcome will show up in all of these elements.
- b) Triangle Park
- i. Clean up plantings. Higher shrubs to cover electrical boxes.
 - ii. Pots to signal where you would cross and to tie it back to the rest of the District.
 - iii. There is an identity piece there now. There needs to be something that signals the District.
 - iv. New home for the Cougar statue – two possible locations.
 - (1) David P: We could put the Cougar on 6th Avenue or 8th Avenue to remind people to turn and come into the District.
 - v. Dick: This park falls outside of the capital improvements budget because it is a City controlled property. We will not move forward with this primary design effort; we just wanted to have

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DW take a look at it and give it a concept. We have put in a request to the City to help with upgrade & maintenance.

c) Event streets:

- i. Design Workshop met with the Arts Festival and rental companies that do tent rentals/set-up to ask how they would program spaces. We want to put physical infrastructure in place that can be configured for different events.
 - (1) Anchor points installed for tent tie-backs.
 - (2) Mid-block has double banner system to rig up banners for particular event.
 - (3) Additional power at mid-block.
 - (4) Quick-connect hose connection.
- ii. Event streets are: Clayton, Detroit, Fillmore, and Milwaukee – between Second and Third. An individual street could be shut down to have a small fair or festival (similar to what they do on Larimer Street.) This will increase flexibility, expand program calendar, and bring in outside events.
- iii. Douglas: It's nice to bounce the events off of Fillmore to give other areas of the district exposure.
- iv. Julie: The idea of this was to elevate the role of events in the district and to drive more pedestrian traffic to the District. It's a Town Center kind of concept.
- v. David P: Could also host smaller events in the SSPs.

d) Fillmore Plaza:

- i. Upper Fillmore Street is an extension of the plaza.
- ii. DW was asked to think about First Avenue & Second Avenue entrances to the park:
 - (1) First Avenue – takes traffic into consideration; bigger, monumental entry into the plaza.
 - (2) Second Avenue – more hardscape. Moveable planters to create vegetation that could go away for events to accommodate a stage on the back of a trailer (for example). (There is also the opportunity to do performances in the center area.)
- iii. DW has worked with owners on either side of the plaza to understand retailers' needs.
- iv. Planters have become smaller to allow for better cross traffic.
- v. Sightlines have been improved.
- vi. Even-spacing of trees with benches underneath:
 - (1) Honey locust species that are more visually permeable, limb up nicely, creates dappled shade.
 - (2) Exploring benches with teak wood strips that create curvilinear lines – interesting, comfortable.
 - (3) Slats of wood – debris washes off easily (birds).
- vii. Waist-height hedges.
- viii. Netlon Turf System – reinforced soil so you can drive a fire truck on it.
- ix. Plaza has flexibility of spaces to expand its potential uses.
- x. Central element
 - (1) Will create dappled shade and be a visual icon to draw you into the space;

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- (2) Simple, classical form inspired by groin vaults;
- (3) DW has budgeted for custom cover for full shade or full rain protection;
- (4) Can uplift so at night it will have a visual presence. CIC member recommended building LED string of lights into the structure;
- (5) Design will be further developed in the next phase;
- (6) The height allows for clear sight lines the full length of the plaza;
- (7) Space underneath can be programmed with tables and chairs, could have performance space, put a bar in that space, distinct space for an event. Simple, flexible, easily programmed;
- (8) Wood floor (ipe) – DW has done research on other places that have used ipe outdoors and have had good outcomes:
 - (a) Parker: outdoor bridges – snow plows drive over them;
 - (b) Red Rocks: tested on top few rows and have decided to install ipe for all rows;
 - (c) Restaurant in Evergreen: used on a outdoor deck, recently added more;
 - (d) We have good data on how it performs in this application and in this climate.
- (9) The structure will have clearance for emergency vehicles. Wood decking will be engineered so it can take a truck. We have data on the Netlon grass structure and a video testimonial from the fire department of Carlsbad, California. DW will still need to meet with fire department here.

xi. Water element – low, no splash, will create ambient noise.

xii. Discussion:

- (1) Randy: What about the median North of Third?
 - (a) Eliot: We're not changing that median. It's nice with the artwork there, so we didn't see any reason to change it.
- (2) Jonathan: Have we pursued any options for space or storage below the plaza?
 - (a) Eliot: The current vaults are where the electrical grids & plumbing are. We looked at putting electrical down there. The feeling is that it's risky to put electrical below ground since it floods.
 - (b) Kevin: It's still open to discussion but we don't have electrical people to crawl down there- BID staff have to go down there.
 - (c) Jonathan: Is it possible to work with North Creek – is there volume under the plaza that District can use for storage or parking?
 - (d) Will: The cost for subsurface construction with the plaza above is prohibitive.
 - (e) Eliot: To drive a truck over it, you'd have to build a parking garage strength structure.
 - (f) Jonathan: We did that with our parking structure – it's not that expensive.
 - (g) Randy: What needs does the district have in regards to storage?
 - (i) Kevin: The District is currently renting storage space.
 - (ii) Eliot: We are open to exploring ideas.
 - (h) Dave: What's the purpose of the canopy structure?

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- (i) Eliot: From a design perspective, having an iconic element in the middle draws your eye, breaks the space up, gives a rhythm to it. There is a benefit to having shade in the area – people gravitate to a place where they can sit under shade. Acts as a cocoon to draw people in and increase the life of the plaza.
 - (ii) Dave: I'm not 100% sure about 30 foot high canopy, shade is never going to be over the area due to the height and angles that we have in our climate.
 - (iii) Eliot: We've done studies and the shade does move around, but that doesn't negate strength of it. We're proposing moveable tables and chairs. It will create shade in that realm. Stores on the plaza help take care of space. The BID may own the furniture – as it does now.
 - (iv) Dave: As a focal point I'm in favor of it, but does the fire truck need to get under there? Do you lose the hominess of the space with that height? Could you have it 10 feet lower?
 - (v) Eliot: We need to fine-tune the height during next design phase. The height was also designed for clearer sight lines. (Tables with umbrellas block sight lines as opposed to this canopy structure.)
 - (vi) Randy thinks it's possible that the fire truck needing to drive through could be negotiable – may be able to access the plaza from both sides without having to pass through completely.
- (i) Dick: You can see in these perspectives that tree selection is so important.
 - (i) Eliot: We've been talking to contract growers to get trees that can be limbed up at installation so there is no long grow-in process.
 - (ii) Rosella: We need to be careful not to get a straight pointy kind of tree. The airy softness is important. Somewhere in between so you get sight lines below them, but residents have worked hard to get the junipers out of the District.
 - (iii) Eliot: Honey locusts can be limbed up high and the leaves are visually transparent.
 - (iv) Rosella: There are a lot of proposed new trees.
 - (v) Eliot: It's around 150 – we need to work with the City Forester. We're going to support Greenprint Denver's efforts.
 - (vi) Corky: One thing to consider with Honey Locusts is what it will cost the district to keep it clean. They are the messiest tree in the universe. They drop pods in the Spring and a lot of leaves in the Fall.
 - 1. Eliot: there are non-fruiting varieties (i.e. no pods)
- e) Operations & Maintenance
 - i. Julie: The BID is looking very closely at O & M budget. We're looking for quality materials and ease of maintenance.
- f) Small, Special Places
 - i. Principles: Each will have a floor, ceiling, garden aspect, seating, lighting, and ornament/art.
 - ii. For each, DW looked at current site assets and proposed character/improvements.
 - iii. We have to work within the public right-of-way. At times there is potential for it to move into the private realm, but these are mostly focused in the public right-of-way.
 - iv. A few SSP designs were presented to express the character of them:

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- (1) B1: Opportunity for paving; comfortable benches; low shrubs.
 - (2) B2: Courtyard; existing patio; opportunity to create vertical sculpture element
 - (a) This space is more eminent for redevelopment than others. Set hierarchy or priority to those that will stay.
 - (b) PAG members should look through the packet and let us know of areas where they see potential problems.
 - (3) B3: Living room; hang out space; bright colors
 - (4) B4: Sandstone materials; vertical plantings; casual seating
 - (5) B5: Playful seating; more hardscape
- v. Importance of SSPs:
- (1) Addresses Core Values of Vitality and Authenticity to make sure we reinforce the uniqueness of CCN;
 - (2) Leverages opportunity for private property owners to participate:
 - (a) Dick: It's an opportunity for the City to step up and make parallel improvements and to get private business owners to contribute to the same quality of improvements we are doing.
 - (3) Eliot: It also addresses the vitality of the District. Spreading money evenly across 16 blocks would mean the improvements get diluted. With basic improvements and these focused, dramatic areas, it's a much more interesting experience - makes people want to explore the district more. Also creates recognizable identity (i.e., "turn at the blue, funky chair".)
 - (4) Rosella: Would you put these on the map?
 - (a) Eliot: You could have a walking tour of Small, Special Places.
 - (5) Rosella: With all of the art pieces we currently have, is there any thought of incorporating them into the SSPs?
 - (a) Eliot: We don't have any plans to put SSPs around existing art. There are opportunities in SSPs to add art elements to enhance the program.
 - (6) Rosella: We should leverage opportunities for artists to have their work on display here. People might donate a piece just to have it displayed in the District.
 - (7) Jonathan: There is a predominance of imminent potential redevelopment of private property adjacent to these SSPs. It seems like you have found these spots because of what the existing condition is. How do you forecast what to do when the site is going to change, thereby eliminating some SSPs?
 - (a) Eliot: We mapped out places we knew were going to change and didn't put SSPs there. We know the District is not static and is constantly changing. The "couch" becomes the bench on the street and whatever the surrounding use is won't matter. If it's an office, employees can take their break there. If it's a residence people can read the paper. SSPs are places where people can linger, rest, and get something different out of the district. It doesn't become irrelevant if the use across from it changes.
 - (b) Rosella: The flip side is that as the precedent is set, new development can live up to that and create SSPs within their development.
 - (c) Eliot: We can also incorporate these into the design guidelines.

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3. Upcoming Meetings

- a) There may not be a January PAG meeting, because there may not be enough new information at that time. Nolte will let everyone know.

4. Other

- a) David P: Budget allocation should be driven by business' priorities.
- b) Eliot: It's a good point. Everything is currently budgeted in. With this group we identified issues, questions, and priorities at the beginning of the process. It's tricky to allocate percentages of a budget based on priorities. In some cases, we can allocate some of the budget to address a top priority without spending a lot of money.
- c) Kevin: The priorities that have been identified are: outdoor lighting, signage and wayfinding, and creating elements that make people want to stay and shop. We created goals for the project and held open houses. The BID has done its research to create the priorities list.
- d) Eliot: The end goals and values had been carefully vetted by the BID when the design team started this process. Having feedback from board members and the PAG and open houses has helped. The staff of the BID has been out talking to people. It's a good process that is happening here – we're communicating, getting feedback, judging the feedback, and incorporating it.
- e) Dick: There has been a consistent cost estimate process going on throughout the process.

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.

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