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
Kristopher Tackas / Jeff Finn

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

Introduction to the proposed districts
Urban Renewal Plan
Jariah Walker
Special Financing Districts
Carl Schueler

Economic Impact of implemented vision
Bob Cope & Dirk Draper

Next Steps
Jeff Greene
“...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?

America the Beautiful Park
Southwest Downtown

What has been accomplished?
### Southwest Downtown

What planning has occurred over the last 20+ years?

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

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)
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
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>
</tr>
</thead>
<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>
</tbody>
</table>
Phase 1 Development - Concept Architectural Plans

PROGRAM:

- Residential
- Hotel
- Office
- Retail
US Olympic Museum
Design + Construction Update
Construction progress as of 7.21.2017
Recent Achievements and Next Steps

- Funding Milestones Completed
- Construction Drawings Completed
- Building Permit Issued
- Ground Breaking and Community Celebration

Site and Building Foundation work will continue through September

Exhibit Designs are being Finalized

Scheduled to Open in 2019
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
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
Vermijo Street - Existing Conditions
Pike's Peak is one of the most prominent peaks in Colorado, with its elevation of 5,530 ft. It is ever-present in the vistas of Colorado Springs due to one man's vision for the city. The street grid of Downtown Colorado Springs was designed by General William Jackson Palmer in 1869 and was based on vistas to Pike's 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

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, Capital 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”
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

---

**SW DOWNTOWN BUSINESS IMPROVEMENT DISTRICT**

**Responsibility** // Funding tool to collect Mill Levy on residential development

**Composition** // District property owners / tenant designated

**Date Est.** // 2017

**Funding** // Mill Levy for Debt + O&M, Public Improvement Fee

---

**SW DOWNTOWN METRO DISTRICT**

**Responsibility** // District operations, maintenance + marketing

**Composition** // District residential property owners + residents

**Date Est.** // 2017

**Funding** // Mill Levy for Debt + O&M
Mechanics of Urban Renewal

Existing Property produces very little revenue for taxing entities
Mechanics of Urban Renewal

Property produces very little revenue for taxing entities.

FUTURE REVENUES REINVESTED BACK INTO PUBLIC INFRASTRUCTURE

25 YEARS
URBAN RENEWAL PLAN TERM
25 YEARS URBAN RENEWAL PLAN TERM

**BASE**

Property produces very little revenue for taxing entities

**INCREMENT**

FUTURE REVENUES REINVESTED BACK INTO PUBLIC INFRASTRUCTURE

Significant increase in property value equating to an increase in revenue available for taxing entities once the Urban Renewal term expires

Tax Revenues

Time

25 YEARS URBAN RENEWAL PLAN TERM
The accelerated growth in value *DOES NOT OCCUR* if the tax increment is not reinvested back into public improvements.
Parcels included in the SW Downtown BID & MD

Development Building Program used to calculate incremental tax revenues

PROPOSED SW DOWNTOWN URBAN RENEWAL AREA BOUNDARY

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
- URA Eligible Costs

6/15/2017

Development Building Program used to calculate incremental tax revenues

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
- URA Eligible Costs
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

---

SW DOWNTOWN
BUSINESS
IMPROVEMENT
DISTRICT

RESPONSIBILITY // FUNDING TOOL TO COLLECT MILL LEVY ON RESIDENTIAL DEVELOPMENT

COMPOSITION // DISTRICT PROPERTY OWNERS / TENANT DESIGNATED

DATE EST. // 2017

FUNDING // MILL LEVY FOR DEBT + O&M
PUBLIC IMPROVEMENT FEE

---

SW DOWNTOWN
METRO
DISTRICT

RESPONSIBILITY // DISTRICT OPERATIONS, MAINTENANCE + MARKETING

COMPOSITION // DISTRICT RESIDENTIAL PROPERTY OWNERS + RESIDENTS

DATE EST. // 2017

FUNDING // MILL LEVY FOR DEBT + O&M
PUBLIC IMPROVEMENT FEE
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 & Commercial Property located on the Same Parcel
Parcels included in the SW Downtown BID & MD

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
what is the ROI?
Fiscal + Social Impacts
Fiscal

Investment = Jobs = Revenue
Investment = $2B over 20 yrs
Investment = $2B over 20 yrs

Permanent Jobs = 5,293

Const. Jobs = 1,358
Social

What do +5,000 new jobs mean to COS?  
What can COS do with more revenue?  
What will 4,500 new residences mean to Downtown?  
What would happen if community pride in Colorado Springs was elevated?
Goals of City Council

Promote Job Creation
Build Community & Collaboration
Invest in Infrastructure
Excel in City Services

Does the transformation of SW Downtown align with your goals?
What actions has 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
- Dedication of ROW for the US Olympic Museum
- LART funds invested in the US Olympic Museum
What remaining actions will Council consider in the next 6 - 8 months?

New SWD Urban Renewal Area Plan
End of 2017

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

Finance Plan for SW Downtown Parking Structure
Fall of 2017 / Beginning 2018
Questions?