Brief Overview of SWD’s History and Goals
Ryan Tefertiller

Realizing the Experience Downtown Master Plan
Susan Edmondson / Sarah Humbargar

SW Downtown Vision and Master Plan Framework
Jeff Finn

Project Element Updates
US Olympic Museum
Susan Edmondson
District Parking Structure
Greg Warnke
Bridge, Streets, Funding Update
Kathleen Krager

Introduction to the proposed districts
Urban Renewal Plan
Jeff Finn
Special Financing Districts
Carl Schueler

Economic Impact of implemented vision
Bob Cope & Dirk Draper

Next Steps
Bob Cope
“...to create a society that matches our scenery.”

MAYOR JOHN SUTHERS
An “Olympicized” city is one that strives for and achieves excellence across all sectors, elevating the quality of life for ALL.
Southwest Downtown
What has been accomplished?
Southwest Downtown

What has been accomplished?
Southwest Downtown
What has been accomplished?
Southwest Downtown
What has been accomplished?
Southwest Downtown

What planning has occurred over the last 20+ years?

- 1971 The Downtown Plan
- 1992 Downtown Action Plan
- 1998 Springs Community Improvements Program (SCIP)
- 2001 Confluence Park Master Plan
- 2001 SW Downtown Urban Renewal Plan
- 2007 Imagine Downtown Plan of Development
- 2009 Imagine Downtown Master Plan & Form Based Code
- 2012 ULI Panel Study for Downtown Colorado Springs
- 2013 City for Champions
- 2016 Experience Downtown Master Plan
<table>
<thead>
<tr>
<th>Year</th>
<th>Plan Description</th>
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<tbody>
<tr>
<td>1971</td>
<td>The Downtown Plan</td>
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<tr>
<td>1992</td>
<td>Downtown Action Plan</td>
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<tr>
<td>1998</td>
<td>Springs Community Improvements Program (SCIP)</td>
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<tr>
<td>2016</td>
<td>Experience Downtown Master Plan</td>
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</table>
Revitalization of Southwest Downtown key to achieving the Experience Downtown Plan of Development

Goals:

1. Economic and Cultural Heart of the Region
2. Diverse and Inclusive Place to Live, Integrated with Adjacent Neighborhoods
3. Celebrating and Connecting with Outdoor Recreation and Exceptional Natural Setting
4. A Place for Healthy and Active Lifestyles
5. A Walkable and Bike-Friendly Center Connected through Safe and Accessible Multi-Modal Networks
6. A Leader in Innovative Urban Design and Sustainability
7. Offering an Unbelievable Visitor Experience
8. A Place for Inspiration, Honoring History and Facing the Future
Revitalization of Southwest Downtown key to achieving the Experience Downtown Master Plan

Identified as a “Catalytic Development Site” with critical catalytic elements including:

- US Olympic Museum
- Pedestrian Bridge Connecting to America the Beautiful Park and the Legacy Loop
- Plaza and Pedestrian focused streetscape infrastructure, suited for frequent community celebrations of large and small scales
- High density mixed use development
- Multi-modal connectivity infrastructure and access to rail
Southwest Downtown
Master Plan Framework and Vision
Vision for SW Downtown

Extend the energy and mission of the US Olympic Museum into Downtown
Vision for SW Downtown

Extend the energy and mission of the US Olympic Museum into Downtown

New Urban Neighborhood Focused on Health, Wellness and the Outdoors / Great Place to Live, Work, Stay and Play
Vision for SW Downtown

Extend the energy and mission of the US Olympic Museum into Downtown

New Urban Neighborhood Focused on Health, Wellness and the Outdoors / Great Place to Live, Work, Stay and Play

Unique, Vibrant, Memorable and Functional Public Spaces
Vision for SW Downtown

Extend the energy and mission of the US Olympic Museum into Downtown

**New Urban Neighborhood** Focused on Health, Wellness and the Outdoors / Great Place to Live, Work, Stay and Play

Unique, Vibrant, Memorable and Functional **Public Spaces**

Connect the America the Beautiful Park to the Downtown and Downtown to the Park
Vision for SW Downtown

Extend the energy and mission of the US Olympic Museum into Downtown

New Urban Neighborhood Focused on Health, Wellness and the Outdoors / Great Place to Live, Work, Stay and Play

Unique, Vibrant, Memorable and Functional Public Spaces

Connect the America the Beautiful Park to the Downtown and Downtown to the Park

Provide an economic-stimulating environment where significant downtown investment
Achievable Development Plan for the next 20 years

5.2M SF of Mixed-Use Urban Development

- 4,500 Residential Units
- 750,000 SF of New Office Space
- 150,000 SF of Retail / Restaurant Spaces
- 500 Hotel Rooms
Achievable Development Plan for the next 20 years

5.2M SF of Mixed-Use Urban Development
- 4,500 Residential Units
- 750,000 SF of New Office Space
- 150,000 SF of Retail / Restaurant Spaces
- 500 Hotel Rooms

Estimated $1.8B new development / 4 phases

Phase 1 development begins 2018
1 United States Olympic Museum (USOM)
2 USOM Cafe
3 USOM Olympic Plaza
4 Bridge to America the Beautiful Park
5 Champion’s Boulevard
6 Champion’s Plaza
7 Bike Station + Visitor Kiosk
8 Rooftop Greenhouses
9 Hotel + Condo Tower
10 Office Tower
11 Urban Residential Buildings
12 Interior Block Courtyards
13 Pikes Peak Center
14 County Parking Garage
1 United States Olympic Museum (USOM)
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13 Pikes Peak Center
14 County Parking Garage
### Phase 1 Development - Concept Architectural Plans

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>TARGET GSF</th>
<th>MASSING GSF</th>
<th>NO. OF FLOORS</th>
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<tbody>
<tr>
<td>RESIDENTIAL</td>
<td>(200,000)</td>
<td>197,000</td>
<td>17</td>
</tr>
<tr>
<td>HOTEL</td>
<td>(270,000)</td>
<td>267,000</td>
<td>19</td>
</tr>
<tr>
<td>OFFICE</td>
<td>(300,000)</td>
<td>312,000</td>
<td>15</td>
</tr>
<tr>
<td>RETAIL</td>
<td>(100,000)</td>
<td>119,000</td>
<td>2</td>
</tr>
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</table>

**Programs:**
- Residential
- Hotel
- Office
- Retail

**Locations:**
- Champion's Plaza
- Vermijo Ave
- Sierra Madre St
- Museum
Phase 1 Development - Concept Architectural Plans

PROGRAM:

- **RESIDENTIAL**
- **HOTEL**
- **OFFICE**
- **RETAIL**

**Target GSF**:

- Level 2: 119,000
- Level 3: 197,000
- Level 4: 267,000
- Level 5: 312,000

**No. of Floors**:

- Level 2: 2
- Level 3: 17
- Level 4: 19
- Level 5: 19

**Program**:

- **RESIDENTIAL**
- **HOTEL**
- **OFFICE**
- **RETAIL**

**Notes**:

- Champion's Plaza
- Vermejo Ave
- Sierra Madre St
US Olympic Museum
Design + Construction Update
Construction progress as of 7.24.2017
Southwest Downtown
Public Improvements

Parking Structure
Bridge, Vermijo/Sierra Madre
COS PARKING ENTERPRISE
2,700 STALLS / 2,400 METERS
What has been completed to date?

Parking Solutions Study was performed for the SWURA and completed in 2016

- Phase I of the planned development by the master developer consists a mixed use facility
- Subterranean parking
  1,000 parking spaces to serve USOM
  Phase I of commercial development

A two-phase RFP was developed to provide Architectural and Engineering design services
Site perspective

VERMILJO AVENUE

SAHWATCH STREET

SIERRA MADRE STREET

COSTILLA STREET
Parking Solutions Study was performed for the SWURA and completed in 2016

- Phase I of the planned development by the master developer consists a mixed use facility
- Subterranean parking
  1,000 parking spaces to serve USOM
  Phase I of commercial development

A two-phase RFP was developed to provide Architectural and Engineering design services

**Phase I - 30% design effort + cost estimation**

Proposed Funding / Plan of Finance

Phase II - Final design and construction documentation

Construction Management
VERMIJO PROGRAMMING

WHAT ARE YOU EXCITED ABOUT?

WHAT DO YOU WANT PEOPLE TO REMEMBER?

WHAT IS MISSING IN DOWNTOWN COLORADO SPRINGS?

WHAT DO YOU WANT TO DO HERE?

GUIDING PRINCIPLES

01 Flexible:
Spaces designed at the human scale for year-round use for day-to-day and events of all sizes.

02 Destination:
A place for visitors and the community to come socialize and have a different experience each time.

03 Sustainability:
A premier green street that sets the standard for the district to be a leader in sustainable practices.

04 Timeless:
A street that draws on the rich history of Colorado Springs and the promising future of the Southwest Downtown District.

05 Catalyst:
A space designed for uses that spur revitalization and build community throughout Downtown.

06 Unique:
A place like no other that people remember and return to.

FEEDBACK
Vermijo Street - Existing Conditions
Pikes Peak is one of the most prominent peaks in Colorado, meaning that its distance from bottom to top of 5,530 ft. It is ever-present in the vistas of Colorado Springs because of one man's vision for Colorado Springs. The street grid of Downtown Colorado Springs was designed by General William Jackson Palmer in 1869 and was based on vistas to Pikes Peak. In our design, Vermijo Street becomes a place where this juxtaposition of mountain topography and street grid is the place where all the fun happens.
US Olympic Museum
Construction
Opening

Streetscape Improvements (Vermijo & Sierra Madre)
Preliminary Design (30%)
Final Design (100%)
Contractor Selection
Construction - Sierra Madre
Construction - Vermijo
Installation (Lighting, Landscaping, Other)
Opening

Bridge to America the Beautiful Park
Preliminary Design (30%)
Final Design (100%)
Contractor Selection
Construction
Opening

Parking Structure
Preliminary Design (30%)
Public / Private Plan of Finance
Final Design (100%)
Contractor Selection
Construction
Opening

Phase 1 Development
Design
Construction
Opening
**Southwest Downtown Public Improvements**

**Bridge, Vermijo/Sierra Madre, Parking Structure**

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### SW Downtown Sources / Uses of Funding:

#### Pedestrian Bridge, Olympic Museum to ATBP

<table>
<thead>
<tr>
<th>Funding Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>USOM Tourism Bonds</td>
<td>$7,100,000</td>
</tr>
<tr>
<td>PPRTA (Capital A List)</td>
<td>$3,500,000</td>
</tr>
<tr>
<td><strong>TOTAL COST</strong></td>
<td><strong>$10,600,000</strong></td>
</tr>
</tbody>
</table>

#### Vermijo/Sierra Madre Street Improvements

<table>
<thead>
<tr>
<th>Funding Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>USOM Commitment</td>
<td>$250,000</td>
</tr>
<tr>
<td>USOM RTA Bonds</td>
<td>$1,700,000</td>
</tr>
<tr>
<td>PPRTA (Program Funds)</td>
<td>$400,000</td>
</tr>
<tr>
<td>PPRTA (Maintenance Fund)</td>
<td>$2,800,000</td>
</tr>
<tr>
<td><strong>TOTAL COST</strong></td>
<td><strong>$5,150,000</strong></td>
</tr>
</tbody>
</table>

#### Parking Structure - Costs & Funding Plan TBD

1. Funding for Greenway Trail Improvements, $3.5 M preapproved by PPRTA Board
2. Funding from Intersection Improvement Program Funds, Capitol A List
3. Estimated Cost to repair concrete, mill and overlay existing street blocks
Southwest Downtown Districts

Urban Renewal Plan + Special Financing Districts
Purpose of the Urban Renewal Plan:

Eliminate and stop the spread of blighted conditions within/adjacent to Southwest Downtown and encourage reinvestment into an underutilized area of Downtown.

SW Downtown URA History:

Existing SW Downtown Urban Renewal Plan was adopted by Council in 2001.

Proposed / New URA Plan for Southwest Downtown will back out parcels from that district and propose new objectives and goals.

The existing URA Plan (2001) will remain in effect on the left over parcels until the plan expires.
SW Downtown existing conditions:

- No curb, gutter or sidewalks
- Insufficient stormwater infrastructure
- Crumbling streets and roadways
- Insufficient Utility Infrastructure
- Environmental Issues
- No pedestrian improvements
- Designated as “blighted”
7/24/2017

PROPOSED SW DOWNTOWN URBAN RENEWAL AREA BOUNDARY

Parcels included in the SW Downtown Urban Renewal Area

Development Building Program used to calculate incremental tax revenues

List of Public Improvements

- Pedestrian Bridge
- Pedestrian Improvements / Champion’s Plaza
- Olympic Museum Site Infrastructure
- America the Beautiful Park Improvements
- Parkside Improvements
- Stormwater Improvements
- District Utility Infrastructure
- Cimino Street Road Extension
- Cimarron / ATBP Trail Connector
- Roads / Curb / Gutter
- Public Art
- Secondary Streetscapes
- Environmental Remediation
- Data Infrastructure
- URA Eligible Costs

Parcels included in the SW Downtown Urban Renewal Area Development Building Program used to calculate incremental tax revenues.
Urban Renewal Plan + Special Financing Districts

**SW DOWNTOWN URBAN RENEWAL DISTRICT**

- **Responsibility**: Property tax increment, sales tax increment
- **Composition**: Community members appointed to CSURA Board
- **Date Est.**: Late 2017
- **Funding**: Existing mill levy = 62.749 mills, sales tax increment

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**SW DOWNTOWN BUSINESS IMPROVEMENT DISTRICT**

- **Responsibility**: Funding tool to collect mill levy on commercial development
- **Composition**: District property owners / tenant designated
- **Date Est.**: 2017
- **Funding**: Mill levy for debt + O&M, public improvement fee

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**SW DOWNTOWN METRO DISTRICTS**

- **Responsibility**: District operations, maintenance + marketing
- **Composition**: District residential property owners + residents
- **Date Est.**: 2017
- **Funding**: Mill levy for debt + O&M
Southwest Downtown Special Districts:

Proposed mill levy assessment dedicated to initial and ongoing capital infrastructure and district maintenance/upkeep

Business Improvement District
+ Commercial Assessment for Capital and O+M
+ Public Improvement Fee on Retail Sales for Capital and O+M

Metropolitan Districts No. 1 & 2
+ Residential Assessment for Capital and O+M

Districts will be voluntary and expandable as adjacent property owners choose to be included

Vertically-separated Special Districts
Vertically-Separated Districts

Residential over ground level retail

Hotel over ground level retail

Residential Beyond

Residential & Commercial Property located on the Same Parcel
Parcels included in the SW Downtown BID & MDs

List of Public Improvements

- Pedestrian Bridge
- Pedestrian Improvements / Champion's Plaza
- Olympic Museum Site Infrastructure
- District Parking Structure(s)
- America the Beautiful Park Improvements
- Parkside Improvements
- Stormwater Improvements
- District Utility Infrastructure
- Cimino Street Road Extension
- Cimarron / ATBP Trail Connector
- Roads / Curb / Gutter
- Public Art
- Secondary Streetscapes
- Environmental Remediation
- Data Infrastructure

Sierra Madre St.
Sahwatch St.
Cascade Ave.
Rio Grande St.
Moreno Ave.
Cimarron St.
Costilla St.
Vermijo Ave.
Colorado Ave.
Pikes Peak Ave.
Biju St.
K Iowa St.
what is the ROI?
Economic + Fiscal + Social Impacts
Economic

Investment = Jobs =
Gross Metropolitan Revenue
Fiscal

Investment = Jobs = Tax Revenue
Social

Investment = Quality of Life
Investment = $2B over 20 yrs
Investment = $2B over 20 yrs

Const. Jobs = 1,358

Permanent Jobs = 5,293
Investment = $2B over 20 yrs

Const. Jobs = 1,358

Permanent Jobs = 5,293

Economic Impact = $7.1B (GMP)
Investment = $2B over 20 yrs

Total Jobs = 6,651

City Sales Taxes = $100M (net new)

City Prop Taxes = $11M (net new)
Social
What do +5,000 new jobs mean to COS?

What will 4,500 new residences mean to Downtown?

What would happen if community pride in Colorado Springs was elevated?
Goals of CSURA

Cure blight
Promote projects which provide public benefit
Be proactive—player vs. performer
Create quality sustainable places
Raise standards of development
Create jobs
Promote public art
Facilitate delivery of affordable housing

Does the transformation of SW Downtown align with your goals?
What actions has **CSURA / Council** taken to date showing it does?

- Adoption of previous Downtown Planning Efforts
- Adoption of existing SWD Urban Renewal Area
- America the Beautiful Park
- Experience Downtown Master Plan
- Financing Entity for City for Champions
- Dedication of ROW for the US Olympic Museum
- LART funds invested in the US Olympic Museum
- Approve new Conditions Survey
- SW Downtown Land Exchange
What actions will the URA / Council consider in the next 6 - 8 months?

- New SWD Urban Renewal Area Plan
  End of 2017 (URA + Council)

- Forming Special Financing Districts (BID + MD)
  Late August / September 2017 (Council)

- Finance Plan for SW Downtown Parking Structure
  End 2017 / Beginning 2018 (Council)
Questions?

SOUTHWEST DOWNTOWN UPDATE // 7.26.2017