

ULI Technical Advisory Panels (TAPs)

- A ULI TAP consists of a multidisciplinary panel of experts who provide unbiased input, advice and council on complex land use, planning, finance, market feasibility and real estate issues
- Sponsors include: public agencies, nonprofits & private organizations
- A Local TAP provides:
 - 1-2 days session focusing on the sponsor's issues
 - A panel of 5-7 local volunteers, ULI members who are experts in their fields (architecture, planning, law, finance, real estate development, etc)
- A National Advisory Panel provides:
 - 3 to 5 days working on the issues
 - Experts from around the country

ULI Technical Advisory Panel

- ULI National Advisory Panels have supported:
 - The location of Coors Field
 - Conversion of the vacated Fitzsimons to a major medical center
 - Location of Colorado Convention Center
- Local ULI Panels have supported:
 - Creation of Boulder Transit Village with new TOD zoning
 - Valuation of DPS surplus properties to raise money for schools
 - Rezoning of “birthplace of Denver” at 15th and Little Raven
 - Revitalization of Boulder’s University Hill

Thank you!

- Thank you to our sponsors
- Denver Livability Partnership
- Regional Transportation District (RTD)
- Department of Local Affairs (DOLA)
- Five Points Business District Office (FPBDO)

Perry Rose LLC



TOD Marketplace

Five Points Report

November 17, 2011



From left: Renee Martinez-Stone, Liz DiLorenzo, Pat McHenry, Christ Christmas, Chuck Perry, Kim Burnett, Terrance Carroll, Kacey Wilkins

Stakeholder Interviews

Elbra Wedgeworth

Bill Sirois

Mike Turner

Joel Noble

David Hicks

Charleszine “Terry” Nelson

Aaron Miripol

Carl Bourgoiese

Chris Coble

Martin Williams

James Ellis

Becky Taylor



Placement of the light rail along south edge of street within Welton corridor inhibits commercial development.







Competing demand for protecting historic resources and large scale revitalization.





Resolve whether new development is community serving .

- *Local retail services and housing, or is the goal to create a regional cultural and entertainment center?*





WELTON STREET CULTURAL DISTRICT

THE HISTORIC HEART OF DENVER'S AFRICAN-AMERICAN COMMUNITY

Jump back to 1920, 1930, 1940 and 1950. Follow the footsteps of people who brought Denver's African-American community to life. Take the Welton Street Cultural District Walking Tour.



20s

THE POWER OF COMMUNITY

From the 1920s through the 1950s, Welton Street was the heart of African-American culture, commerce and self-governance in the Rocky Mountain West.

When larger in the early 1920s with its shops, offices and nightclubs, the Welton Street corridor quickly grew into the heart of African-American community. All in Denver, African Americans have been the center of a vibrant self-governing "city within a city." That is the spirit that lives on in the neighborhood's creative programs and public art. Welton Street is still the heart of the neighborhood.

SPIRIT OF HOPE

Through neighborhood pride, Welton has produced leading and innovative entrepreneurs, business leaders, artists and social change. Some of the best work comes from within the neighborhood, creating jobs and providing a path to success during hard times. Children were taught to be proud of their heritage and to work hard to make it better. A global art festival, the festival of sound art and other forms of creative expression, have made the street a place of hope and have changed the community.



30s

UNIQUE RESPONSE

In the early 1930s, the 1930s economic downturn, the Great Depression, and the economic hardship of the 1930s led to the creation of the Welton Street Cultural District. The people of the district found a way to survive and thrive in a time of economic hardship.

DENVER DIVIDES

In the 1930s, the African American neighborhood found itself in the middle of a city that was divided along racial lines. The people of the district found a way to survive and thrive in a time of economic hardship.

FOR THE SEASON OF RACE

In the 1930s, a decade of economic hardship through much of the nation, including Colorado, during a time of when Americans looked to the Blue Star ratings. In the 1930s, the people of the district found a way to survive and thrive in a time of economic hardship.

40s



50s

THOSE WERE THE TIMES

The 1950s - **Rocky Mountain West** - A time of economic hardship, the people of the district found a way to survive and thrive in a time of economic hardship.

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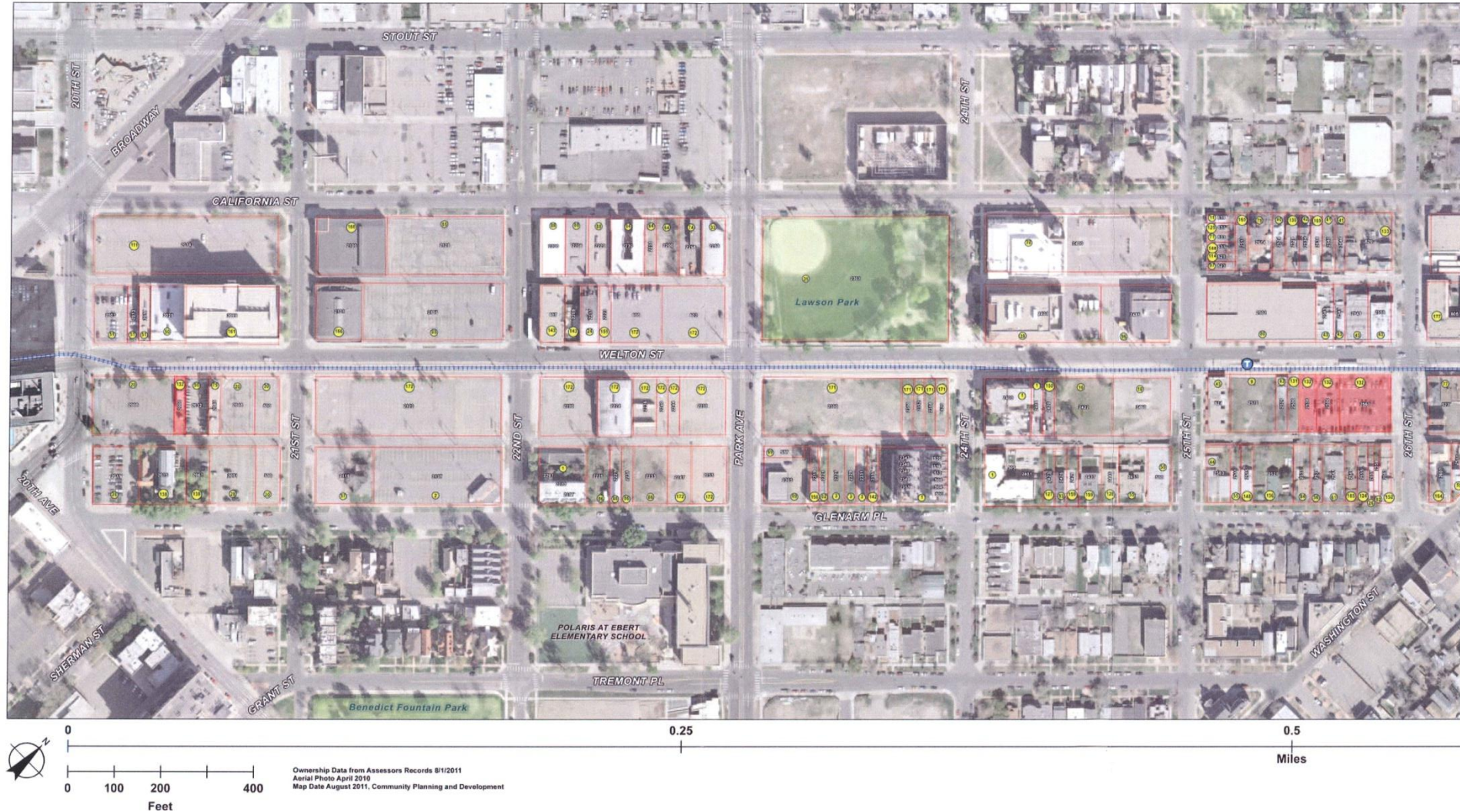
The 1950s - **Rocky Mountain West** - A time of economic hardship, the people of the district found a way to survive and thrive in a time of economic hardship.





Five Points Business District is neither a BID nor a 501 (c)(3). Need organizational structure to enhance revitalization.

Welton Corridor O



Some property owners may have unrealistic expectations about their property's value.



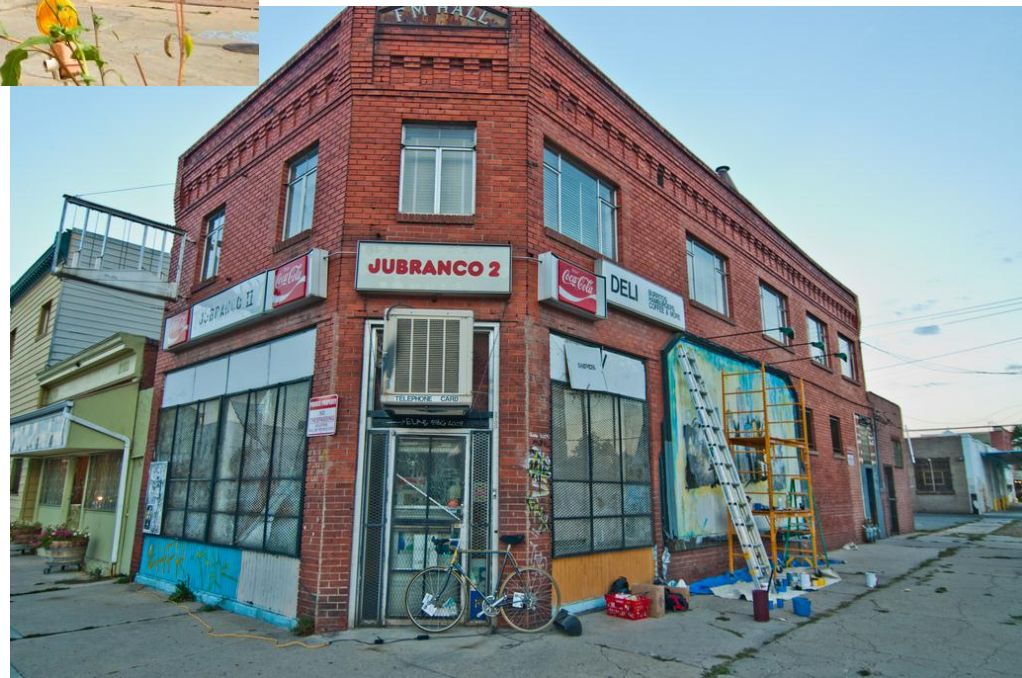
Some existing buildings need significant repair.



Some existing property owners wish to stay involved with their properties. This presents complexity and requires creative financing (joint ventures, long term land leases, etc.).



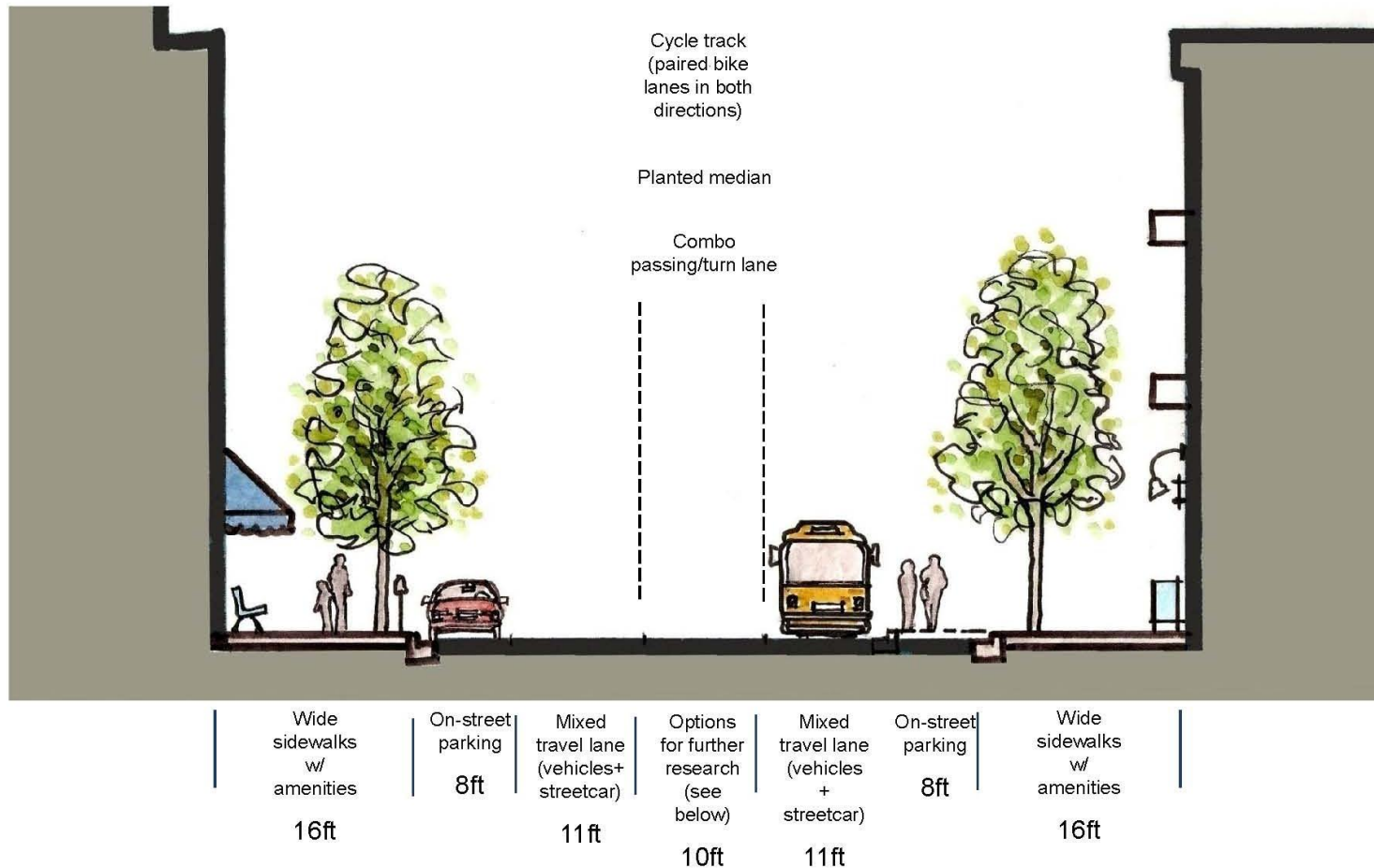
Retail begets more retail.
Five points is still looking
for a catalytic retail
development that will
engage other retailers to
follow.



**1**

Structure Five Points Business District so it can do its job of economic development and support of local property owners and residents.

Consensus Street Cross-Section



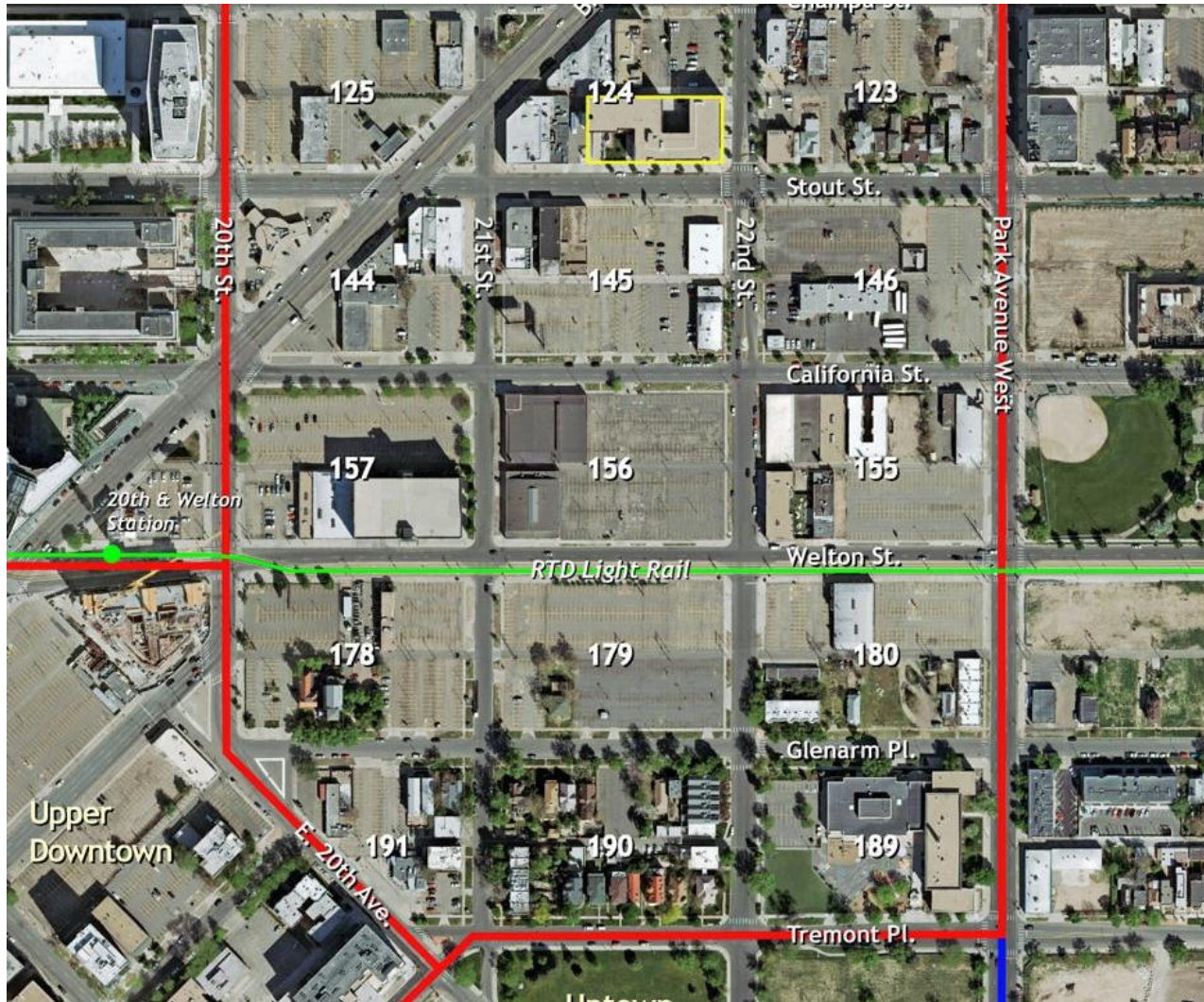
2

Pursue reconfiguring the street cross section and repositioning light rail as a solution to support commercial revitalization of Five Points. Aggressively pursue alternate funding strategies to accomplish



2 (Cont.

) Panel strongly supports developing a new street cross section that places transit in the middle of the street.



3

Form an Urban Renewal District



The Heart of Denver's Soul



4

Work on Five Points "brand"



5

Drill down to specific sites with further analysis to set the stage for redevelopment

ULI Colorado

Welton Corridor - Five Points

Financial Factors

- Price gap between Sellers and Buyers, Landlords and Tenants.
- Many buildings need costly infrastructure improvements
 - Too costly for most tenants and many building owners.
- Large percent of properties held by a few families that want to stay involved. Presenting complexity and requires partnership or other creative financing structures.
- DURA is pursuing a TIF for this area.



Infrastructure Issues

- Age of the buildings
- Narrow sidewalks-can't do outdoor patios
- Close proximity of pedestrians to Light Rail
- Size of platforms
- RTD is studying modifications which could really help





INNEN CITY
FAITH CENTER



Communication and Catalyst's

- Need to get the word out to the industry brokers, tenants and developers.
- Lack of existing retail. Retail begets retail.
- Need restaurants:
 - Create activity
 - More prospective tenants
 - Requires more capital
- Other activity generators could help:
 - Jazz Clubs
 - Farmers Market
 - Other Services
 - Other Entertainment
 - The more frequent, the better



Embracing the future

VS.

Displacing the Past



Our brand vision is to illustrate and define the essence of the 21st Century Multicultural Lifestyle . Unifying the Modern and Classical Heritage of the African American legacy and Urban Islander's journey as one single point of reference to guide the future development of the district.



CHRIS | CHRISTMAS[®]
HARLEM RENAISSANCE COLLECTION



125th APOLLO

125th APOLLO
125th APOLLO
125th APOLLO

125th APOLLO



Modern Fusion



CULTURE | LIFESTYLE | ORGANIC



Brand Vision

- Build iconic brand that embodies the culture of the past and future of Five Points.
- Embracing the heritage by establishing global local brand that is social.
- Capturing the historical emotion of the African – American Community by establishing brand guidelines on preserving history.
- Becoming the lifestyle destination through visual tactile experience.
- Connecting to the state of Colorado through icon system.

Branded Elements



- Brand-Global.Local
- Media-Art-Vertising
- Social-Embracing All
- Technology-A must
- Arts-What brings us together
- Education-Most important
- Health-Mandatory
- Retail-Exclusive
- Food-International

JAY-Z'S FIRST BOOK • MIAMI NICE: ONE GLORIOUS GLASS HOUSE • A ROYAL TRIBECA TRIPLEX

UPTOWN

Exclusive:
DWYANE WADE
AT HOME

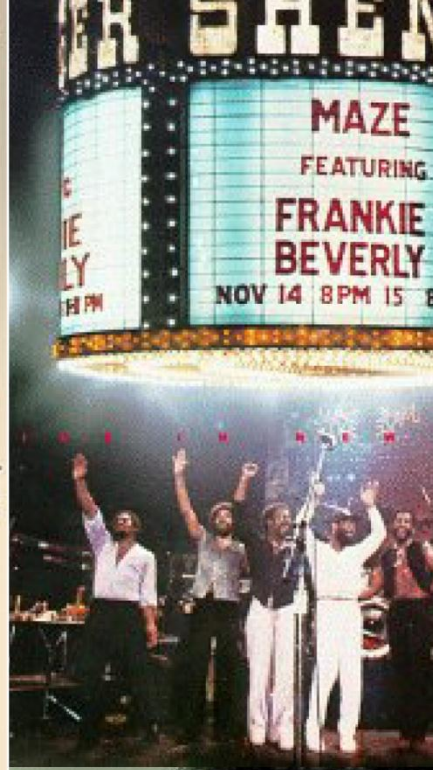
HIGH FASHION
& THE PERFECT
BLACK DRESS

THE RETURN OF
EL DeBARGE

KENDRICK MEEK *for*
SENATE

BEVERLY BOND *and*
WHY BLACK
GIRLS ROCK

DRAMATIC
DECORATING





ROSSONIAN
AT THE POINTS

CULTURE AT THE POINTS



The Heart of Denver's Soul





The First

- Currently there is no national modern museum that celebrates the Urban Lifestyle.
- This cultural has transformed the world.
- It originated from Jazz and move to Hip Hop.
- Jay Z and Russell Simmons are global icons.
- No modern museum celebrates this phenomena.
- Global destination will be created through the first of its Kind.



Modern Museum of Urbanism



CULTURE AT THE POINTS

mmou

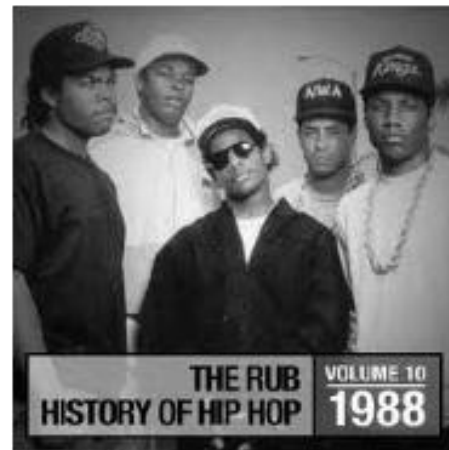
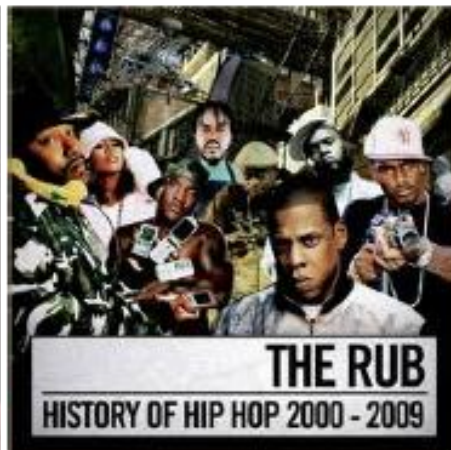
modernism of urbanism
museum

Art | Hip Hop | Fashion



CULTURE AT THE POINTS

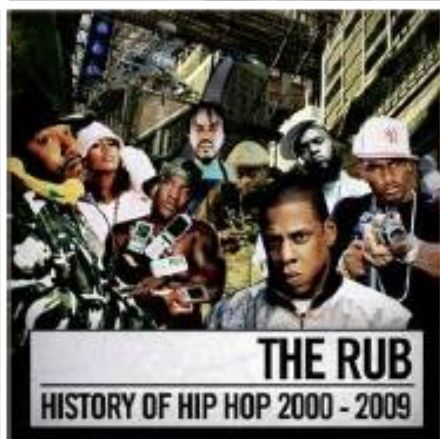
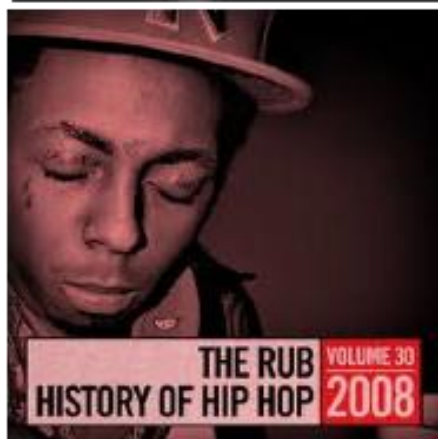
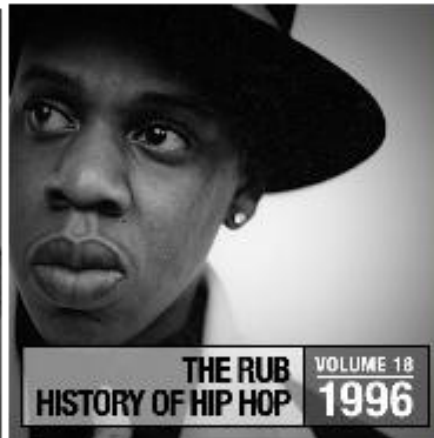
mmou



CULTURE AT THE POINTS



mmou



CULTURE AT THE POINTS



mmou



KEEPING HISTORY ALIVE

LEGEND RAPPER
COMMON



CULTURE AT THE POINTS

5 POINTS **mmou**

KEEPING HISTORY ALIVE

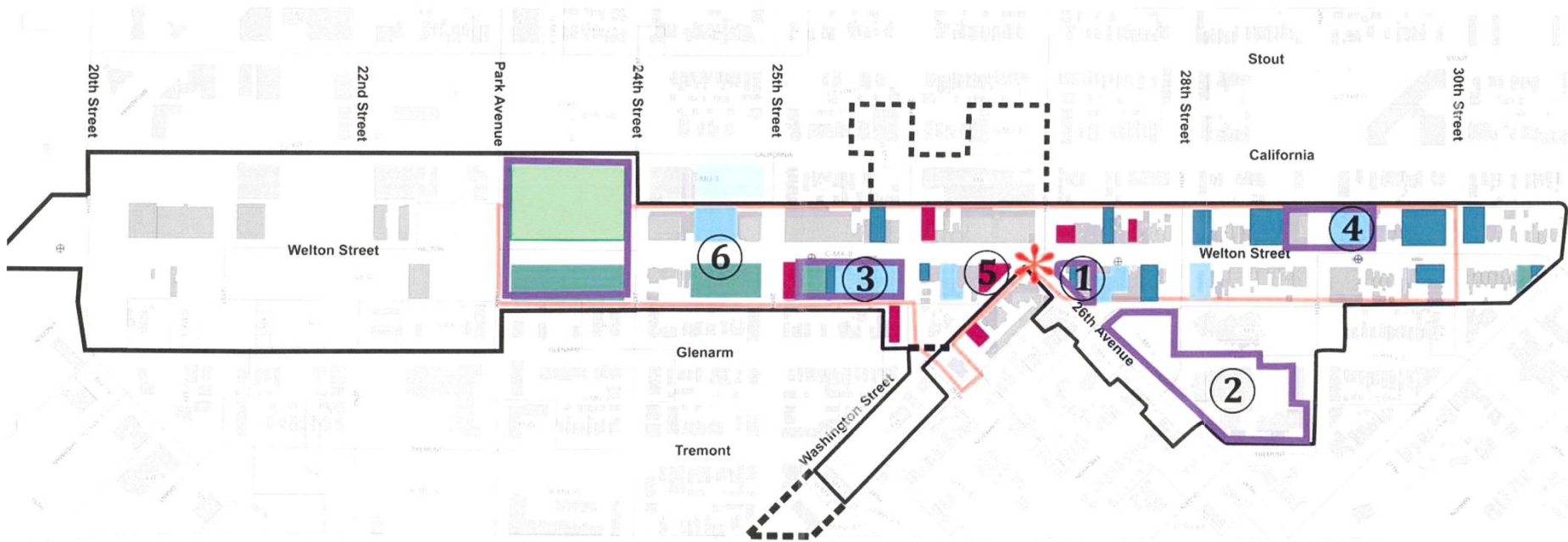


LEGEND RAPPER
COMMON



Brand moving forward

- Social website with planning and information on vision.
- Branded products for promotional and awareness to promote vision.
- Co-op partnership with anchor tenants and brand including government and private partnerships.
- Marketing collateral that includes lifestyle magazine including editorial from residents and business.
- Media including outdoor billboards and bus stops highlighting brand
- Mobile application with QR codes.



Potential Catalyst Projects
Five Points Welton Street Marketplace Vision Plan



-
- Welton Corridor buildings
- Historic Contributing Structures (protected)
-
- Context buildings
- Vacant Parcels
-
- Existing park or playground
- Parking Lots
-
- Cultural Historic District
- Five Points Intersection

- 1) Zonas - plaza and buildings at Five Points
- 2) Health and Wellness Village
- 3) RTD parcel and block (26th/Welton)
- 4) RTD parcel and adjacent site (29th/Welton)
-) Rossonia
- 6) Streetcar

Consider redevelopment
of the whole district, not
just projects.

