

# Englewood, Colorado



## Rebuilding the American City with Transit

CNUX June 15, 2002

# Englewood

## Characteristics

- First Tier Suburb, full service city
- 6.8 square miles, land locked community
- 33,000 residents/25,000 jobs
- Politically and fiscally conservative
- Declining revenues; SW LRT Corridor
- Mature community without brand image





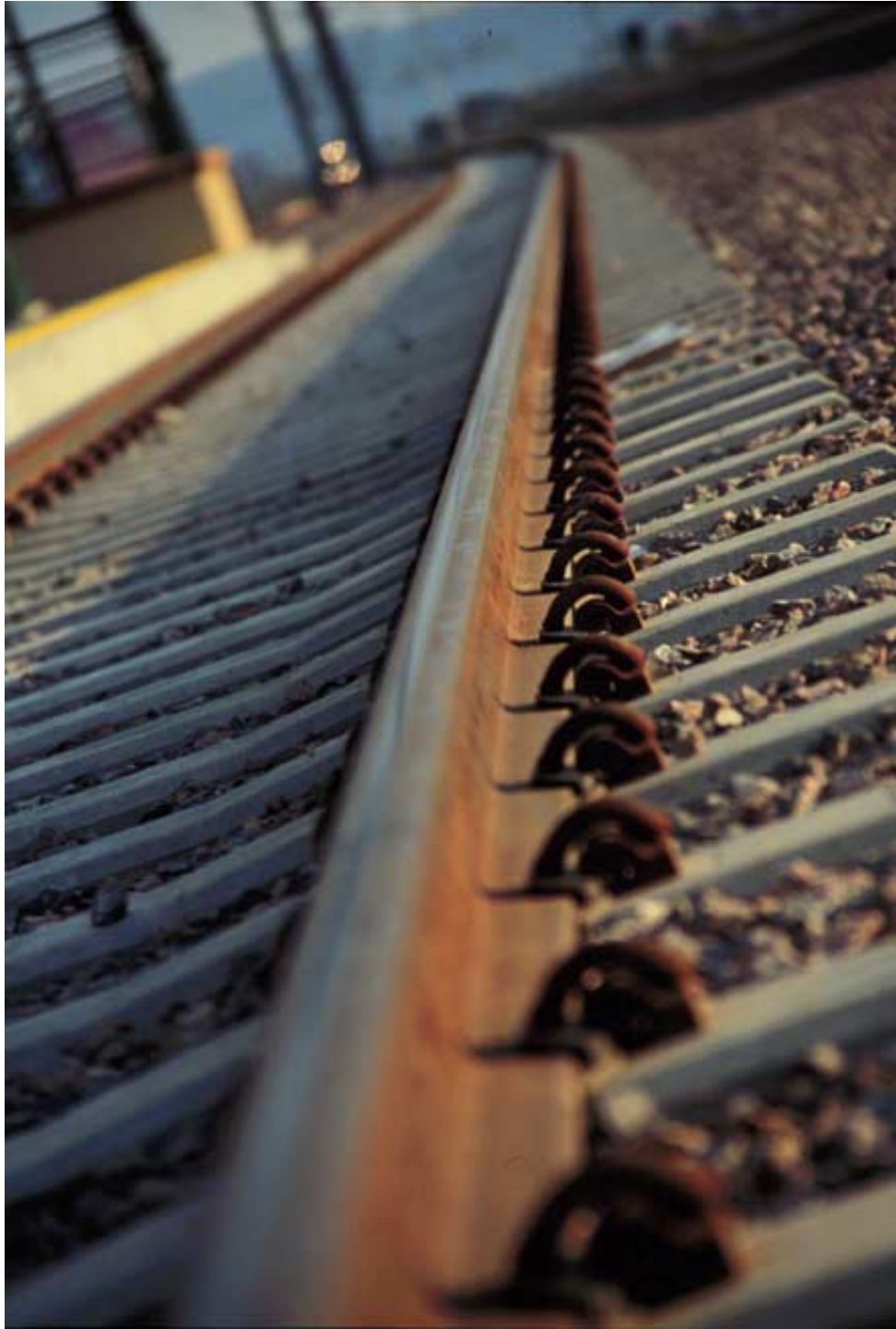












# **TOD Community Opportunities**

- Business growth and job creation
- Increased tax base
- Economic stability and diversification
- Clean environment
- Reduces sprawl, creates public space

# TOD Residential Prospects

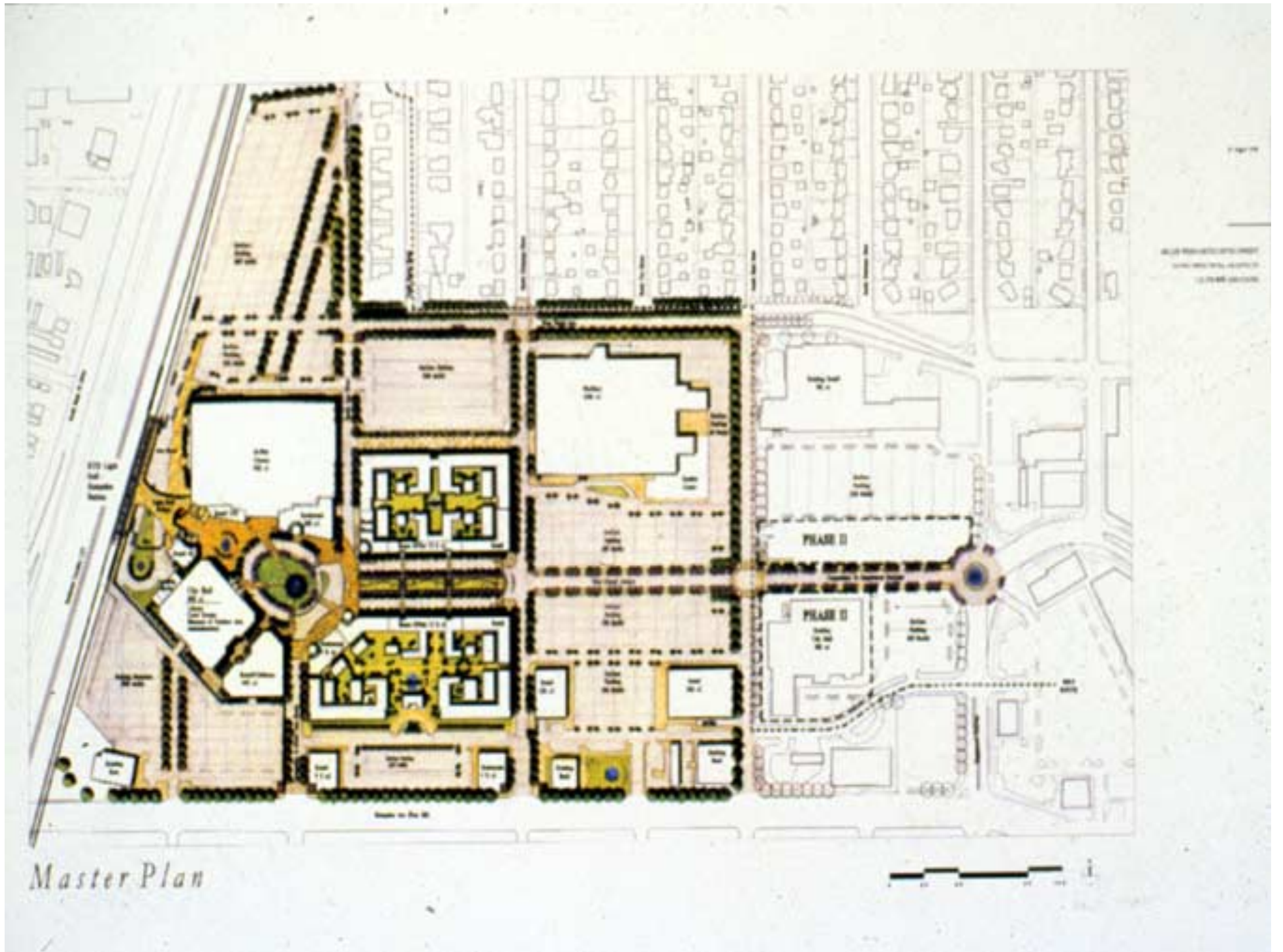
- Workforce Housing
- Increased density in a land locked community
- Potential for first-home buyers in a tough economic market
- Market for Young Urban Professionals

# TOD Increases Transit Ridership

- Residents within    mile: 5+ times more likely to use rail
- Employees within    mile: 2.7 more likely to commute by rail
- Every extra 100 employees/acre increases ridership by 2.2%

# Public Objectives

- Reinvigorate the community
- Long term financial viability
- Make it “special”
- Prudent investment
- Build on transit connection
- Open on time



Master Plan



*View Across Piazza*

Enclave Town Center

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10/08/08

# Markets Change!







## CityCenter Englewood Site Plan







# Project Overview

- 55 acre site
- Mixed-use transit oriented development (TOD)
- 1 million sq. ft. of development
- \$36 + million development budget
- \$160 million total build-out budget
- Public-private partnership

# Land Development Deal

- City funds public improvements \$ 18.5 M
- Retail developer MW \$ 4.2 M
- Wal-Mart \$ 3.4 M
- Residential developer- TCR \$ 5.0 M
- Regional Transportation District \$ 5.7 M
- Total Budget \$36.8 M





# Transportation Elements

- Light Rail station: 3500 riders / day
- 800 regional / local bus trips
- 910 car park and ride
- Regional bike path connection
- Sidewalks / pedestrian bridges
- Shuttle connection to hospital/employment district

















# Site Facts

- 3,500 LRT boardings / day Englewood
- 1 million bus passengers / year
- 1 million Wal-Mart/retail shoppers/ year
- 700+ project residents
- 500,000 visitors to library/City Hall/ year
- 12,500 residents within 1 mile



# Lessons Learned

- It isn't easy!
- Be clear about goals
- Public sector must provide Vision
- Public sector must participate as full partner
- Think long term and be persistent
- Provide effective incentives

# Lessons Learned

- Markets change
- Create supportive plans and development regulations
- Land use diversity reduces community risk
- Coordinate, cooperate and collaborate

# Key Strategies

## Collaboration and Negotiations

- Negotiating a re-purchase option, called a “Go Dark Provision,” which provides an opportunity to buy property at fair market value if it goes out of business and is vacant for more than 12 months, provides opportunity to rebuild or renovate a site to keep the project vital.
- Maintaining flexibility is critical in the development stages of the project.

# Key Strategies

## Collaboration and Negotiations

- City ownership of the land allows development to occur when the “right” design proposal is presented.
- Strong city leadership is crucial when developing a successful bus TOD.

# Key Strategies

## Collaboration and Negotiations

- Partnering between the city and the developer to finance and construct improvements when planned project densities are not able to cover the required infrastructure.
- Educating retailers about shared parking, smaller retail formats, and multiple retailers per block is an important part of gaining retail support for compact mixed-use development.

# **Key Strategies**

## **Design and Spatial Organization**

- Projects should strive to create a strong sense of civic and cultural identity to become a focal point for the community.
- Mixed-use development is better able than traditional development to be sustainable and adjust over time.

# **Key Strategies**

## **Design and Spatial Organization**

- Targets for mixed-use ratios should be established early on to develop a mix of uses appropriate for the surrounding community.
- Well designed central spaces that combine circulation elements with open space amenities are very desirable.

# Key Strategies

## Design and Spatial Organization

- Outdoor dining plazas and apartment balconies that overlook the streets contribute to a project's buzz of activity.
- When possible, renovating existing structures instead of constructing new buildings provides a sense of authenticity.



# **Key Strategies**

## **Programming and Marketing**

- On-going upkeep and maintenance of the amenities and landscaping is key to the maintaining the image of quality.



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