

Design Workshop, Inc.
Landscape Architecture
Land Planning
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Strategic Services

Meeting Record

To: CCN Team, BID, PAG
From: Heather Larson
Date: February 25, 2009
Project Name: Cherry Creek North
Project #: 4346
Subject: PAG Meeting
Meeting Date: February 19, 2009
Start/End: 8:00 - 9:30am
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, KEVIN WREDE, CHRISTINA BRICKLEY. FROM NOLTE: DICK MARSHALL. FROM DESIGN WORKSHOP: ELIOT HOYT AND HEATHER LARSON. FROM COMMARTS: GARY KUSHNER, MARK JASIN. PAG MEMBERS: JONATHAN SAIBER, RANDY SCHNICKER, DAVE HADSELL, DAVID PESSEL, LESLIE MITCHELL, SUSAN CANTWELL, DOUGLAS BRUGGER, TAM O'NEILL, MIKE CASE AND ANNETTE WOODWARD.

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) Introduction of Mike Case – new member of the committee – General Manager of JW hotel.
 - b) The 50% level of final design (design development) was where most decisions were made. DW is about to submit the 90% package for the BID to review. We will present those materials to the board on 3/18, the steering committee that evening, and at the public open house on 3/19. At that point we hope to have clear direction on finalizing the project.
 - c) Our efforts on this project will coincide with some other projects:
 - i. The street improvement project on the west end of the district (repaving from 6th to 1st on University/York/Josephine.)
 - ii. There is also a large storm drain pipe being planned. The City is issuing the RFP for these.
 - iii. We are also reaching out to the City for other potential improvements - streets, curb & gutter. We should make progress in the next month or so to see if that is a possibility.
 - iv. Third from Steele to Colorado is also expected to be repaved.

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- (1) Kevin: They did all of the North-South streets last year.
- d) The meeting record from the December 11th PAG meeting was approved.
2. Design Intro (Eliot Hoyt)
- a) Design development progression:
- i. Review of signage program/banner pole program and locations
 - ii. Directory development
 - iii. SSPs (now known as Art & Garden Places)
 - iv. Paving Systems
3. Review of signage program/banner pole program and locations (Gary Kushner)
- a) Primary identity signs:
- i. No longer going with a low monument sign at First & University. We didn't have the room due to private property boundary, and it starts to conflict with site triangles of intersections.
 - ii. Decided at the February CIC meeting to have a larger, pole-mounted sign with the major identity at First & University. It will say Cherry Creek North along with the new logo.
 - iii. This idea is in the development process now.
- b) There will be smaller identity signs on University & Third, Steele & First, and Steele & Third.
- c) Around the perimeter, cross streets will have banners that identify the street names since the streets are part of the district identity. This will also help with wayfinding.
- d) At midblock amenity points, there will be banner poles with armature stretching across the street so when there are special events, they can have special banners stretched overhead between Second and Third. Steele between First and Second is also included.
- i. Banners will be seasonal so there are always banners up [except the midblock cross-street banners, those will only be up for events).
- e) We will indicate on the directory and throughout the district where public parking is located using the international parking symbol – a **P** in a blue circle that says "Public Parking."
- f) Light poles will be the same family as the banner poles. Some will have planters on them. Banner poles have capacity to have a light on them so banner pole and light pole locations won't conflict.
4. Directories (Gary Kushner)
- a) Directories will be vertical, perpendicular to the flow of traffic, but off the main thoroughfare of the sidewalk (on a step-off pad.)
 - b) The directory will include color coding, a map coordinate grid system using the first two letters of each street name and the numbered streets. The color of the street will also be shown on street name banner.
 - c) There will be a directory at every intersection.
 - d) Directories will be oriented "heads up" and always north.
 - e) The address will be listed next to the store name.
 - f) The same map will be used in the brochure. There will be pockets on the side of the directories to hold the brochures. Every merchant will be listed alphabetically by name and category in the brochure.

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- g) The header of the directory will be illuminated with a small **I** for “information.”
 - h) The directory list will be printed 3-4 times a year as tenants are updated. The map will be a separate print out so that the tenant list can be updated without updating the map.
 - i) There is a “you are here sticker” and a sliding scale at the top that tells you what street you are on.
 - j) The case is a glass cabinet that is illuminated with efficient LED downlights that give an even wash down the directory.
5. Discussion on the directories and signage:
- a) David P: The text that says what street you are on should move down the map so it is directly over the street you are on.
 - b) Jonathan: I think it can get lost if you move the street name text to a different location for every directory. I like the consistency of having the text in the same place, but maybe make the arrow that points to the street red. Can we get rid of the street signs to avoid cluttering the intersections with signs?
 - i. **Randy: I would have to check on that.**
 - ii. Eliot: We made the profile of the street sign smaller. You’re going to need the stop sign anyway, so the street sign can be attached to the same pole as the stop sign. We tried to be as minimal as possible to reduce pole pollution.
 - iii. Gary: The smaller street signs will also have the corner of color on them.
 - c) Tam: The abbreviations for the street signs are not very intuitive. I couldn’t figure out what it means. I didn’t get it by just looking at it.
 - i. **Gary: We will try three letters.**
 - d) Christina: We talked about using a prototype of this map before it is finalized to let people use it and make tweaks if needed.
 - e) Dave H: There are so many different ways to use it, I almost wonder if they’re fighting each other and you’re getting confused – colors, letters, etc. Testing it out on unknowing suspects would be great.
 - f) Julie: What I like about the general concept is that for the first time it looks like a district.
 - g) Kevin: And it helps brand the streets.
 - h) Leslie: I agree – I like it, but I think the 2 letters is confusing. For ST you think St. Paul, but that is Steele. Or they look like state abbreviations. CO is Colorado, FL is Florida. I think 3 letters would help.
 - i) Gary: There is also a walking metric on the bottom – a scale that says how many minutes it will take you to walk from point A to point B. This will encourage people to walk.
 - j) Dave P: I saw a very effective version of that – it showed how long it took to get across the entire district.
 - k) Christina: I’ve been thinking about how I would use this with different people. There are at least four different ways to tell someone how to get to a store.
 - l) Dave P: We should have a smaller version of the map that store owners could hand out. When people ask where a store is, you put a dot on it and hand it to them.
 - i. Gary: this map will be used in the brochures
 - m) Douglas: Do the smart meters mean that people can move anywhere around the district?

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- i. Eliot: No. The new system does not allow that, because there is no ticket in the window.
- n) Gary: The map will also be up at the exits of parking garages.
- o) Gary: The bottom of the light poles will have a stout base cover – cast steel or aluminum with a porcelain enamel finish – they are going to be a lot tougher. We are going with one leg instead of two on the poles which will be easier to clean around. The same treatment will be applied to all poles. There will still be lpe wood on each pole.
- p) Randy: Midblock locations are not exactly mid-block. How did you decide on those?
 - i. Gary: Sometimes there was a driveway or it didn't make sense due to curb cuts, trees, or existing conditions, so we moved them.
- q) Gary: For another identity element, on Fillmore Plaza there are two major planters that face the mall. There will be space for "Cherry Creek North" and whatever logo we come up with.
- r) Kevin: I just want to make it clear that we are no longer looking at the large, grounded monument signs, so now we are just looking at doing large vertical banners as the primary identity.
- s) Dave P: Are we getting additional signage on Sixth?
 - i. Eliot: We did get permission to get additional signs on Colorado Boulevard. They will be trail blazer signs that are part of the City's family of signs.
 - ii. **Randy will check on Sixth Avenue with the City policy makers.**
- t) The color of the poles is a charcoal gray. We are still working on how to touch up/maintain them. There are two possible finishes:
 - i. Automotive enamel – tough paint, easy to touch up.
 - ii. Powder coating finish that you can touch up in the field with a heat gun.
 - (1) Maintenance would be performed by District staff.
- u) Christina: The back sides of the directories are open so we can put posters for district events and can always have promotional components there.
 - i. Gary: And if nothing is in there, it won't look like an empty cabinet. The background will be a color or pattern so it looks finished. You could also put a map/directory of artists for the Cherry Creek Arts Festival.
 - ii. Eliot: Or the other side could be used by just the businesses of that block.
- v) Julie: There are only 3 directories in the district today. We are going from 3 to 23 directories.
- w) Douglas: It really is shaping into looking like a district. The info kiosk is very exciting.
- x) Eliot: If people walk down First, they will see a directory. There is no directory in front of JW because they have a concierge directing people. There could be one outside of the parking garage there if needed.
- y) Dick: How many lights are mounted to banner poles as opposed to just a light pole?
 - i. Eliot: The mid-blocks always have light poles on banner poles. There aren't a whole lot of others. They are mostly along First where the big identity poles are.
 - ii. Dick: Do you lose consistency by not having light on its own pole marching down the street?
 - iii. Eliot: It's in places where you won't notice, such as on the edge of First Ave. Ped light poles get lost in that environment, but we will take a look and see.
- z) Tam: The plants mounted on the pole seem like a maintenance nightmare.

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- i. Eliot: It's selectively done. You can have evergreens in there that aren't watered in the winter or holiday themed plantings.
 - (1) Tam: That's a lot of maintenance.
 - (a) Eliot: It is and we factored that into the maintenance budget and we have quick connect hoses.
 - (b) Kevin: Those need to be watered every day.
 - (c) Eliot: We have that factored into the budget right now. The planters can be removed if they are not working out. We have them at the midblocks and on Fillmore. The idea is this is a garden art district and this is a garden element. Larimer Square does it and it has a huge impact on the character of that street. We dialed it back so it wasn't in the whole district. The signal we had received is that selectively it would make it a higher-end district.
 - (d) Dick: If you decide to keep them, there are also techniques that make them easier to maintain if you pay attention to those details ahead of time.
 - (e) Kevin: We are also working with a maintenance company to determine how they are going to secure those because people steal those hanging plants.
 - (f) Annette: I agree that we need to decide if that's a commitment we're going to make. If plants start looking bad, it's worse than not having them at all.
 - (g) Eliot: It wouldn't be a big impact to take them away if needed because they are an add-on to the banner pole.
 - (h) Dick: One thing we are doing is making sure that all of these improvements are maintainable and within the budget.
 - (i) Kevin: The big pots along the perimeter have irrigation systems within them.
6. Art & Garden Places - formerly Small Special Places (Eliot Hoyt)
- a) 23 locations
 - i. We relocated one in front of Saks Gallery and one up to Third from Fillmore since there was a lot going on there.
 - b) Elements:
 - i. Floor treatment is different – as you're walking down the sidewalk there will be a change of paving material in many cases.
 - ii. Seating
 - iii. Different level of planting that happens in these areas.
 - iv. Opportunities for adding specialty lighting where needed.
 - v. Some will have art.
 - c) We established a matrix that shows what goes in each Art & Garden Place. We can't have an infinite range of materials, so we've identified the following:
 - i. 3 different paving systems:
 - (1) Stone (sandstone)
 - (2) Brick paver (same as Fillmore)
 - (3) Concrete paver – long, linear, durable, interesting texture
 - ii. Seating:

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- (1) A little bit more variety, but still a suite to pick from ranging from lounge, standard seating, stone cut to be a seat, to café like seating.
- (2) Set up so they can be anchored to the ground and add variety to what is happening.

iii. Plantings

- (1) Some in containers, some in ground
- (2) Variety to add height

iv. Tree grates

- (1) Need to replace some of the existing tree grates.
- (2) We will put a new tree grate in Art & Garden Places that have a tree.
- (3) There is the possibility of including the logo in custom tree grates.
- (4) Dave P: Why not make them the color of the street they are on?
 - (a) Kevin: It might look like Disneyland.
 - (b) Eliot: I haven't seen them in color, usually they are just metal.
 - (c) Gary: There may be insets we can include.
 - (d) Kevin: It won't be consistent throughout the district; these will just be in a few locations. We're going to be surrounding the new trees with planters rather than tree grates.

v. Lighting

- (1) Will add accents to Art & Garden Places.
- (2) We have been working with the lighting designer to find exterior, durable, long-lasting lights.
- (3) Some come in interesting forms, like pendant lights to create a room-like atmosphere.
- (4) LED holiday lights might be possible in one or two places.
- (5) Uplighting of trees in some locations to accent a tree, line of bamboo, etc.
- (6) Family of LED lights that can be embedded in pavements. Long lasting, sealed. To add a dash of something to catch attention, draw you into a space.
- (7) Gary: One thing we are trying to do is once all of these amenities are in, hopefully stores will want to stay open later, so the district is activated until 9:30 or 10:00.
- (8) Eliot: Trying to create a nighttime strolling experience.

7. Discussion on Art & Garden Places:

- a) Jonathan: In some instances I think this is the weakest part of the design. I live within the district. It isn't the idea of the Art & Garden Places; it's where they're located. There are some of these anticipated for areas that really will be redeveloped soon. These will not survive redevelopment. They will be taken out. We need to look carefully at the specific locations. If you really believe that it is a good location, maybe the installation isn't in the first phase. You take this kind of accommodation and put it in the tree lawn or public space of a bar where there are already calls to police for fights and noise violations – you're allowing that to grow and get worse. Some of them I think are so wrong. Why isn't there one in front of Show of Hands? That is a natural place for one. Not in terms of built improvement but in terms of location.

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- i. Kevin: Plush has been a difficult location to grow anything so they saw it as an opportunity to get something in front of that building. It's a difficult spot, which is one of the reasons that we were looking at putting one there.
 - ii. Eliot: I don't know if this will encourage or discourage those people. We did make a pass at the schematic level on places we thought would be redeveloped in the short term. The problem of trying to determine where there is going to be redevelopment is that we don't know when it is going to happen. We can talk about places that have been sold or have talked about developing but how long do you wait and what's the cut off criteria of when that's happening? We see that it's a potential conflict, but we felt that you can't hold off forever.
 - iii. Jonathon: I see maybe three locations that are at risk.
 - iv. Dick: If we could get with you separately and discuss those, that would be good because we don't want to spend money that is going to be wasted.
 - v. Kevin: We tried to spread them equally across the district. We tried to incorporate them around green boxes to cover up eyesores.
 - vi. Tam: Maybe we could have a whole portfolio of suggestions for a developer so we could say this is what we want to see here – pick one.
 - vii. Gary: The Design Guidelines will set the fabric of the district – they have to abide by certain criteria.
 - viii. Jonathon: Those comments say that maybe some of this will be left to private developers and should be left out of this effort. Can we encourage developers to do these and not put it on the burden of the district?
 - ix. Eliot: We could table a number of them or put them into a handbook, but is there a critical mass of these that we need to have? The idea is that this is a layer of the design that is going to add authenticity and diversity. Is there a minimum number we would want to get built in this effort so it's not a random thing? There were 30; we trimmed it down to 23. It could be trimmed down again. Everyone should think about what would feel like enough.
 - x. Dick: We are trying to meet with developers where planning is currently going on and help leverage district money with what is going to be spent on the development anyway. Is there a way to help spread the district budget by them paying for things they have to pay for anyway?
- b) Jonathan: Are bicycle racks anywhere in the concept?
- i. Eliot: Yes we have put additional bike racks in the plans to supplement the ones that are already on private land.
 - ii. Kevin: We need to get an idea of the deployment. We need to see it as single sheet. We have the ability to move the hitching posts that people use for bikes.
- c) Douglas: If these Art & Garden Places go forward, what's the art part of it? Where does the current art in the district go?
- i. Eliot: For existing art in the district there is the walking tour plan. There are two pieces in Fillmore Plaza that we talked about relocating: The kids to the Milwaukee Fountain and the Cougar to the park in the middle of University and Josephine.
 - ii. Kevin: We have the ability to move art pieces that are on corners to places where you can sit or incorporate them into the SSPs.
 - iii. Eliot: Some pieces need to be reset like the ones in front of what was Cook's Mart. There are a couple of situations where we can improve the existing location. There are a few we might move to another place and there is an opportunity to add new elements. We need to talk

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about how that happens and the selection of pieces. We've drawn in opportunities, but that's a bigger discussion about how to do those.

- d) Annette: I think the SSPs are so important. They are what make the district unique. I don't want to see it put on the back burner.
8. Wrap-Up (Dick Marshall)
- a) We will talk about Fillmore Plaza next time.
 - b) Upcoming meetings:
 - i. Open House – March 19th – 8:30-10:00am – Lower level conference room.
 - ii. Next PAG meeting is April 19th 8:00am.
 - c) Please forward any comments you have to Kevin Wrede or Dick Marshall.
 - d) Dave P: Are any decisions of any type imminent before we meet again?
 - i. Dick: We will be evaluating the design with the CIC, the district and the board in March. The goal is to keep project on track.
 - ii. Dave P: Please send an email if you need feedback on an issue.

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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