



Lone Tree Plaza

RE-ENVISIONING THE ENTERTAINMENT DISTRICT

VISION BOOK

28 AUGUST 2013



CITY OF LONE TREE

505Design + Norris Design
Ricker | Cunningham +
Matrix Design

Lone
Tree
Plaza

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WELCOME HOME

Lone Tree residents, elected officials, visitors, and business and property owners want to see the area known as the Entertainment District flourish. Previous efforts to revitalize the area have been unsuccessful. This process set out to be different, by engaging a wide range of stakeholders in a dialogue about Lone Tree and what makes it unique, where they enjoy spending time and how the Entertainment District should be improved.

Through these interactions a brand and identity for Lone Tree Plaza has been created that will be championed by the City, elected officials, visitors, and business and property owners.

PURPOSE

IDENTITY

- Define the Entertainment District and its place within Lone Tree and the greater metropolitan area.
- Create a clarity of message or brand that articulates what the personality and character of the District should evolve into. It needs to be easily understood and communicated to current business owners, users, residents and potential investment interests.
- With a Vision for this commercial center, stakeholders and visitors alike will be better able to make an emotional connection. Public and private interests will be able to make a financial commitment to a long-term outcome.

DESIGN

- Translate the identity into physical design elements that represent the new vision and help to shape the district and its future.
- Identify catalyst concepts within the study area.

IMPLEMENTATION STRATEGY

- Test the Vision for market and financial feasibility, and make recommendations to the City regarding implementing the concepts, including removing existing barriers to investment, phasing and funding mechanisms.
- Determine how to finance the project and facilitate relationships between public and private sectors to accomplish the vision

The Entertainment District was originally developed in the late 1980s prior to the incorporation of the City of Lone Tree. Over the years a significant amount of development occurred in the area. C-470 defines the northern boundary, the Crest Apartments form the eastern boundary, with other multifamily development to the southeast. Heritage Hills (a gated single-family residential community) is the southern boundary, and Yosemite Street defines the western boundary. The Entertainment District is home to a wide variety of attractions, including United Artists (UA) Theater, Brunswick Lanes, Sky Ventures Indoor Skydiving, Go Putt Miniature Golf, the Element Hotel, the Lone Tree Athletic Club, several restaurants and financial institutions and a host of other businesses that constitute the commercial component of the Entertainment District.

The City engaged the Urban Land Institute (ULI, <http://www.coloradoul.org/>) in December 2012 to provide a Technical Advisory Panel (TAP) consisting of experts in real estate development and design. The Panel presented findings to the City Council, encouraging the development of a Vision and Repositioning Strategy for the Entertainment District Area.



What We've Heard

Engaging the community, business owners, property owners and City leadership was a key component to creating a Vision that would be relevant to the market and culture of Lone Tree. The consultant team met with a wide variety of stakeholders with differing perspectives, and there were several areas of agreement identified through the process. Input was gathered at individual interviews, steering committee meetings, focus group meetings and community events. The following key findings represent comments that were heard consistently throughout the visioning process.

What We've Heard

Residents have deliberately chosen to live in Lone Tree, and appreciate the lifestyle options that the city offers.

City of Lone Tree residents have a great sense of community pride. Residents have chosen Lone Tree because of the ability to connect with neighbors, the outdoors, transportation access and great amenities. The City itself has the ability to make its own history moving forward, and shaping that future is important to community members. The lifestyle that is offered in Lone Tree is unrivaled in suburban communities, and residents see a great opportunity at the Entertainment District to create a unique place that is "for them."



lifestyle

Words Used to Describe Lone Tree:

- | | | | |
|-----------------|---------------|---------------------|-----------------------|
| close knit | high class | community pride | high expectations |
| active arts | neighborly | integrity | destination community |
| boutique city | convenient | strong demographics | first class city |
| affluent | prosperous | young | exclusive |
| athletic | sophisticated | opportunity | friendly |
| new | volunteering | easy to access | |
| family friendly | educated | superior | |
| upscale | no center | curvilinear | |

The ED can become the emotional center of Lone Tree.

Stakeholders feel that existing centers within the City are not places for all Lone Tree residents. For example, Park Meadows Mall is a regional attraction and cannot be considered the center. RidgeGate includes excellent amenities, like the Arts Center, but stakeholders feel that most of the public spaces there are for those residents, and not for people that don't live in that neighborhood.

The ED is centrally located within Lone Tree and bridges the older residential neighborhoods with Park Meadows and future development at RidgeGate. The ED is a mixed use neighborhood includes civic, medical, retail, entertainment, restaurant, residential, and professional services – these are the uses also found in downtowns. The revitalization efforts at the ED are an opportunity to create Lone Tree's "heart".

The Entertainment District isn't really an Entertainment District – it is a mixed use neighborhood – and a true "entertainment district" may not be realistic in Lone Tree.

As documented in the Urban Land Institute Technical Advisory Panel (TAP) Report and confirmed through the community engagement process, most people do not recognize the ED as an entertainment district. In addition to the admission that it isn't currently an entertainment district, most people agree that the focus for revitalization should not be to further develop the entertainment district brand. Rather, most stakeholders believe the ED should become a more family friendly destination within the City, focus on efforts to provide outdoor gathering spaces, capitalize on corporate events for area employers and draw in a more robust restaurant and retail tenant mix that is attractive to a broad range of age groups.



hodge-podge

The size and scale of the ED discourages walking and it isn't clear where the district is located.

Most Lone Tree residents know the ED by a few businesses located within it – the movie theater or the bowling alley – but do not recognize it as a holistic district. There are no identifiable features that would indicate that the ED is intended to be one cohesive area.

The boundary that is most commonly utilized to identify the district is the original Planned Unit Development zoning property line, and the uses contained within the property lines are a broad mix without a consistent theme. The recognition of this entire area as a district will take an extensive amount of physical improvement and many stakeholders question whether the scale of the boundary is appropriate.

In addition to the scale of the ED, Park Meadows Drive (a multi-lane arterial) creates a significant physical division between the north and south sides of the district. There is a lack of continuity along the property frontage, and no physical provisions to allow for pedestrian crossing. There are restaurants and entertainment venues that would greatly benefit from an enhanced connection – physically to allow for walking, and emotionally to tie the north and south areas together. The future Vision must include reasons for people to walk across a large roadway, not just a physical connection.

Leading people to the district from the light rail station and Yosemite through signage, landscaping and other identification elements will be critical to achieving success at the ED. Current signage is inappropriately located and does not portray a cohesive identity.



ad-hoc

What We've Heard

There are reasons to go there, but there are no reasons to stay there. The community wants to stay, if there was a place for them.

Most residents in the community go to the ED for a specific need – to see a movie or to go out to eat – but no one goes there and stays there. Community members requested a place you want to spend Saturday, eat your way down the street and that encourages lingering. The City does not own any public gathering spaces that could be utilized for small community concerts or farmers markets, and the ED is a central location within the community where this could possibly be achieved.

The ED has strong anchor tenants.

The existing entertainment venues within the ED are important anchors and provide a niche market within Lone Tree and the region. United Artists Theaters, Brunswick Lanes and SkyVentures are key properties that set the ED apart from the Park Meadows Mall, RidgeGate and other shopping destinations in the region. Enhancing connections between these venues, both physical and emotional, will solidify the ED and can generate additional interest for complementary uses.

good anchors



There is no overall organizational structure for the ED businesses and property owners, which makes it difficult to communicate and make decisions for the betterment of the district.

Previous attempts to revitalize the ED and create a cohesive identity have failed, and many would credit this to the lack of organization for property and business owners within the area. The importance of a cooperative business/property organization that has authority and leadership to be champions for the Vision, facilitate improvements, collectively market businesses and promote events within the area a critical issue to address through this process. The Vision Plan will identify the organization that should be the “keepers of the Vision Plan” and be advocates for implementing the Vision.

We want independent and boutique style businesses.

Lone Tree has a wealth of retail and restaurants, but lacks a significant amount of small, locally owned businesses. Creating physical locations and a support system for these types of businesses is something to consider for the ED Vision Plan.

Development Ideas from the Community:

- | | | |
|----------------|------------------------|-----------------------|
| ice skating | unique restaurants | gym |
| roller skating | village/hamlet | medians |
| events plaza | clothing stores (teen) | cocktail arts |
| bus circulator | ping pong bar | breakfast restaurants |
| traffic signal | residential | |
| unique shops | kids entertainment | |





Lone Tree Plaza is...

THE *heart* OF LONE TREE



What We're Going to Do

EAST-WEST CONNECTION

front yard



PROMOTE THE BRAND



park meadows drive

MAKE THE CROSS



MAKE THE CROSS

unite the district across
Park Meadows Drive



restaurant terrace



allée park



park meadows drive



civic park

Civic Park

gateway plaza

scenic overlook

skate park

scenic overlook

gateway plaza

community amphitheater

scenic overlook

pedestrian bridge



STEPPED SEATING



CIVIC SPACE

Civic Park



EXISTING IMAGE

Civic Park



SKATE PARK & BOULEVARD

Civic Park



AMPHITHEATER & DETENTION POND

Park Meadows Drive

UNITE THE DISTRICT with UNIQUE LANDSCAPING along the rights-of-way and in the median

new median signifies entry into Lone Tree Plaza



a unified landscape theme along the right-of-way enhances the visual character of the district

multiple locations for pedestrians to cross the street comfortably



PARK MEADOWS DRIVE | OVERALL IMPROVEMENTS



PUBLIC ART



CROSSWALK PAVING

"driving through the park" civic center park extends across the street, seamlessly connecting to the allee park

new median signifies entry into Lone Tree Plaza

Park Meadows Drive

TRAFFIC CALMING

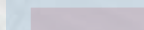



The high speed of traffic on Park Meadows Drive was a concern often heard during the stakeholder engagement process. The new design for Park Meadows Drive includes a landscaped median, crosswalks, pedestrian refuge areas, and pedestrian crossing signals, all which help to slow speeds. Additional elements to consider include:

- Narrower Lane Widths
- Raised Crosswalks
- Corner "bump-outs"
- Signalized Intersection(s) at Kimmer and access point east of Kimmer)
- Slower Speed Limits
- Specialty Paving Areas
- City Circulator Bus Stops - from Lincoln Station through the City, with stops at key destination points

- Extend sidewalks and create a defined private street from the signalized intersection at C-470 and Yosemite into Lone Tree Plaza

- Extend Kimmer Drive North
 - Signalized intersection
 - Specialty paving in entire intersection
 - Pedestrian refuge
 - Full movement intersection
 - "Table-top" crossings east to west

CIRCULATION LEGEND

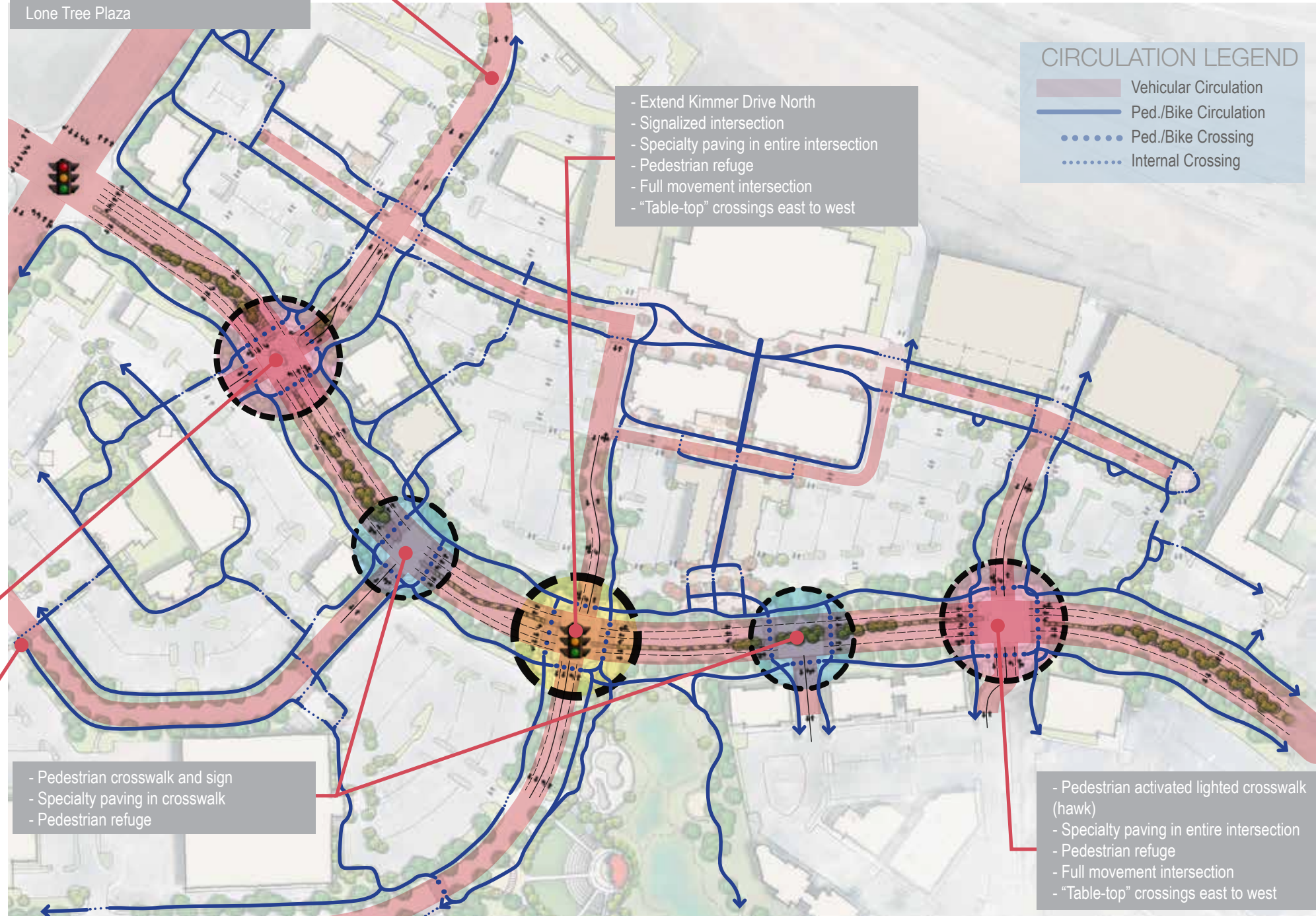
-  Vehicular Circulation
-  Ped./Bike Circulation
-  Ped./Bike Crossing
-  Internal Crossing

- Pedestrian activated lighted crosswalk (hawk)
 - Specialty paving in entire intersection
 - Pedestrian refuge
 - 3/4 movement intersection
 - "Table-top" crossings east to west

- Create pedestrian connections to destinations throughout the district, especially key redevelopment properties and anchors

- Pedestrian crosswalk and sign
 - Specialty paving in crosswalk
 - Pedestrian refuge

- Pedestrian activated lighted crosswalk (hawk)
 - Specialty paving in entire intersection
 - Pedestrian refuge
 - Full movement intersection
 - "Table-top" crossings east to west



Park Meadows Drive



columnar tree groves

SIDEWALK MEANDERS THROUGH UNIFIED LANDSCAPE ALONG THE RIGHT-OF-WAY



meandering concrete sidewalk

park meadows identifier



TREE GROVES IDENTIFY INTERSECTIONS



gateway element and signage identifying Lone Tree Plaza

repeating pedestrian lights with banners identifying Lone Tree Plaza

repeating sculptural elements



unique crosswalk paving; led lighting along crosswalk



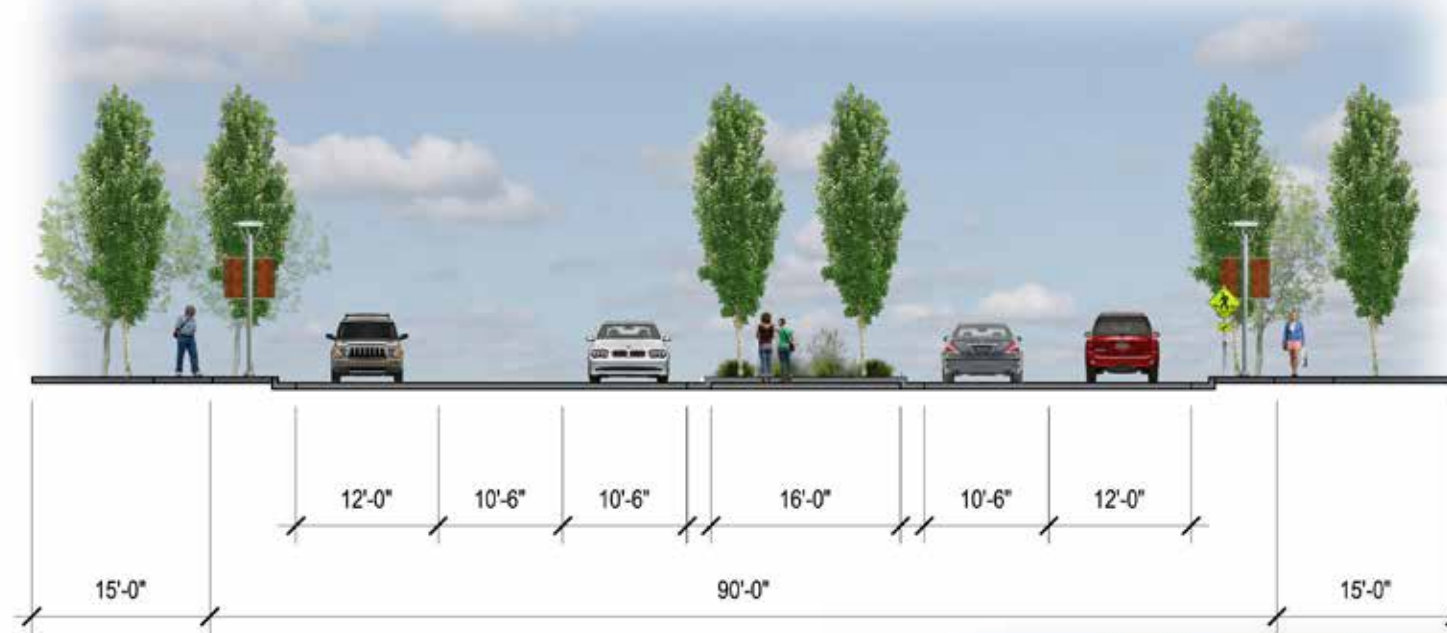
pedestrian refuge



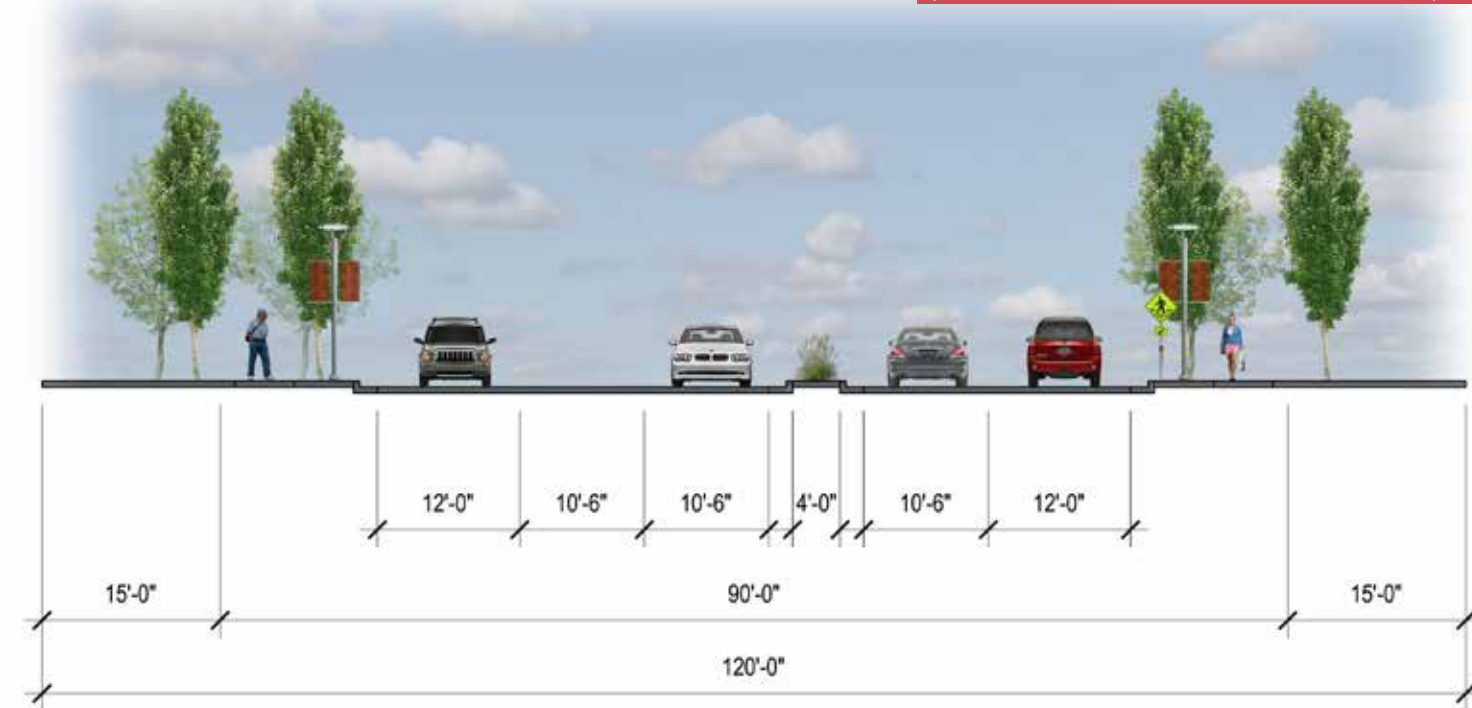
led lit pedestrian crossing

Park Meadows Drive

SECTION AA - LARGE MEDIAN
(for use in instances where turn lanes aren't needed)



SECTION BB - SMALL MEDIAN
(for use in instances where turn lanes aren't needed)

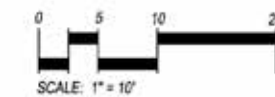


MEDIAN DESIGN & PEDESTRIAN REFUGE

The median will vary in width to accommodate turn lanes and through traffic. These examples show two different scenarios that could occur at Lone Tree Plaza along Park Meadows Drive.

The current right-of-way width at the intersection of Yosemite and Park Meadows Drive is approximately 120'. The width of Park Meadows Drive heading east narrows minimally to 90'.

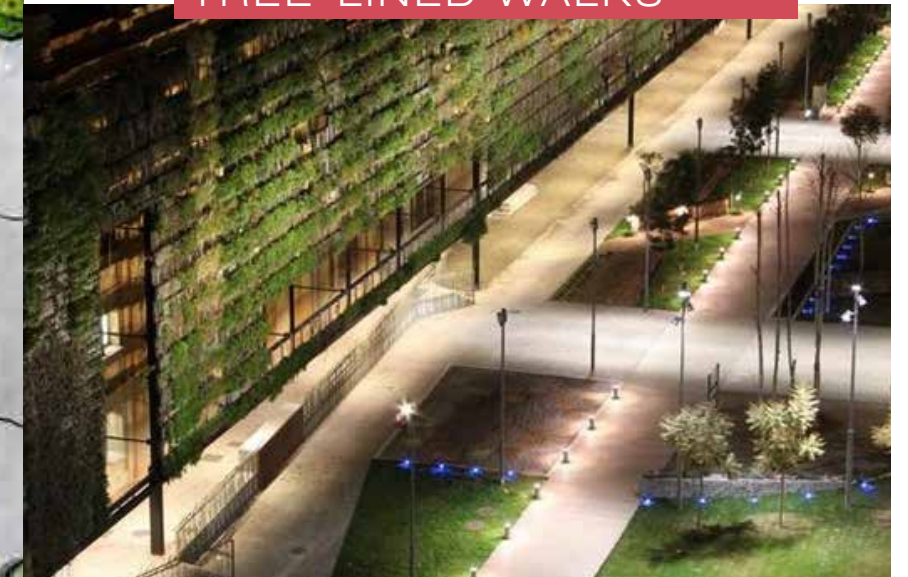
Creating a safe and comfortable pedestrian refuge area is key to encouraging people to cross the street to engage the many restaurants, activities and services within Lone Tree Plaza. During the next phase of design, narrower lane widths and larger median sizes should be explored. Encouraging narrower street widths and larger landscaped medians will be critical to the success of the area.



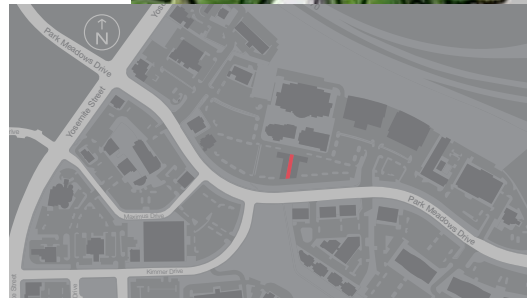
Allée Park



TREE-LINED WALKS

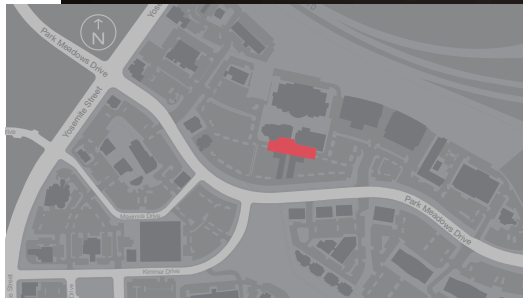


INTIMATE SPACE



Restaurant Terrace

EXISTING IMAGE



THE PROMENADE

create a strong connection
across the district



THE PROMENADE

create a strong connection
across the district



EVENTS and AMENITIES

LINEAR PLAZAS



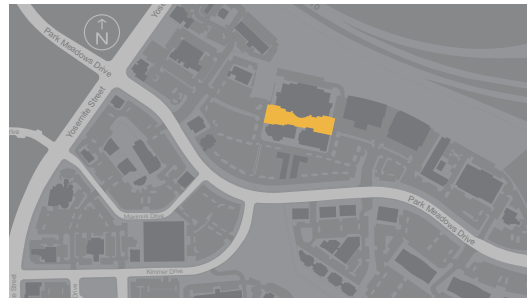
Theater Plaza



USE OF LIGHT



COVERED SEATING



Theater Plaza



EXISTING IMAGE



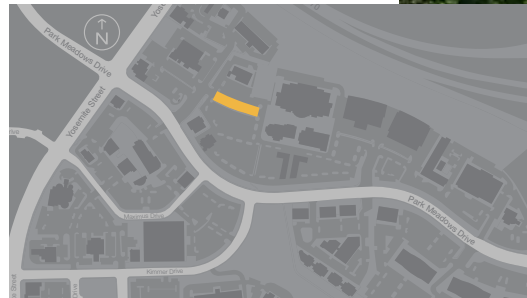
Farmers' Lane



TENTS & SHADE



ACTIVE SPACES



Farmers' Lane



EXISTING IMAGE



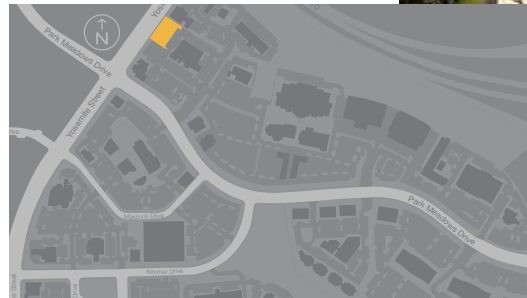
Front Yard



LUSH FRONTAGE



SCULPTURAL MOVES



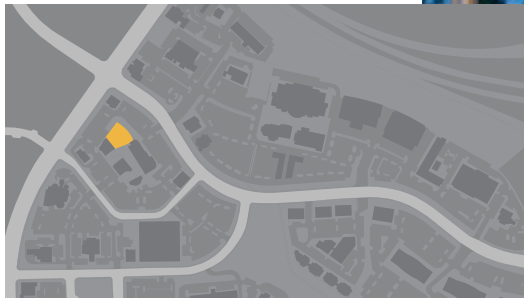
West Patio



WARM MATERIALS



COMFORTABLE DINING



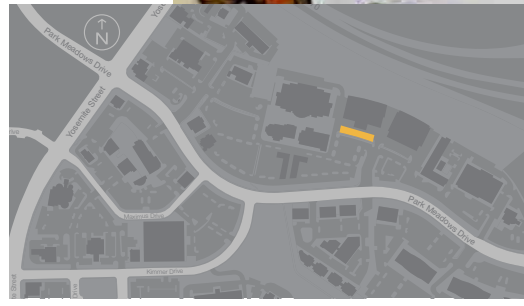
Kids' Park



OUTDOOR FUN

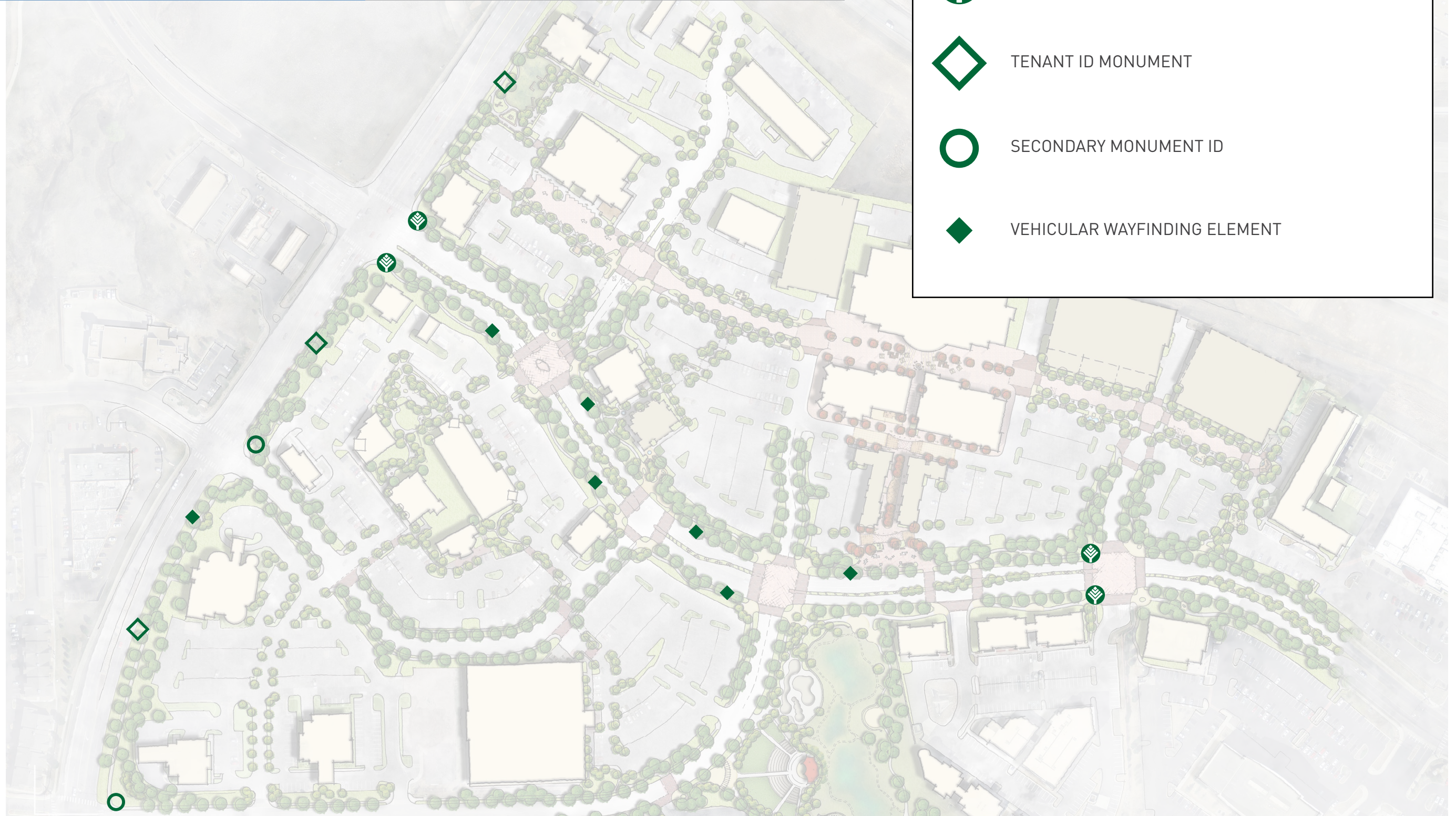






TASTEFUL AMENITIES



PROMOTE THE BRAND

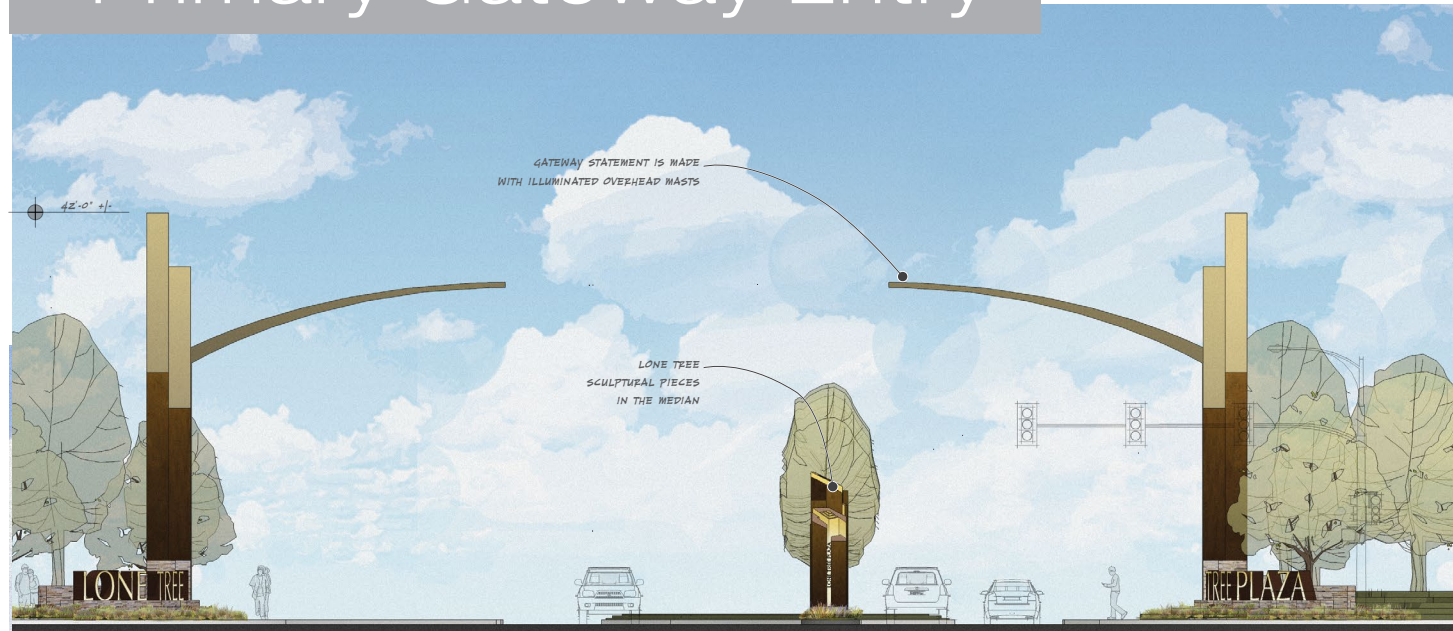
create boundaries through entry elements and identity signage



-  PRIMARY MONUMENT ID - Gateway Element
-  TENANT ID MONUMENT
-  SECONDARY MONUMENT ID
-  VEHICULAR WAYFINDING ELEMENT

PROMOTE THE BRAND

Primary Gateway Entry



595

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Ricker | Cunningham
Matrix Design Group



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Primary Gateway Entry | PROMOTE THE BRAND | 6.2

Primary Gateway Entry



Tenant Identification



Tenant Identification



DARK WEATHERED BRONZE FINISH

12'-10" +/-

TENANT NAMES: HALO ILLUMINATED, BRUSHED ALUMINUM LETTERS



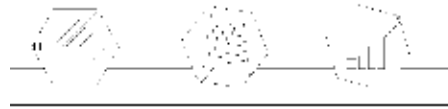
'LONE TREE PLAZA' LETTERS
DARK BRONZE RETURNS WITH HIGH GLOSS ENAMEL FACE-LIGHTING AT BASE



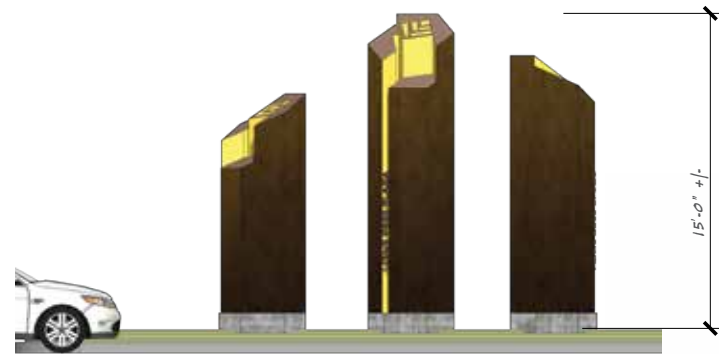
STACKED SLATE CLADDING AT MONUMENT BASE

TYPICAL BUSINESS LISTING PYLON
3/8" = 1'-0"

Sculptural Monuments



PLAN-MEDIAN SCULPTURES
NO SCALE

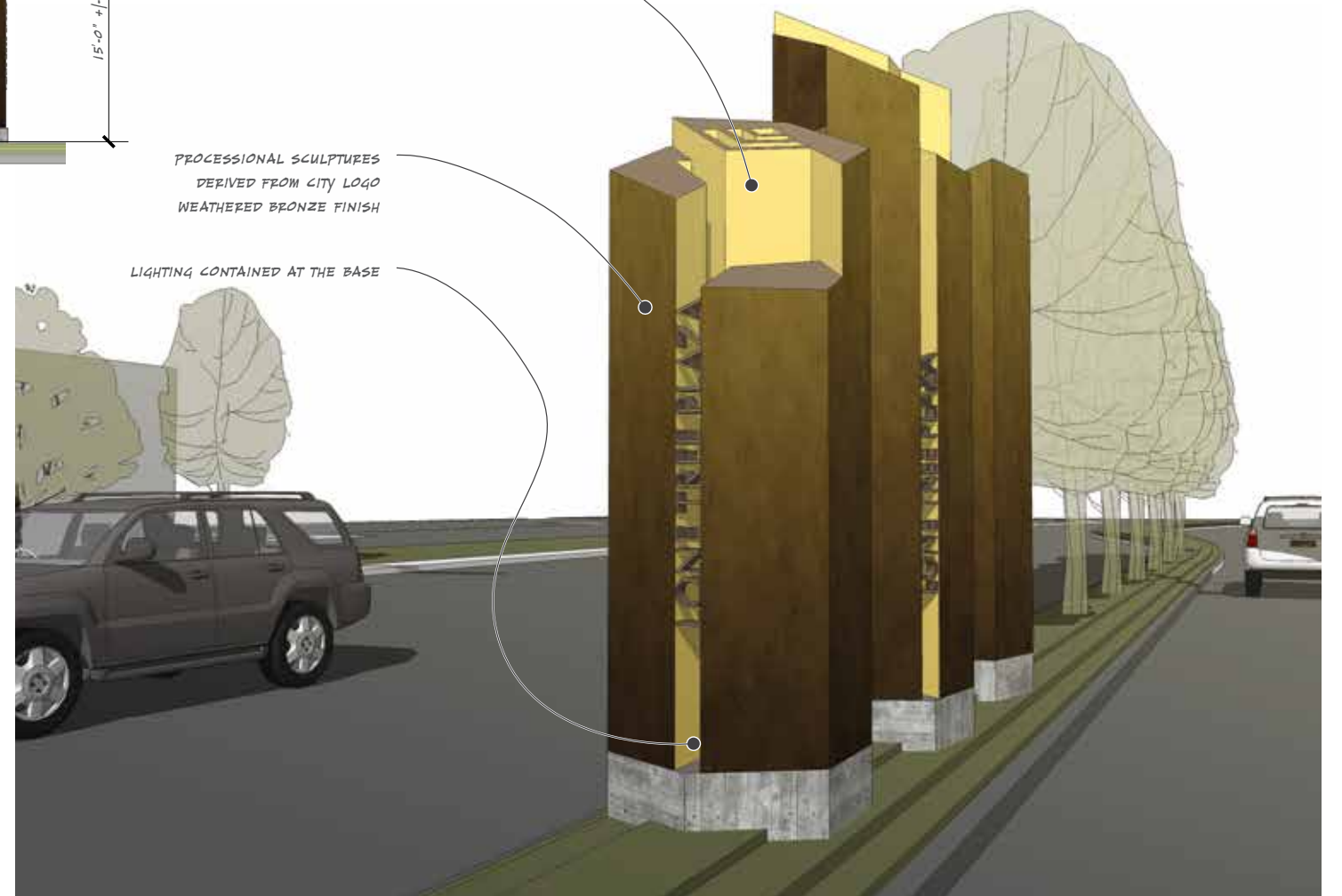


ELEVATION-MEDIAN SCULPTURES
NO SCALE

INNER SURFACES/VOIDS
FINISH WITH HIGH GLOSS ENAMEL

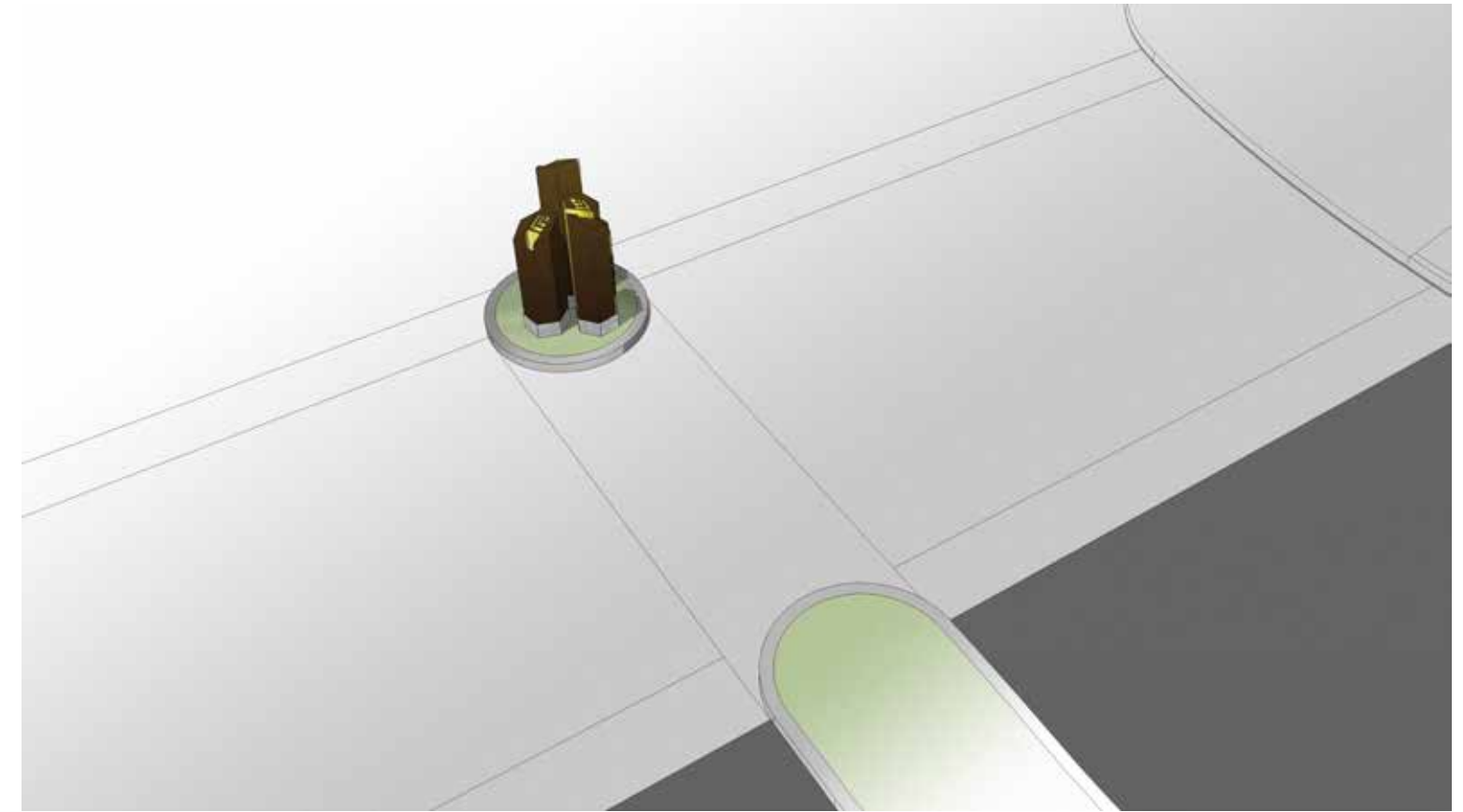
PROFESSIONAL SCULPTURES
DERIVED FROM CITY LOGO
WEATHERED BRONZE FINISH

LIGHTING CONTAINED AT THE BASE



PROMOTE THE BRAND

Sculptural Monuments



595

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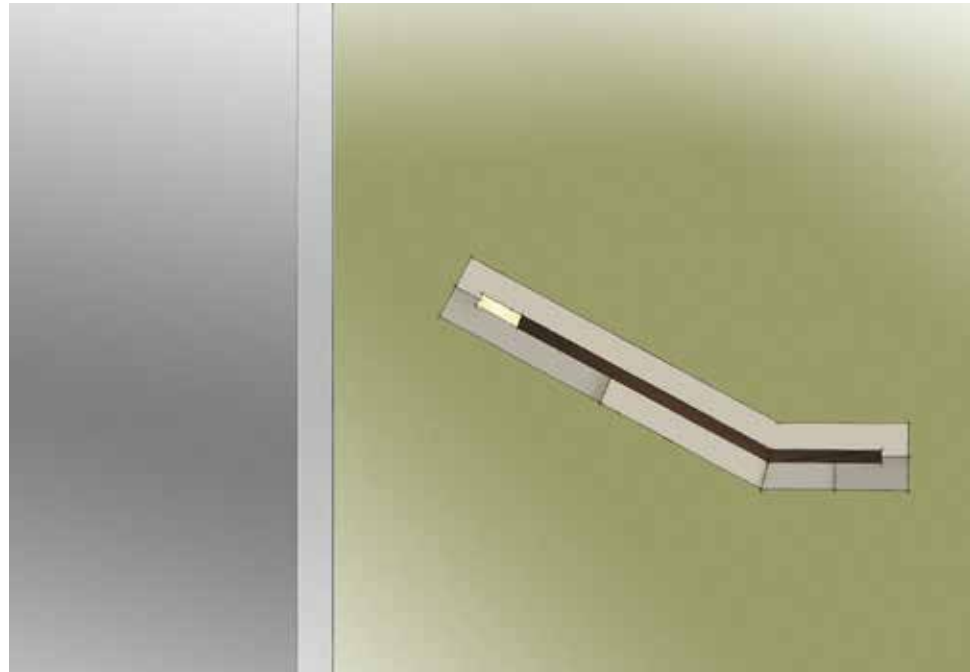


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Lone Tree Plaza VISION BOOK

Sculptural Monuments | PROMOTE THE BRAND | 6.7

District Wayfinding



PERSPECTIVE VIEWS

NTS

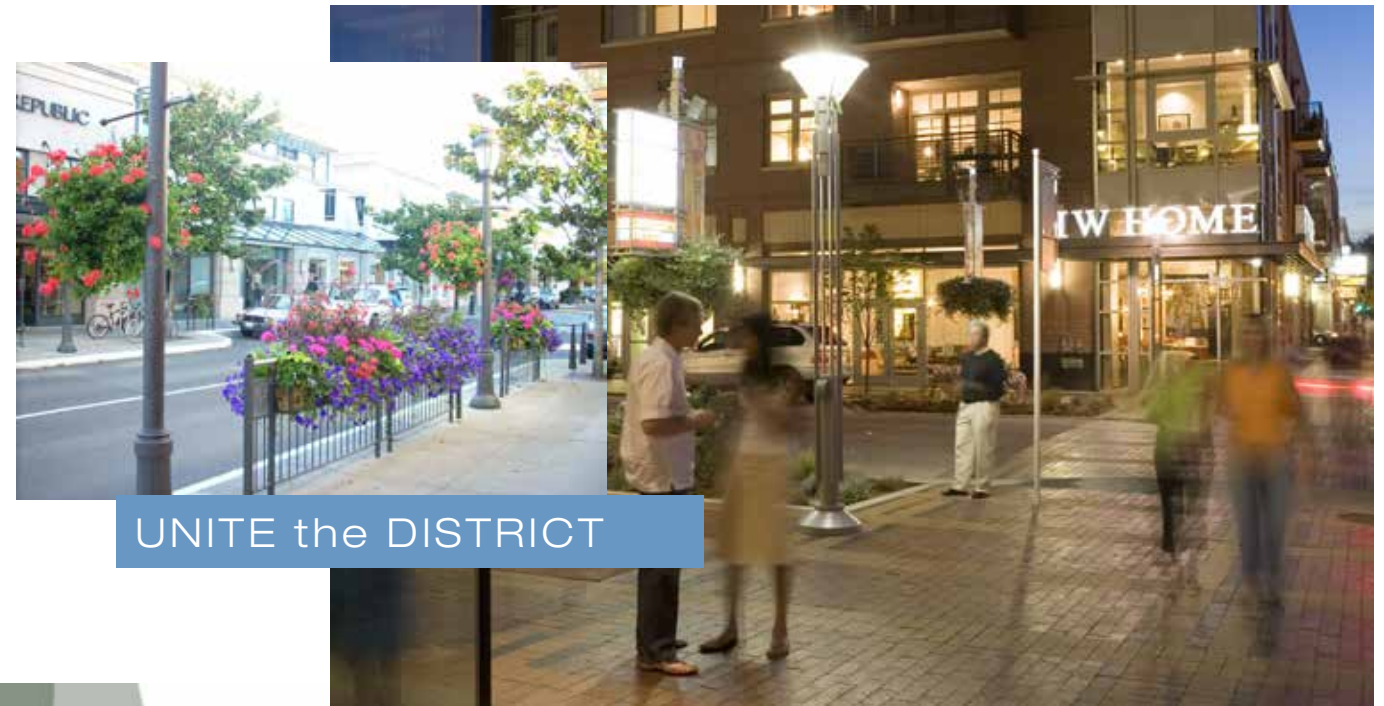


PRIMARY VEHICULAR DIRECTIONAL // SINGLE SIDED SIGN

1/2" = 1'-0"

BOARD FORMED CONCRETE BASE WITH INLAYED METAL TYPE

PROMOTE THE BRAND
Signature Elements



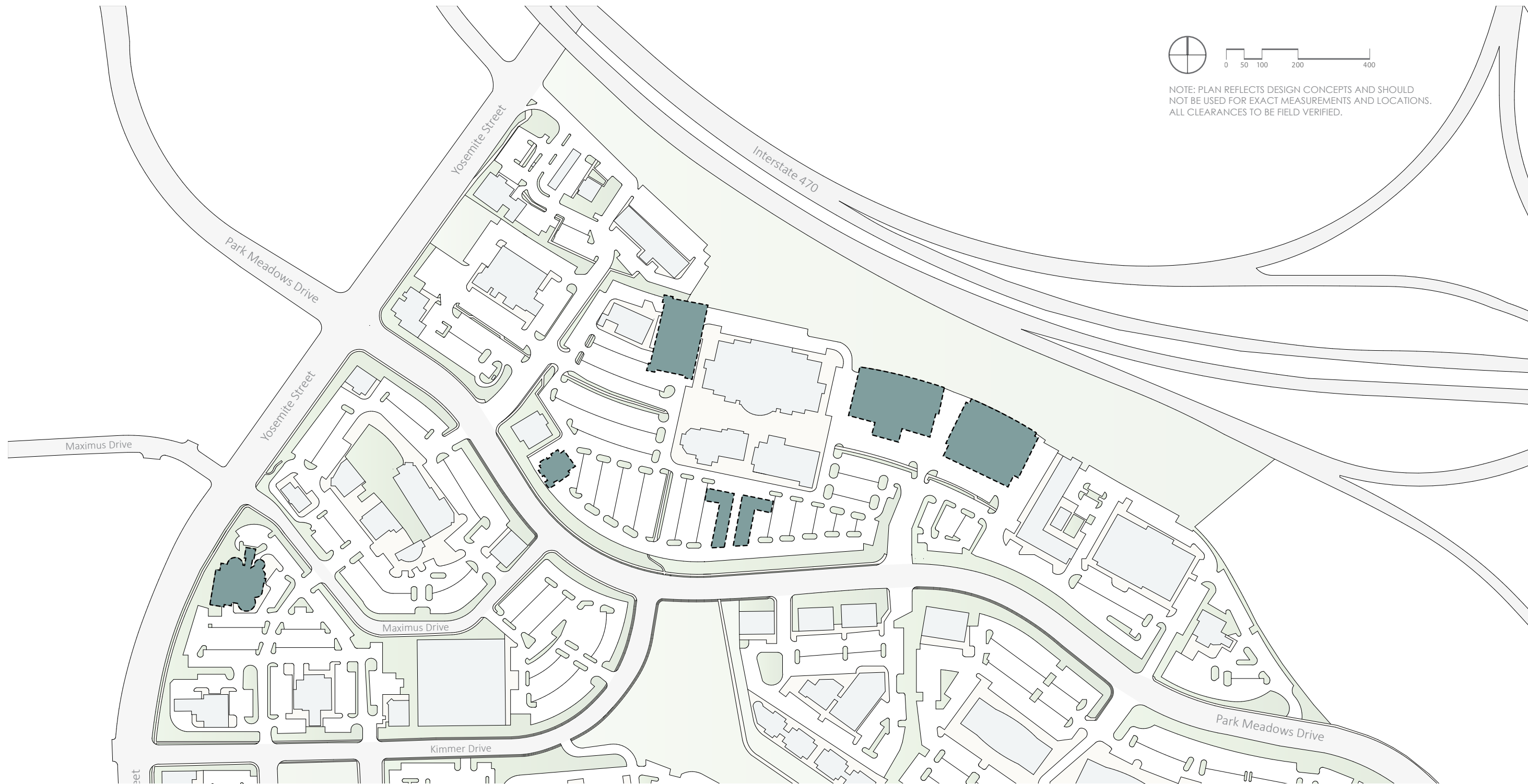
UNITE the DISTRICT



CROSS the STREET



Infill Development



NOTE: PLAN REFLECTS DESIGN CONCEPTS AND SHOULD NOT BE USED FOR EXACT MEASUREMENTS AND LOCATIONS. ALL CLEARANCES TO BE FIELD VERIFIED.



IT'S ALL ABOUT THE BRAND

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IT'S ALL ABOUT THE BRAND 7.2

26 AUGUST 2013



The 2023 Vision Book Addendum

The 2023 Vision Book Addendum

This document serves as an addendum to a document titled "*Lone Tree Plaza-Re-envisioning the Entertainment District Vision Book*", dated August 28, 2013 ("The Vision Book"), which re-envisioned the Entertainment District in Lone Tree. As the City reflects on the progress made over the last ten years towards revitalizing this area, Lone Tree intends to build upon the vision.

This addendum supplements the 2013 Vision Book and is intended to:

1. Communicate and reinforce the concepts and principles necessary to realize the vision over time including efforts that create strong pedestrian connections, a walkable environment, placemaking, public gathering spaces, and a mix of uses.
2. Reflect on and document the progress and substantial investments made since the vision was set in 2013;
3. Serve as a living document that the city and community partners and stakeholders may use to support future planning efforts.

The collaborative effort in 2013 engaged a wide range of stakeholders and culminated in a unified vision for the district as "The Heart of Lone Tree". The Vision Book describes a flourishing place that community members feel a connection to. It is a dynamic, connected, walkable area with vibrant public spaces and thriving uses. This vision reflects the unique characteristics and potential of the district and serves as a basis for ongoing collaboration with business owners, users, residents, and potential investment interests.

In the years since the initial vision, there have been positive changes in the district's landscape, including new businesses, entertainment venues, and public spaces. However, the area continues to experience significant challenges and barriers to reinvestment. These include an outdated zoning and regulatory framework, fragmented parcel ownership, and a disconnected built environment. Also influencing the district are changing consumer retail habits, market conditions, lack of affordable housing and condominium development, and growth of the surrounding area. These factors must be taken into consideration when implementing the vision for the district. Through continued collaboration, strategic planning and investment, the vision for the district can be realized. This addendum represents the city's continued and renewed interest in ensuring the success of this important place within the community.

Adoption of the Vision Book and this addendum (Collectively, "The 2023 Vision Book") signifies to the community, stakeholders and development interests that the city has an overall vision for the area and is interested in working with parties to refine and implement that vision over time. In conjunction with the City's Comprehensive Plan and applicable land use regulations, new development and redevelopment will be evaluated for conformance with the concepts and aspirations articulated in this Vision Book.

The Vision Book

Timeline of Key Events

2013

ULI Technical assistance panel and Lone Tree Vision Book developed

2015

Lone Tree BID Incorporation and successful TABOR Election

2018

Kimmer Plaza Phase 1 Completed

Yosemite Median Improvements

Rio/Grist Restaurant Building Renovation

Go Putt/Tru by Hilton Redevelopment

2016

Kimmer Dr. / Park Meadows
Dr. Intersection and Traffic
Light

Yosemite St. / Park Meadows
Dr. Right Turn Lane

United Artists Theater
Renovation

Brunswick Zone/Bowlero
Renovation

2021

Entertainment District
Tax Incentive Program (ETIP)
Created

2020

Kimmer Trail Completed

2022

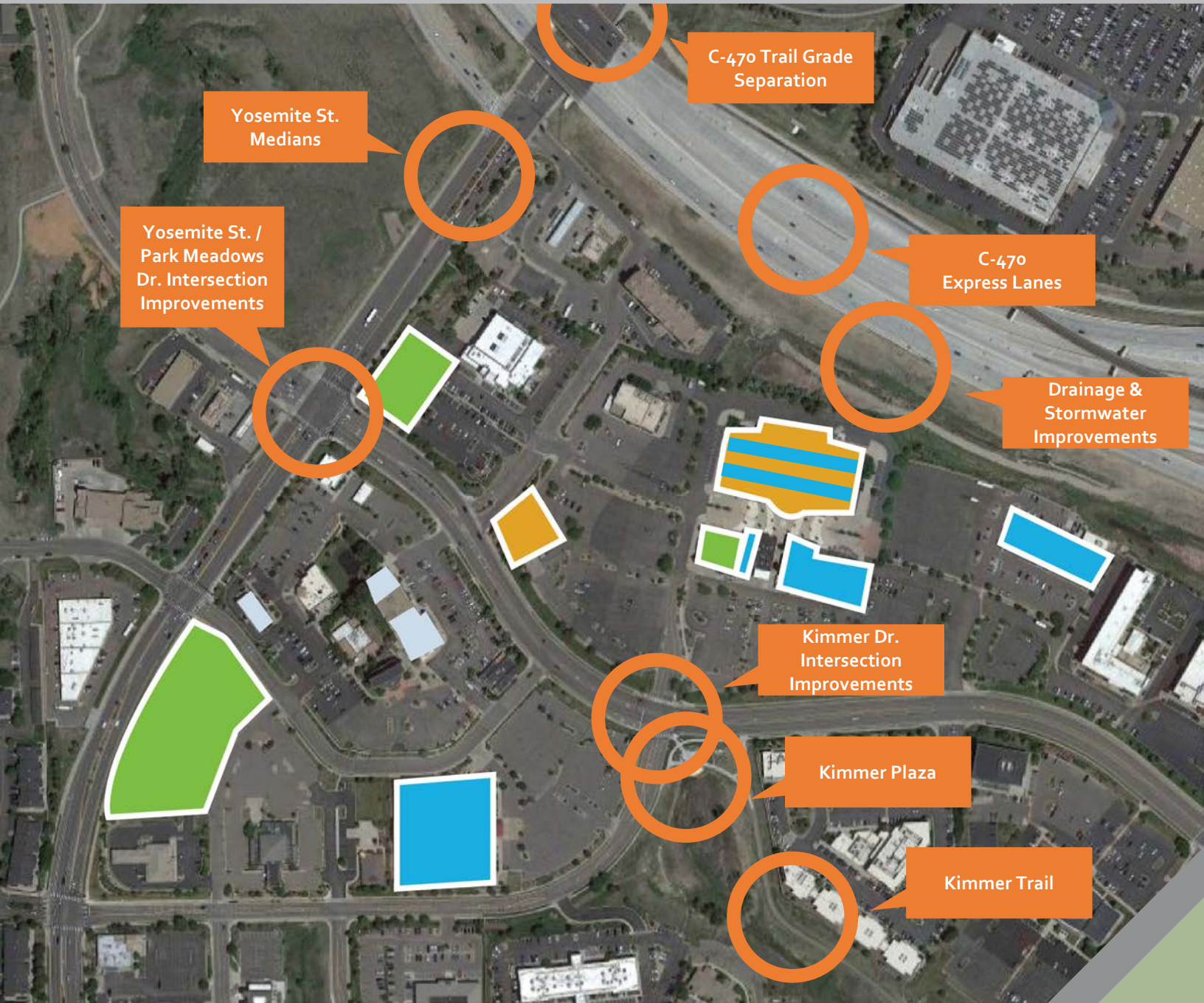
Entertainment District Market &
Zoning Analysis

2023

C-470 Trail Improvements- Yosemite St Grade
Separation & Connector Trail to County Line Station

Reflecting on Progress

Public & Private Investments



Public Investment made since 2013



Substantial Private Investment made since 2013



Proposal in Pipeline



Potential Redevelopment

Public Investments



Kimmer Plaza, completed in 2018, provides a new public gathering place in the District.



The new traffic signal at Kimmer Dr. and Park Meadows Dr. provides improved auto and pedestrian access into the District.



Private Investments



Many businesses have invested in redevelopment or renovation projects in the past 10 years.



Challenges



COVID-19 created strain on restaurant and entertainment businesses globally. Locally, the City provided support to keep businesses operating, including through the Lone Tree Feeds program and funding "igloos" for outdoor dining.

Due to a variety of factors, some properties have been more difficult to redevelop.



Funding for substantial projects on private property, such as redevelopment of the plaza at the theater, has been difficult to identify.



Opportunities



Interest in the District has been strong, with several new redevelopment proposals entering the pipeline.

Several adjoining properties are on the market at one time, presenting an opportunity for combining parcels for a larger redevelopment project.



The District has been a selected location for new locally owned businesses.



Lone Tree Business Improvement District (BID)

As recommended by the visioning effort in 2013, the Lone Tree Business Improvement District (BID) was created to be a key component in the efforts to revitalize and improve the Entertainment District. The BID was established by the City in 2015 with the aim of providing financing, construction, operation, marketing and maintenance of public improvements and services necessary to enhance the overall experience within the BID.

The BID Board of Directors is appointed by City Council and is comprised of land and business owners that reside in the district. The BID's primary activities include common area maintenance, landscaping services, snow removal services, and minor capital investments including

parking lot improvements, lighting improvements, holiday lighting, and tree replacements.

As required by state statute, the BID submits an operating plan and budget to the City for review and approval on an annual basis. This ensures that the BID is operating effectively and efficiently, and that the funds are being used appropriately to achieve the goals outlined in the strategic plan.

The BID will continue to play a crucial role in the revitalization and continued growth of the Entertainment District, and will serve as a tool for public-private partnerships as redevelopment begins to occur in the area.



Entertainment District Tax Incentive Program (ETIP)

In 2021, the Lone Tree City Council introduced a new tax incentive titled the Entertainment District Enhanced Tax Incentive Program (ETIP) to help attract new businesses and investment to the Entertainment District area. The program was created to promote economic development by offering sales tax rebates to owners and prospective tenants of vacant properties and businesses in the district.

The incentive program would rebate incremental sales tax generated by a project for a project for

five years, starting at 90% in year one and ratcheting down to 30% by year five. The ETIP program criteria requires that the property is vacant or that there is a planned transition of tenants, and the reinvestment project must meet the City's zoning and design standards and guidelines.

To date, there have been no ETIP agreements approved, however there are two potential projects in the pipeline that would be major redevelopment opportunities.



