

Downtown Westminster

An Overview

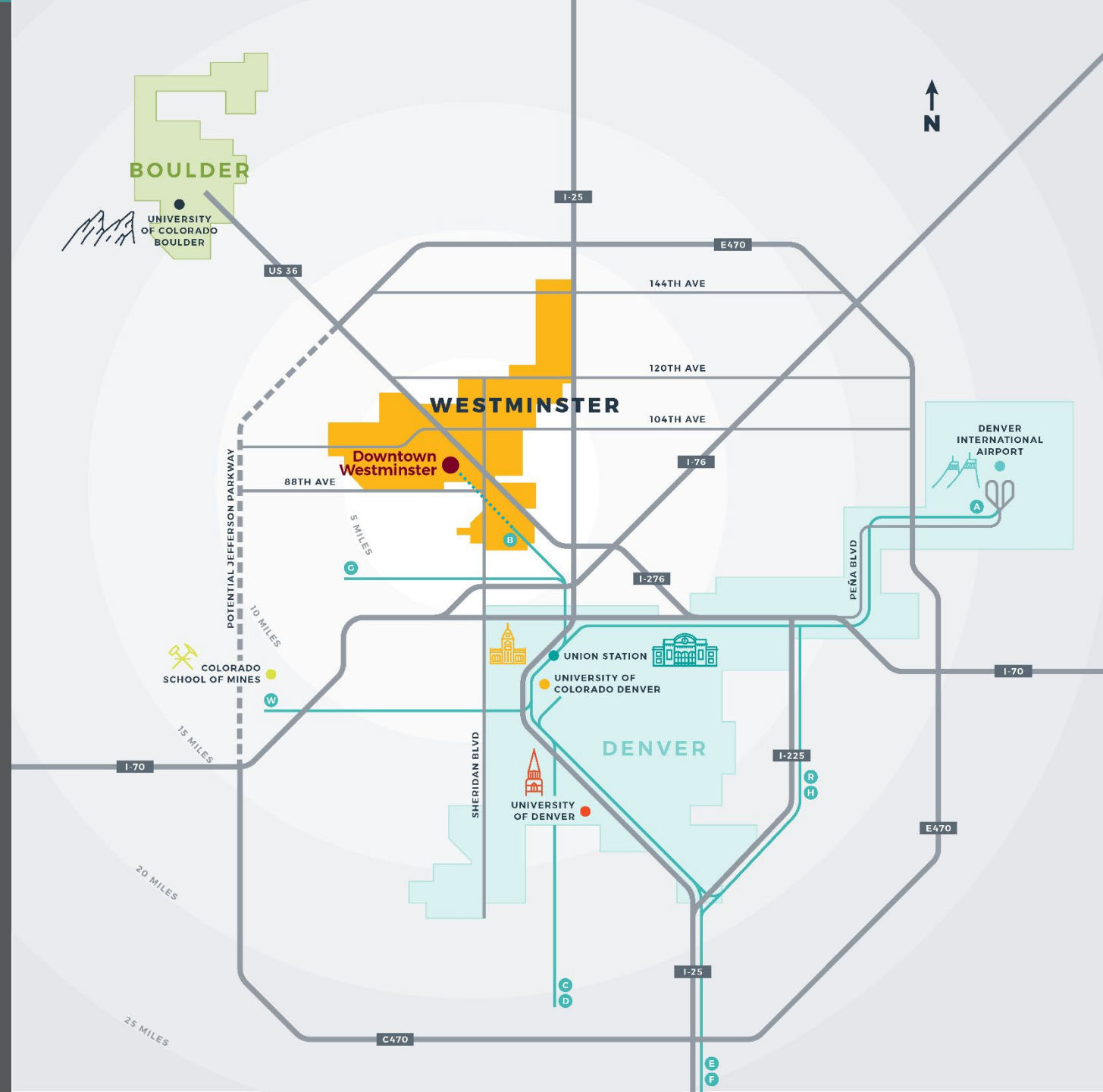


DOWNTOWN
WESTMINSTER



Location

- Adjacent to US 36
- 11 miles to DUS
- 16 miles to Boulder
- 35 minutes to DIA
- 500 buses a day at RTD Sheridan Station
- Future Commuter Rail



Westminster Mall in 2010



92nd Ave.

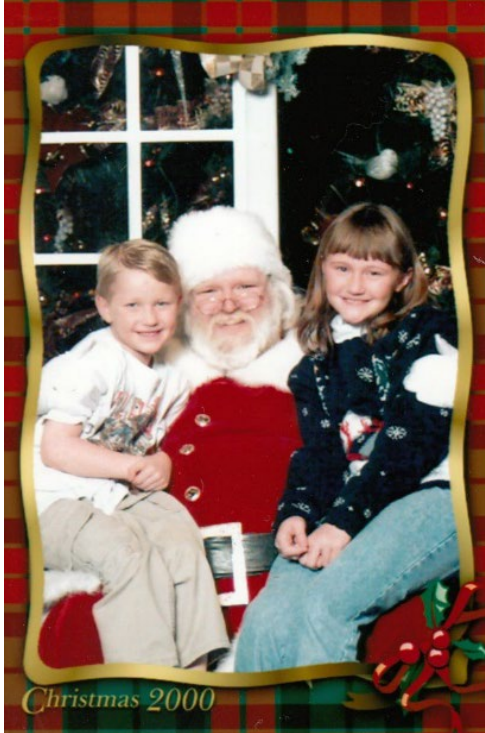
US 36

JC Penney

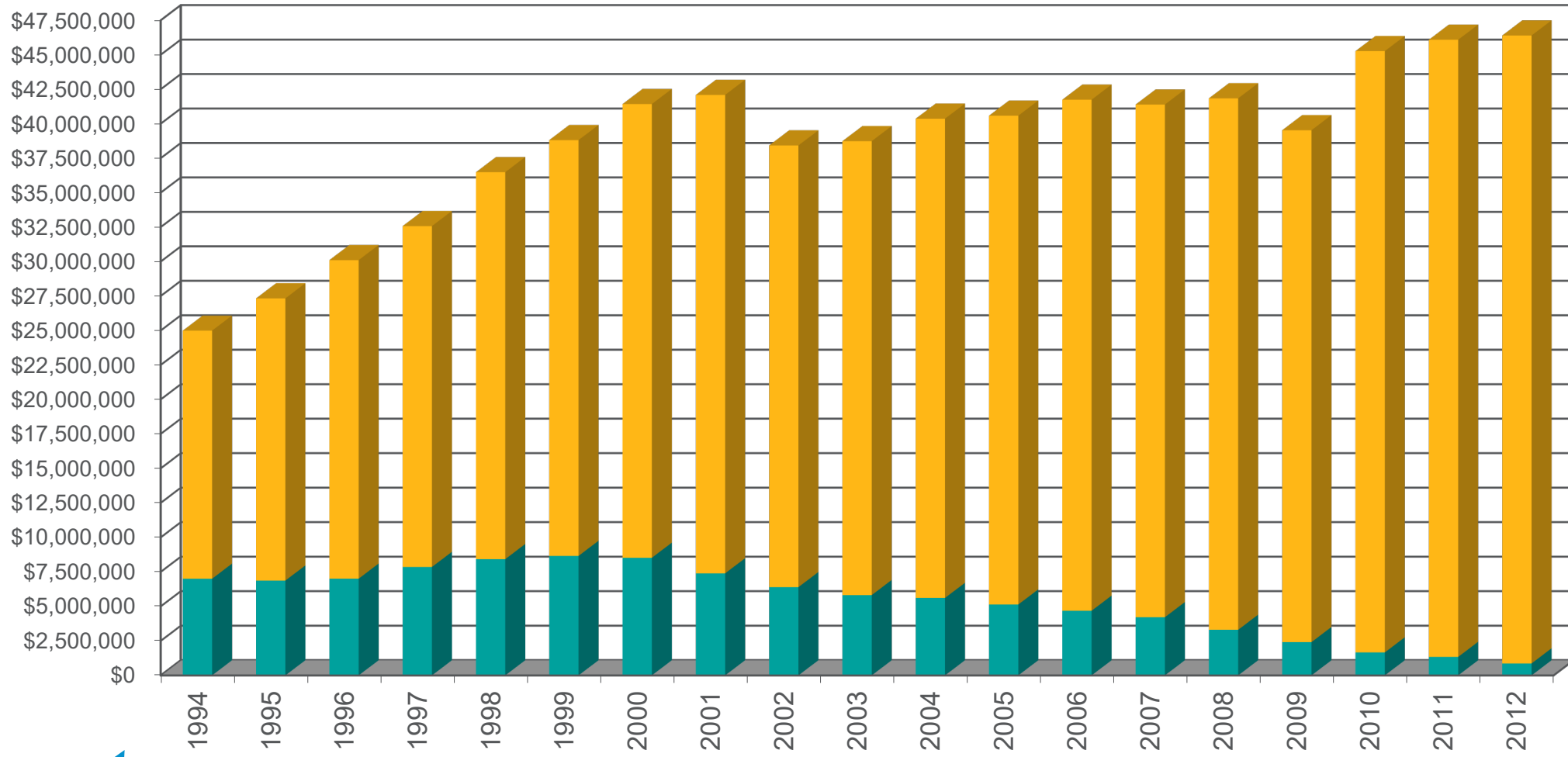
Harlan St.

88th Ave.

A place to be



Westminster Mall to Citywide Sales Tax Collections



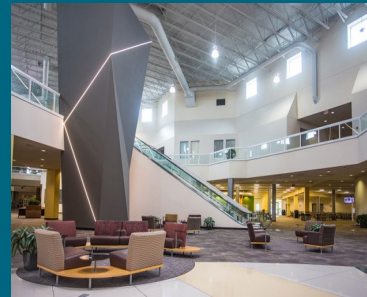
■ Westminster Mall

■ All Others

REDEVELOPMENT CHOICES

The Importance of Property Control and Ownership

Do Nothing



Partial Demolition

Adaptive Reuse

Fresh Start

HISTORY OF DOWNTOWN WESTMINSTER

- Westminster Mall: 1.2 million square feet of retail. 1980's regional destination.
- In 1994, the site generated approx. 40% of the City sales tax revenues (\$7 million)
- Flatiron Mall opened in August 2000
- City sales tax revenues generated at this site sharply declined to \$541,202 in 2013
- City invested in other focus areas such as the Orchard Town Center (2000-2008)
- Macy's, Mervyns, Sears, Dillards, and AMC Theaters closed
- City acquired mall from 2009-2011
- Public visioning sessions for Downtown Westminster in 2012

Evolving our Approach

2009: RFP for Master Developer

2010: Master Developer #2

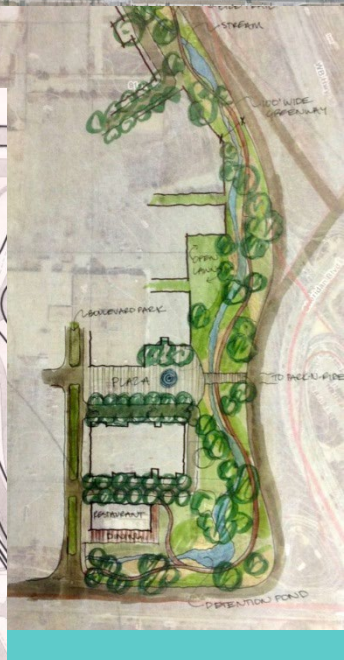
2011: Master Developer #3

2012-13: Master Developer #4

2014-15: Master Developer #5

2015: Downtown Block by Block

City and WEDA invest in infrastructure,
Sell land block by block to a wide range
of developers



A sense of place





**A place to connect people...
to each other and their community.**

*Downtown Westminster will act as the
civic, cultural, and economic core of the city...*

*A place of innovation, creativity, and growth where sustainability,
technology, and inclusiveness are implemented into the physical
and cultural environment...*

Developed over time, one block at a time.

Why Build a Downtown?

Continued public support

Identity & Quality of Life

- Center of activity & gathering
- Regional destination, build identity
- Provide civic and cultural core

Economic Growth

- Long term investment in the city's fiscal health, diversifying and building tax base
- Focused employment growth to support citywide economy

Smart Growth

- Focus growth next to busiest transit and transportation cores



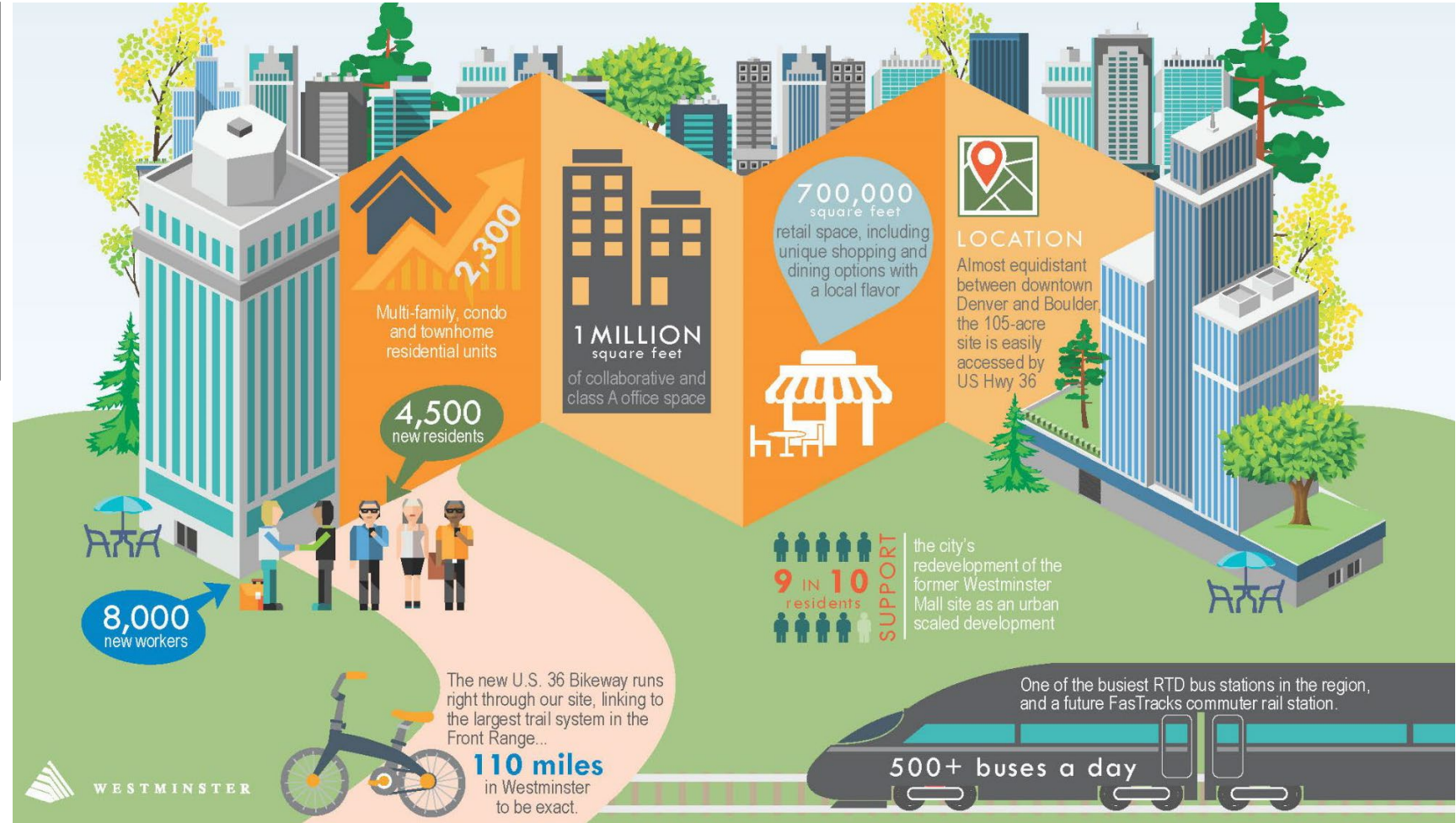
VISION FOR DOWNTOWN WESTMINSTER



DOWNTOWN WESTMINSTER

Full buildout projections:

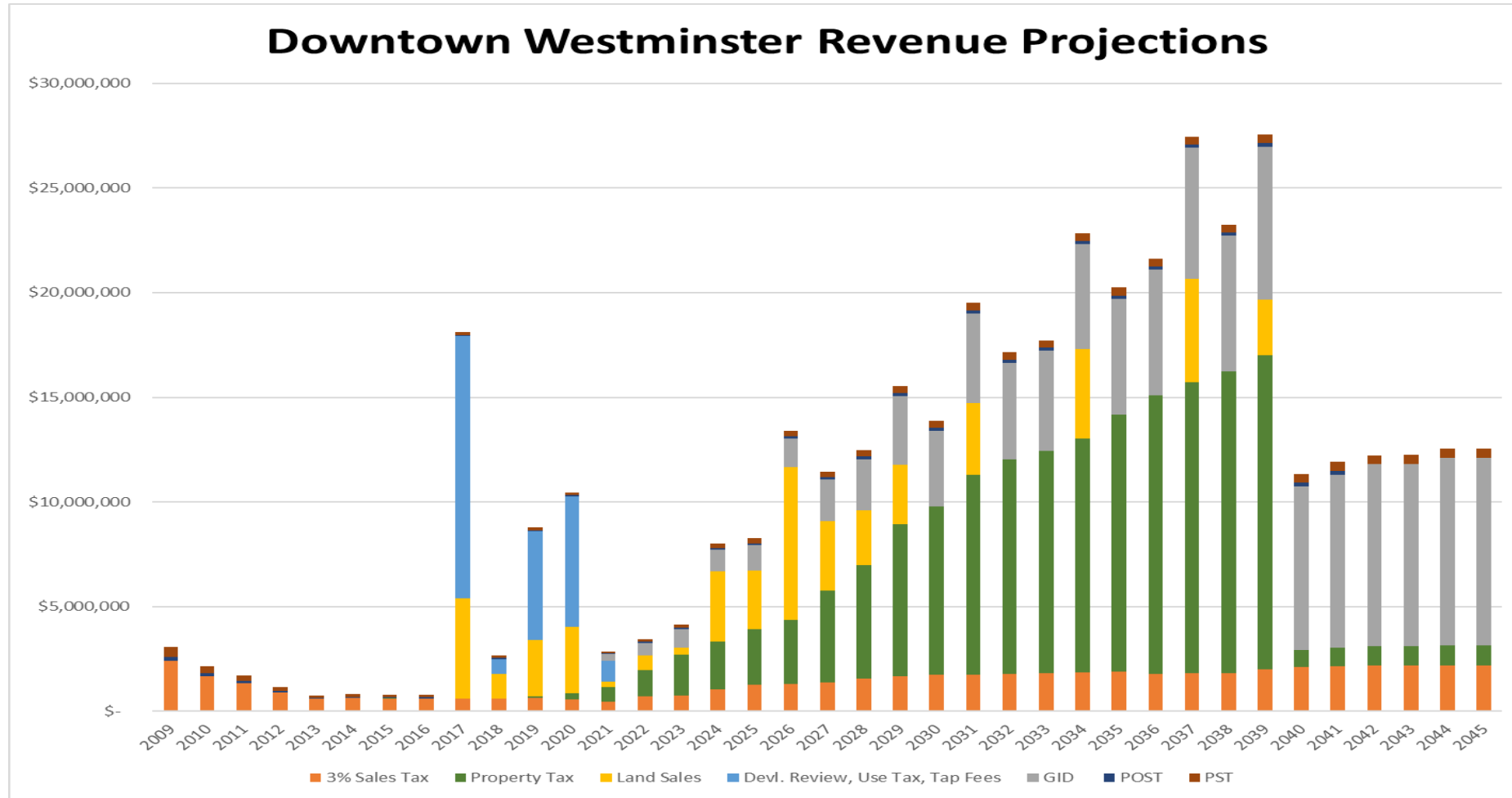
- 2-3 million sq.ft. of office
- 4,500 residents
- 500,000 sq.ft. of retail
- 300+ hotel rooms
- Entertainment District
- LEED Silver buildings
- Access to mass transit



Density and Activity



FINANCIAL IMPACT



- Note: The values shown on this graph are estimates based on continued pace and type of development.

How did we get from there ... to here?



Development Strategy

Land Ownership

WEDA sells land by block and/or parcel

Regulatory Approach

- Specific Plan >> zoning
- Administrative development review

Vision Alignment

- Diversity of ownership & range of uses, reduces risk
- Conditions to the sale (20% affordable/workforce housing, LEED Silver certification, retail uses)
- Strategic use of incentives



Phased Approach to Implementation

Set the stage for long term financial resilience & fiscal sustainability

1. Short term: Create the Market

- BUILD VALUE & WORK TOWARD PROFITABILITY
- Leverage public investment to ensure the vision is achieved
- Seed specific uses that support the cultural character and experience

2. Mid-term: Build Employment Core

- Strategically locate office
- Pursue connectivity to transit, commuter rail, and mobility

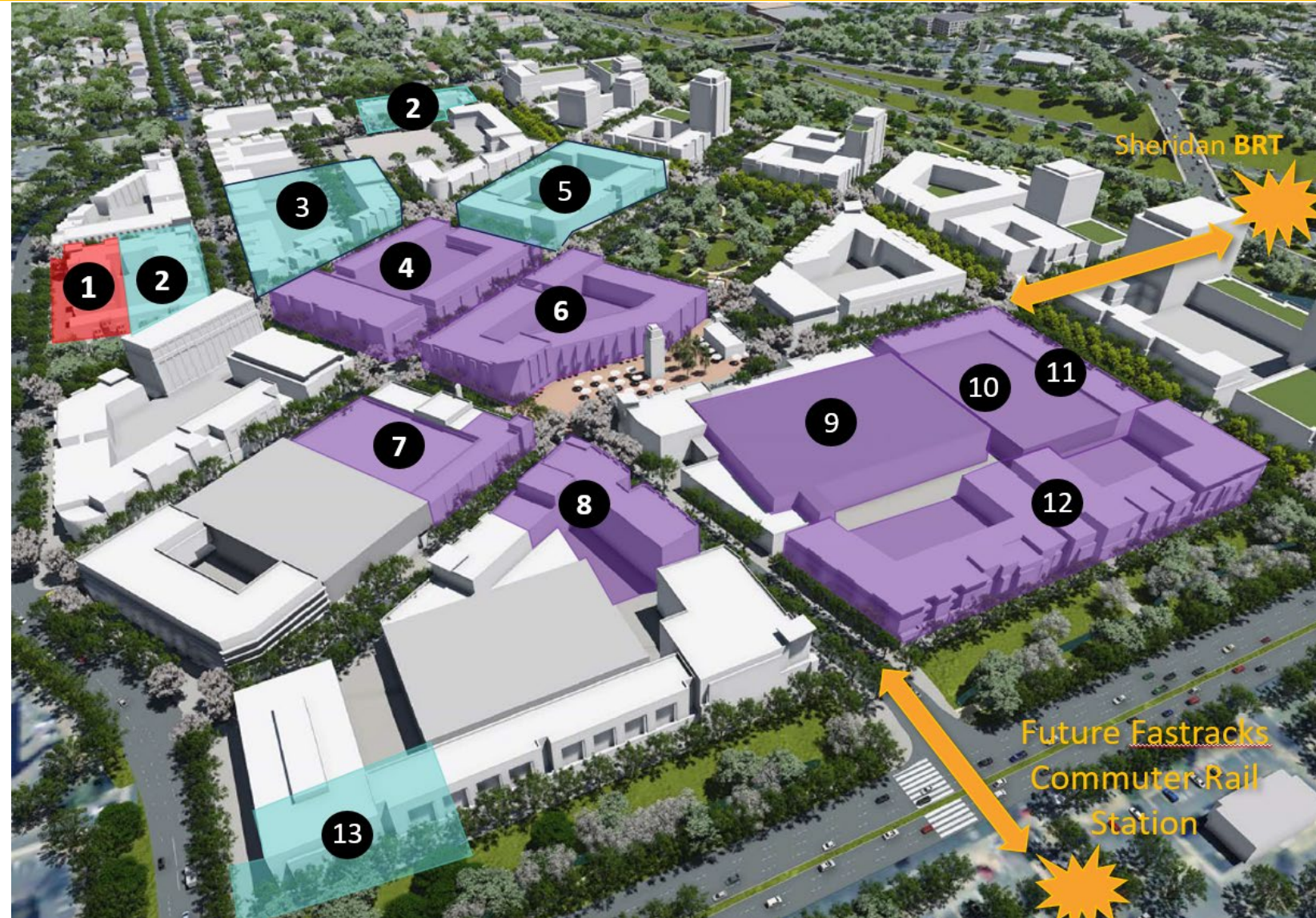
3. Long term: Maintain Quality and Vibrancy

- Continue investment in public facilities, infrastructure & programming
- Remain open to opportunity through strategic incentives



Where are we now?

1. Harlan Street Townhomes
2. Downtown Westminster Residences
3. 55+ Active Adult
4. Westminster Row
5. 12-story midrise
6. Aspire Westminster
7. Alamo Draffhouse
8. Origin Hotel
9. JCPenney
10. City Parking Structure
11. Eaton Street Apartments
12. Ascent Westminster
13. Marczyk Fine Foods



Completed

Under Construction

Planned

NEW DEVELOPMENTS '23-'25

Condominiums



55+ Active Adult



Townhomes



Townhomes



Marczyk Fine Foods



FUTURE DEVELOPMENT

Mid-rise residential



Center Park



Office



Condominiums



Events & Activation



Park master planning

- 18 acres to think big and prioritize funding
- Break into focused areas:
 - Central Square
 - Center Park
 - East Park
 - South Park



PLACEMAKING IN DOWNTOWN WESTMINSTER

Revised Final Report

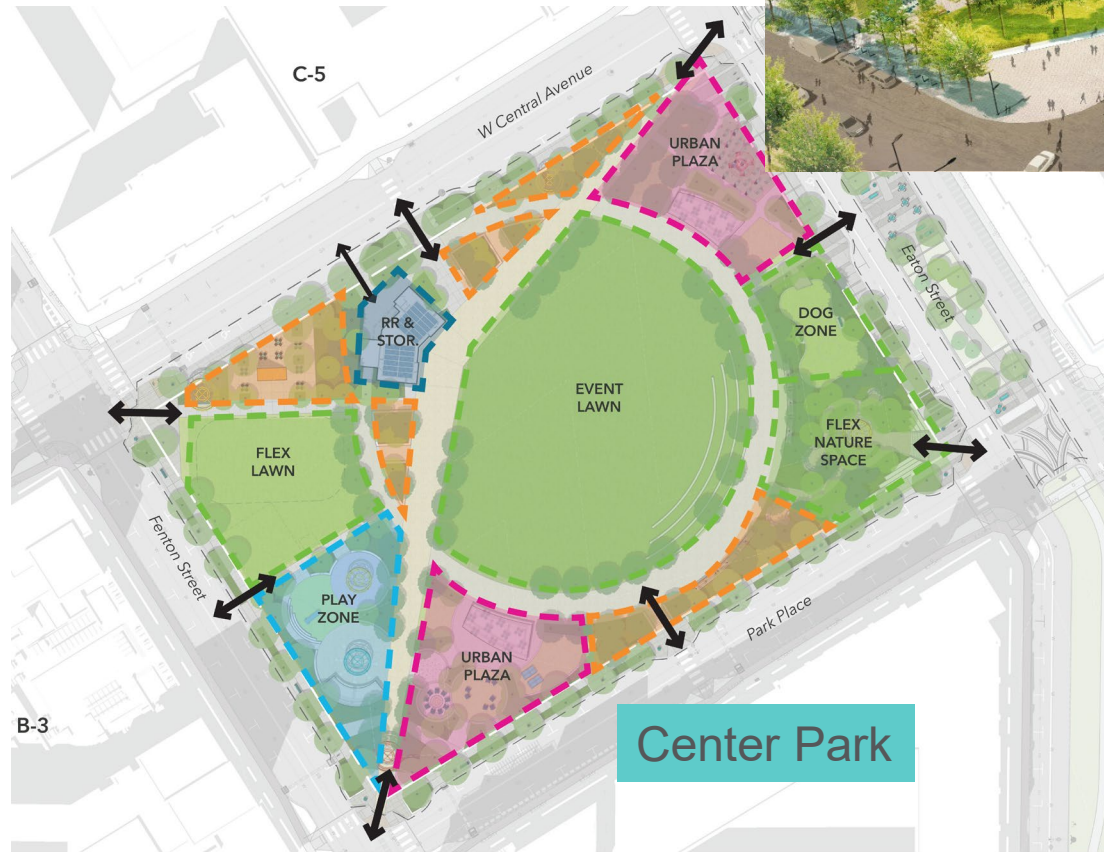
October 2014



Park Master Planning



Central Square Plaza



Center Park



East Park

Center Park

Central Square Plaza

South Park



Construction starting November 2024 !

Center Park

DESIGN DRIVERS

- Flexibility
- Porosity & spatial definition
- Circulation
- Iconic balloon inspiration
- Relate to Central Square
- Multi-tiered event potential
- Incorporate street events
- Daily function as important as event function
- Durable & maintainable

PLAN COMPONENTS

- ① Flex plaza and stage trailer pad, power provided
- ② Iconic shade structure with standing-height table/seating
- ③ Restroom/event storage building with extended overhang and green roof
- ④ Water play feature with thematic structures
- ⑤ Iconic urban climbing feature
- ⑥ Gathering plaza with flexible seating, fire feature, mini putting lawn and adult lawn games
- ⑦ Hillside lawn seating for both informal lounging and community events
- ⑧ Bio-filtration planters & planting areas & seatwalls
- ⑨ Event lawn
- ⑩ Flex lawn
- ⑪ Thematic sculpture at nature-focused area with landscape berm to buffer adjacent street
- ⑫ Tree bosque & bistro seating
- ⑬ Dog run / activity area
- ⑭ Corner plaza / arrival space





Construction starting
October 2024 !



New retail & commercial with more to come!



Coming Soon:



Market Hall



WESTMINSTER

City of Westminster Upcoming Events in Downtown Westminster

September 22 - Neighbor Nights Wild Wagon 6:30 - 8:30 pm

Location: Downtown Westminster Central Square Plaza

This week for Neighbor Nights join Standley Lake's Park Naturalist in learning about the Leave No Trace principles in a fun, interactive way. See what you can do when traveling, at home, or hiking in the mountains to reduce your ecological footprint on the natural world and make a positive impact! Enjoy music by Josh Scheer

September 29 - Concert on the Plaza 6:30 - 8:30 pm

Location: Downtown Westminster Central Square Plaza

Join us on the Downtown Westminster Plaza for free, live music by Pandas & People. PLUS, Cuisine with Cops will be joining us too—enjoy tasty food from the Il Pizzaiolo food truck and get to know some of your local police officers!

September 26 through 29 - Art Week

Inks & Drinks Community Creative Evenings 12:00 – 9:00 pm

Join Inks and Drinks in Downtown Westminster for special deals on creative projects. They will help you create painted or planted masterpieces! You can book your session on their website: www.inksanddrinks parties.com. Be sure to mention that you are part of Westminster Arts Week to get special pricing.

October 7 through 29 Heartifacts Pop-Up Community Museum

Location: 8910 Westminster Blvd. Westminster, CO 80031 adjacent to Central Square in Downtown Westminster

The Heartifacts Pop-Up Community Museum will be open on the following dates from October 7 through October 29, 2023

Opening Event: October 7, 2023, 11:00 AM – 1:00 PM
Museum is open until 4:00 PM
Join us as we open our first pop-up community museum.
Meet members of the community who are displaying their family treasure

Hours of Operation – October 7 – 29, 2023

Wednesday – Friday 4:00 PM – 7:00 PM

Saturdays 11:00 AM – 4:00 PM

Sundays 11:00 AM – 4:00 PM

We will be closed on Saturday October 21, 2023, for the City's annual WestyFest event being held at City Park on 104th and Sheridan



DOWNTOWN
WESTMINSTER

Events: Top Taco



Events: Brew Fest



Events: Westy Fest



Questions?



2023 Community Awards Breakfast

NOMINATE NOW

Arts & Culture
Award
Health Equity
Hero Award

Nancy Heil Lifetime
Achievement Award
Resident of the Year

The Outstanding
Business Award
Young Resident
of the Year

The Conservation
Award
The Above & Beyond
Award



*It's a Breakfast
of Champions!*

Scan to
nominate
now



Friday, November 3, 2023 at 7:30am
City Park Recreation Center - 10455 Sheridan Boulevard

INTERESTED IN SPONSORING OR BUYING TABLES?



Contact Natalie A. Martinez at 303.658.2319 or email
natalie@westyfoundation.org.
For more information visit: westyfoundation.org.

Please Join WLF at our Annual Awards Breakfast!

November 3, 2023
7:30am
City Park Rec. Center

