

Broomfield Town Square Fact Sheet

ACTIVITY

COMMUNITY

VIBRANCY

PROPERTY DESCRIPTION:

10.4 acres of vacant land located at 1st and Main, plus a 5.5 acre parcel that contains the 50,000 sq. ft. vacant Safeway building and parking lot at 6775 West 120th. A proposed development to make this the "Heart of Broomfield" with approximately 178,000 sq. ft. of vertical development including a mix of retail, commercial/office, and lower density multi-family.

VISION:

A unique focal point for community activities • A synergistic mix of locally-owned businesses • Pedestrian focus • Outdoor places • Link to cultural activities • A place to live and work • Ultimate gathering place to represent 21st Century Broomfield

PROJECT OPPORTUNITIES & SITE ATTRIBUTES:

- Creation of a "downtown" for the community – a destination for local residents and workers, as well as the weekend crowd
- Opportunity to repurpose the 50,000 sq. ft. vacant Safeway building and tastefully integrate it with the Civic Center
- Residential component to foster a sense of community and give opportunities for younger people and retirees to stay in Broomfield
- Bring in what's new, while honoring the heritage of Broomfield
- Broomfield is the 9th fastest growing city in the country
- 2015 population – 65,000
- Average household income of \$104,739 in neighborhoods within a three-mile radius.
- The City is ideally located between Denver and Boulder



PUBLIC REALM – PASSIVE AND ACTIVE USES:

Town square • Performance areas • Public park and plaza • Space for a farmers' market • Community gathering spaces • Interactive public art • Expansive sidewalks and enhanced landscaping

PROCESS – PUBLIC-PRIVATE PARTNERSHIP:

Focus groups – outreach to the community will shape the development of the Civic Center area. Focus groups will provide input on the project's guiding principles, design element preferences, retail preferences, and residential and commercial preferences.

Planning – A planning firm will be hired to help design the public realm, internal roadway layouts, building placements, configuration of the various open space parks and plazas throughout the development, design themes, and optimize the physical site designs.

Financial strategy – full costs of the project will be studied and determined. Both public and private partners will know what they are getting and how it will be paid for. A detailed financial model will be built to determine the ability of the project to raise debt and equity, along with needs for public partnership (e.g., metropolitan districts, tax increment financing, land contribution, etc.)

Development Agreement – Based on the information discovered in the steps outlined above a public private partnership will be drafted. It will include timelines and schedules so that progress can be monitored. It will include reporting and communication structures to ensure ongoing public review of the project.

THE TEAM:

Urban Neighborhoods, Inc. (Developer/Leasing) – Dana Crawford

City Street Investors (Developer/Leasing/Restaurant & Retail Advisors) – Joe Vostrejs, Pat McHenry, Rod Wagner

Proximity Green (Funding/Financing) – Grant Bennett

Vecchi & Associates (Planning/Sustainability) – Jennifer Vecchi

Edgellworks (Artistic Director) – Sarah Edgell