



## Entertainment District Improvements

Recent public and private investments in the Lone Tree Entertainment District show a commitment to a new vision for the area. The Entertainment District is home to a variety of attractions, including a movie theater, bowling center, indoor skydiving, miniature golf, hotels, an athletic club, health spas, several restaurants and financial institutions. The District is located east of Yosemite Street along both the north and south sides of Park Meadows Drive.



### Public Commitment and Investment

The City of Lone Tree has long recognized the value of the Entertainment District and has always seen the potential for creating a more cohesive district and gathering place. Originally developed in the 1990s, the area has many successful businesses, but has been challenged with fractured ownership; multiple property management companies; no sense of place or focal point; uncertain entries and vague boundaries; no champion for implementing a vision for the District; and a lack of safe pedestrian connections.

Over the years, there were several attempts by the City and property owners to organize a collaborative approach to solving common problems. However, because there was no common vision, those efforts were never sustained. Still committed to the District, in 2012 the City Council engaged the services of the Colorado Chapter of the Urban Land Institute's Technical Advisory Panel

(TAP). The panel included experts in real estate development, urban design, traffic engineering and market analysis. They reviewed technical reports and interviewed property owners, business representatives, Lone Tree residents and elected officials. The panel then presented its findings to City Council, concluding that the original intent of the Entertainment District as a destination venue was never realized in part because the vision was never well articulated. The panel encouraged continued public investment and leadership, but only after a more specific vision was created.

Following the recommendations of the ULI panel, in pursuit of that vision, the City engaged the services of a consultant team including 505 Design, Norris Design, Ricker/Cunningham and Matrix Design. The consultants conducted community meetings, met with focus groups, and engaged a wide variety of stakeholders in a dialogue about Lone Tree, what makes it unique, and how the Entertainment District could be improved to meet the desires of the community. This public process, and the creation in 2013 of the *Vision Book*, helped further define the potential for the district and identified several potential public and private improvements in the area.

In 2015, exciting changes began taking shape. Currently under construction, and expected to open in late December (weather permitting), is a new intersection and traffic signal at Park Meadows Drive at Kimmer Drive. This four-way traffic signal and pedestrian crossing will create a more efficient and safer connection for automobiles and pedestrians accessing businesses on the north and south sides of Park Meadows Drive.

Between this new intersection and Yosemite Street to the west, raised medians along Park Meadows Drive will be installed to improve traffic flow and eliminate dangerous left turn movements coming out of the Entertainment District from both the north and the south. In 2016, construction will begin on an additional lane on northbound Yosemite dedicated to vehicles turning right, or east, onto Park Meadows Drive. This improvement will relieve congestion in the area and improve access to businesses.



# CITY OF LONE TREE

The City and the South Suburban Parks and Recreation District are partnering to develop a small park on land that is now a detention pond at the southeast corner of Park Meadows Drive and Kimmer Drive. The proposed park is currently in the design stage with a master plan expected to be approved in 2016. Thanks to support from Douglas County, Entertainment District visitors will also enjoy a new trail connection providing direct access between the Entertainment District and the Lincoln Light Rail Station.



## Creating a Business Improvement District

In 2015, property owners in the Entertainment District came together for the first time as a unified group to establish a new Business Improvement District (BID). A BID is a public-private partnership designed to enhance economic development within its boundaries. The BID boundary includes most of the businesses located on the north side of Park Meadows Drive. As a statutorily authorized entity, a BID has the authority to maintain and construct improvements and promote and market its facilities. To raise revenue, a BID can levy ad valorem property taxes, charge fees or tolls, and create special assessments.

In the summer of 2015, the Lone Tree BID was initiated by a petition from property owners that owned more than 50 percent of the land and assessed value of the District. As a result of the petition, the City Council incorporated the BID by ordinance on September 1, 2015. Subsequently, the BID Board of Directors referred tax questions to its voters to provide revenue for its operations. In

the November election, property owners voted to unanimously approve the BID's taxing authority. On December 2, 2015, the BID Board of Directors approved a 15 mill property tax on their own properties to support property maintenance and upgrades within the designated BID area. The creation of a BID sets the groundwork for the north side of the Entertainment District, to operate as a single, unified destination and enables collaboration on projects throughout the Entertainment District in an organized setting.

## Private Investments

Many businesses have made recent improvements – further evidence of their commitment to the area and the vision for the Entertainment District. United Artists Theater renewed its lease and has completed a multi-million dollar interior renovation, including the installation of premium stadium seating. The Brunswick Zone bowling center is under new ownership by Bowlero Bowl and has completed exterior improvements, and is underway with interior improvements. Other businesses with recent enhancements include Mimi's Cafe, Mellow Mushroom, Fox and Hound Sports Tavern and Starbucks. SkyVenture Indoor Skydiving underwent a rebranding and now operates as iFly Indoor Skydiving. Finally, new businesses to the Entertainment District moved in this year too, include Re/Max Structure, and Grillin' Wings and Things from Denver.



## Contact

For more information about the Entertainment District, please contact Jeff Holwell, Economic Development Director, at 720-509-1276.