

Wheat Ridge•Ward Station Vision

Purpose of the Vision

The opening of the RTD's Gold Line commuter rail offers the City of Wheat Ridge a redevelopment opportunity at the Wheat Ridge•Ward Station area. RTD's Gold Line is expected to open in 2017 and will provide commuter rail service between Wheat Ridge•Ward Station and Denver Union Station. The City of Wheat Ridge engaged WSP|Parsons Brinckerhoff to help develop a unique and attractive vision for the station area. The purpose of the Wheat Ridge•Ward Station vision is to:

Present a contextual and focused TOD framework that clearly communicates to citizens, stakeholders and the development community the City of Wheat Ridge's preferred concept for future development surrounding the Wheat Ridge•Ward Station.

The station area vision incorporates a unified, market-based concept that is responsive to the opportunities and constraints of the station's environment. The overall vision was developed using input and ideas from a range of previous City of Wheat Ridge planning efforts and conversations with the Denver metro area's Transit Oriented Development (TOD) community. The vision communicates the City of Wheat Ridge's TOD vision to multiple audiences required for successful redevelopment.

It is imperative that multiple stakeholders, agencies and the development community understand the City's vision and corresponding expectations. Through individual meetings with relevant stakeholders, consultants presented the station area vision and received feedback from stakeholders. Stakeholders included: area residents, City Council members, City staff, business owners, RTD, members of the development community, and adjacent landowners.

This document outlines the visioning process, stakeholder feedback and suggests critical next steps for realizing redevelopment in the Wheat Ridge•Ward Station Area.

City of Wheat Ridge Investment

On November 8th, 2016 City of Wheat Ridge voters approved a \$12 million funding package for public amenities and infrastructure at Wheat Ridge•Ward Station. Funds will be used for the construction of TOD-appropriate public infrastructure improvements. These improvements may be constructed as City initiated projects, pro-actively prior to redevelopment activities, constructed at the time redevelopment occurs (privately or as public projects), or a combination of the above.

Wheat Ridge • Ward Station Area



— — — Study Area

Digital Model of the Existing Wheat Ridge • Ward Station Area

Development of the Vision

Once open, Wheat Ridge•Ward Station will be one of 74 rail transit stations in the Denver metro area. The large number of existing and future stations requires the development of a unique TOD vision that capitalizes on the opportunities of the station, and Wheat Ridge, in order to spur appropriate and realistic redevelopment. The context of Wheat Ridge•Ward Station is outlined below:

In the Region: Wheat Ridge•Ward Station represents one of the few “end of line” stations and, as such, has a unique set of opportunities and challenges. End of line stations may experience heavier park-&-ride demand and longer travel times. However, end of line stations also serve as primary connections to the urban periphery, allowing for unique development that may not be viable at more centrally located stations. This special context allows for the creation of Wheat Ridge specific TOD development that will differentiate it from other RTD transit stations.

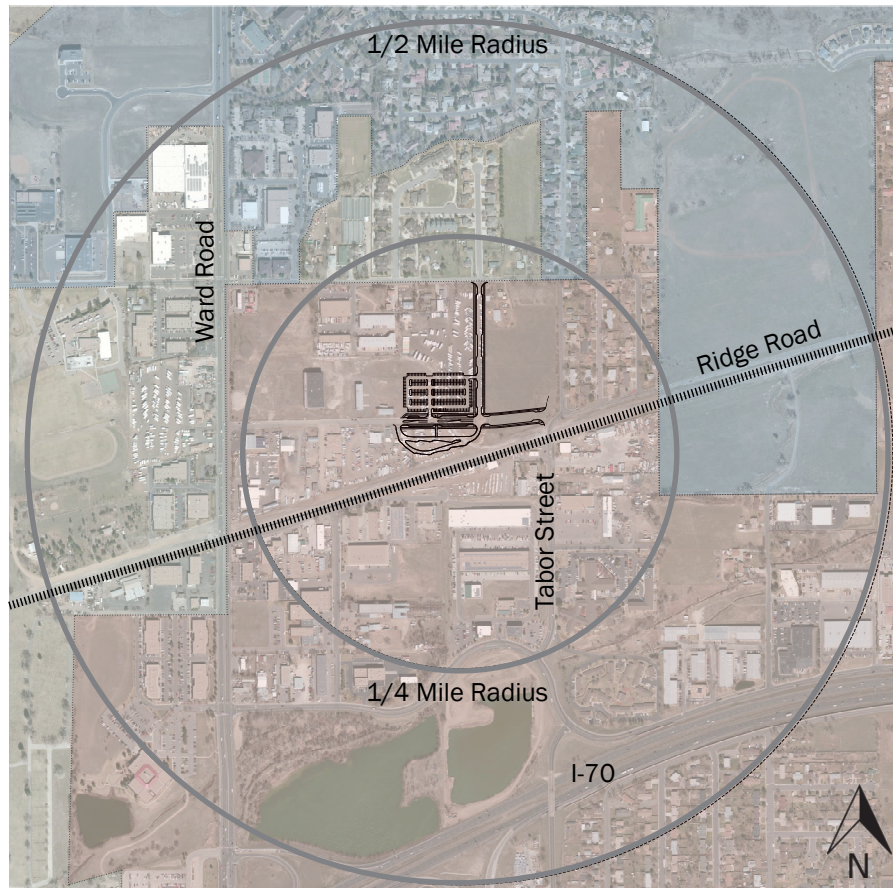
In the Sub-Region: Wheat Ridge•Ward Station is located in the western sub-region of the Denver metro area. The Wheat Ridge•Ward Station TOD vision was developed with the unique elements of the sub-region in mind. These include:

- Access to the vast outdoor recreational amenities of the foothills and mountains
- Quick and convenient commuter rail service to downtown (25 minutes) and Denver International Airport
- Access to I-70
- Adjacencies to recreational transportation corridors including Clear Creek Trail, Van Bibber Trail and future Peaks to Plains multi-use trail (Platte River - Clear Creek Trail - Clear Creek Canyon - Eisenhower Tunnel)
- Access to area employment centers, such as Downtown Denver, Denver West, and the U.S. 36 Corridor
- Access to growing suburban residential communities

The Site: The location of Wheat Ridge•Ward Station presents a number of opportunities for future development. The vision was developed with these opportunities in mind:

- Robust existing employment
- Access to recreational amenities
- Easy access to multiple regional transportation modes (I-70 / RTD’s Gold Line / Hwy 93 / US 6 / SH58)
- Adjacencies to future and existing regional bike routes
- Topography and views
- Large parcel size
- Nearby land is in Wheat Ridge, Arvada, and Jefferson County
- Existing and proposed residential development
- Potential Redevelopment of RTD’s Parking Lot and Bus Circulation Area
- Convenient access to I-70, the foothills and the mountains
- A number of light industrial manufacturing businesses, residential communities and medical services
- The site of the former Jolly Rancher plant
- A large number of parcels and diverse ownership patterns
- Two gravel ponds adjacent to I-70
- Proximity to both the Van Bibber and Clear Creek trails
- A new RTD station that includes a large park & ride lot, station platforms and bus bays
- Senior living facilities
- Street improvements related to the RTD Park & Ride facility

The Station Area



Existing Wheat Ridge • Ward Station Area

Walksheds: A walkshed is the time it takes for an average pedestrian to walk a given distance. In general, a 1/4 mile walk will take 5-10 minutes and 1/2 mile walk takes 10-15 minutes to complete. In terms of transit stops, a walkshed captures distances people are generally willing to walk to and from to access the station. Typical distances include: 1/4 mile for bus stops and 1/2 mile for rail stops. The map to the left illustrates bus and rail walksheds for Wheat Ridge • Ward Station.

City of Wheat Ridge
City of Arvada

Building on Past Efforts

This vision was not developed in a vacuum. A substantial amount of work in and around the station area has already been undertaken. Past processes served as the foundation of this vision, leading to implementable strategies and next steps. Past efforts utilized include:

- I-70 / Kipling Corridors Urban Renewal Plan (2009)
- City of Wheat Ridge mixed use zoning (2010)
- EPA Infrastructure Financing for TOD (2013)
- Northwest Sub-area Plan (2013)
- Ridge Road Catalytic Project (DRCOG/EPA grant funded) (2014)
- The ULI TOD TAP Report (2015)
- Gold Line Corridor Market and Community Services Analysis (2015)
- Gold Corridor Housing Strategy (DRCOG/EPA grant funded) (2015)
- Hance Ranch pending development entitlement for residential development adjacent to the station (2017)

In addition to past planning efforts, there are a number of financial incentives available for station area development:

- Urban Renewal/Tax Increment Financing
- Investing 4 the Future (Wheat Ridge's 2E Ballot Initiative with \$12M in bond funds)
- Metro District approved for a portion of the property
- Business Development Zone (BDZ) Program
- Enhanced Sales Tax Incentive Program (ESTIP)
- Corporate Personal Property Tax Rebate (Jefferson County)

Stakeholders Feedback

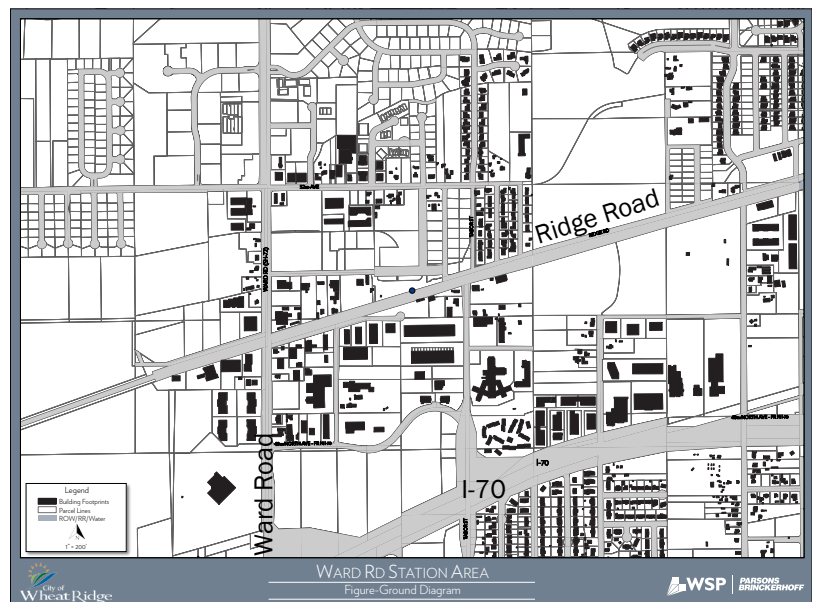
As part of the effort to develop a realistic vision for the future of Wheat Ridge-Ward Station, the WSP | Parsons Brinckerhoff team conducted stakeholder interviews. Previous studies of the area, such as the Urban Land Use Institutes's Technical Advisory Panel (ULI TAP), have included interviews with public and private sector stakeholders. The purpose of this most recent round of interviews was to build off of prior findings and reach out to a broader audience of stakeholders and industry experts. In addition to local landowners, and city council members, the consultant team connected with real estate developers and other professionals actively involved with transit oriented development in the Denver region. While prior efforts involved interviewees with development expertise, the team expanded the search to amass fresh opinions and insights. Though the feedback varied, several themes emerged from these conversations, including the following:

Market readiness and timing: Several interviewees felt that the previous vision for the station area reflected a TOD format that was too conventional and, in terms of density and zoning, did not match current market conditions for the site. Although the presence of transit is important, it is not enough to be a development catalyst in and of itself, and there still needs to be strong market and site attributes in place. However, stakeholders generally agreed that the site's mix of strengths and weaknesses for new development was not competitive with the many other TOD opportunities throughout the region. As such, it would likely take many years to achieve the vision of high-density, mixed-use office and multifamily housing configured atop ground-floor retail. Conversely, in order to catalyze development activity at the site and spark a more near-term opportunity, a more unique and strategic vision would need to be developed, one that leverages the site's strengths.

Site-specific comments: Opinions varied about the site's relative strengths and weaknesses for new development, but there was a general consensus that the station area needs work to improve the overall development opportunity. Some felt that a key priority should be making the entrance from Ward Road attractive as a first impression. Others suggested a land use vision that has a correlation with the existing buildings and land use patterns. Interviewees emphasized that future development would not mirror or replicate other TOD's, such as Arvada. Most felt that while I-70 provides great access, it is also somewhat of a physical barrier to attracting people from the south.

Preferred land uses: The concept of "outside-the-box" themes and formats came up frequently and resonated with many interviewees who felt that this strategy would be the best to accelerate activity at the site. Some recommended a "green concept" or outdoor theme tying into recreation, linking to existing trails, and leveraging mountain views, which are all things that resonate with citizens of the region. Several commented that it is not a good site for retail and/or restaurants. Those experienced in commercial development indicated that a flexible, lower-density office space could be viable now but may not fit a conventional TOD vision/format. Some elected officials expressed the desire for multifamily uses and a preference for modern looking attached product (apartments and townhomes) to attract younger residents.

Target audiences and activities: Some interviewees mentioned that Wheat Ridge is an older community and that the site represents an opportunity to diversify by attracting younger age groups. Activating and programming the site, even before horizontal development takes place, could be a great way to attract people to the site early on through memorable activities.



Existing Buildings in the Wheat Ridge • Ward Station Area

The Urban Land Institute (ULI) TOD Market Place

An important venue for the distribution and testing of the Wheat Ridge-Ward Station TOD vision was the Urban Land Institute TOD Market Place that took place on November 9th and 10th, 2016 at the Hyatt Regency Denver. This event provided the City with the opportunity to present the Wheat Ridge-Ward Station TOD vision to the development community and jurisdictional partners in order to gauge the viability of the vision and garner additional feedback. In general, other governmental organizations, municipalities, and developers showed interest and gave positive feedback, and no one shared negative feedback. The team developed a number of interactive visual deliverables that were exhibited during this event including:

- An interactive virtual reality (VR) application that allowed users to visualize the future station while on the convention floor. This VR application illustrated the commuter rail station and showcased the type of development that is desired. The VR experience can be found at: http://demo1.pbid.com/viz/wheat_ridge/
- An oblique video of the station area that showed how it could evolve from its current condition into the future TOD vision. The video allowed viewers to visualize the evolution of proposed future development.



Screen capture of video exhibited at the ULI TOD Market Place. Image illustrates the final “vision” developed for Wheat Ridge-Ward Station. The proposed regional park can be seen adjacent to I-70, the Linear Green space can be seen connecting the regional park to the RTD transit station.



Still shot of the virtual reality rendering of the station plaza looking North. The vision encourages active transportation amenities at the station, as well as, a few transit focused commercial uses.

Base Camp:

“The plan is known formally as the Wheat Ridge-Ward Station Vision, but lately by the more user-friendly “Base Camp” (Councilman Zach Urban) — a nod to outdoorsy entrepreneurs who might want to set up shop a few miles from the foothills west of Denver yet still easily connect to the rest of the metro area and Denver International Airport via train.”

- Denver Post, 12.05.2016. <http://www.denverpost.com/2016/12/05/wheat-ridge-outdoor-recreation-base-camp-rail-stop/>



Wheat Ridge•Ward Station Vision: Components

Co-Working Space: Traditional conceptions of TOD development consist of multi-story mixed-use buildings that incorporate active ground floor uses, office or residential above, and parking garages tucked to the interior of buildings. This traditional conception of TOD development is often desired irrespective of the conditions of the station. The Wheat Ridge•Ward Station Vision imagines an outdoor oriented, co-working development as a primary organizing element. This element leverages the area's existing employment patterns, reflects the location's prime access to west-metro recreational amenities and can be realized within a relatively easy to construct, land value appropriate development product. Similar uses are being developed across the metro area. However, the Wheat Ridge•Ward Station iteration is the only type that visualizes a co-working environment specifically for outdoor recreation companies and start-ups.



Active Public Space: One strategy cities can use to assist in driving development is the construction of public amenities that attract development. The vision suggests the development of a linear green space that permeates the station area. This linear green space would augment the outdoor industry co-working space by providing unique recreational amenities such as exercise tracks, soft surface trails, obstacle courses, skate parks and formal pocket parks for gathering. The linear green space would be an organizational element that future development could be positioned around. Where the green space intersects with the station platform, the vision proposes two right-sized plazas at the base of an architecturally iconic pedestrian bridge that could include locations for public art. This can be accomplished initially by public investment and then allowing developers to pay a "fee-in-lieu" of developing their own open space that reimburses publicly funded dollars.



"Pop-Up" Uses: Wheat Ridge•Ward Station may see a longer lead time for development given its distance to the urban core and its end of line location. Within this context, early wins that build excitement for the station will be an important element of success. A number of "pop-up" events should be programmed to build excitement within the community. Events could include:

- A farm-to-table dinner and train ride event at Wheat Ridge•Ward Station that departs Union Station
- A summer concert series
- Outdoor recreation events (partnering with Wheat Ridge-based outdoor recreation focused companies)
- Relocation of existing Wheat Ridge events to Wheat Ridge•Ward Station

These events would be used to activate the large RTD bus facility that will be largely unused due to a shift in the bus service plan.



Recreation:

Recreation plays a large role in the station's future vision because of its proximity to premier regional recreational amenities. To augment this opportunity the vision advocates the development of a unique recreational node that can further enhance the station's recreational quotient. The vision suggests using the two ponds near I-70 and surrounding land to develop premier regional recreation amenities. Amenities could include:

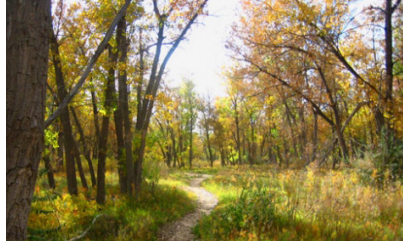
- A mountain bike park that takes advantage of topography
- Active water uses such as stand-up paddle boarding, kayaking and other water sports
- A boathouse recreation center that serves as the park's focal point
- Opportunities for private development (with visibility from I-70)
- Running and hiking trails
- Playgrounds



Regional Park

A regional park that leverages existing water features and topography to create a recreational hub and attraction. Elements could include:

- Hike & bike trails
- Water sports
- Water features
- Community beach
- Private development opportunities
- Locations for public art



Multi Modal Connectivity

Enhanced multi modal connections within the site and to regional trails will offer:

- Transportation mode choice
- Outdoor-focused connections
- A healthier community
- An active and vibrant streetscape



Linear Green Space

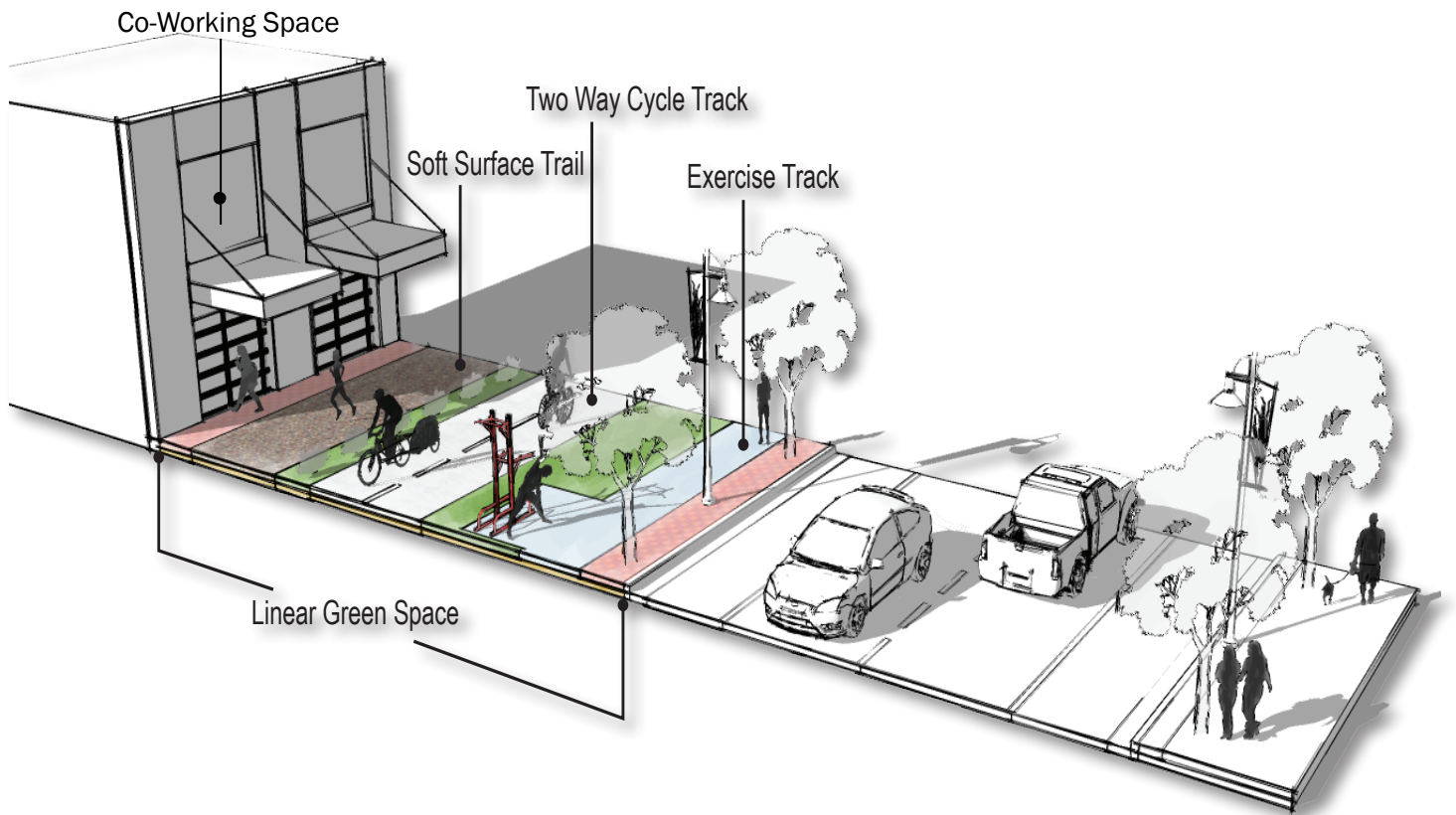
A programmed linear green space that includes facilities for multiple types of recreational endeavors. The green space would serve to connect both sides of the station area and serve as an organizing element for development. Features could include:

- Walking and bike paths
- Outdoor exercise nodes
- Small “pocket parks”
- Playgrounds and skate parks
- Locations for public art



Linear Green Space Conceptual Cross Section

This conceptual cross section shows the soft surface trail, the two-way cycle track, and the exercise track, all of which complement the outdoor focused employment uses and provide outdoor recreation within close proximity to future residents and businesses. The linear green space will also provide connectivity within the site and to nearby recreational amenities.



The linear green space provides opportunities not only for recreation but also offers a location for green infrastructure facilities like rain gardens.



The linear green space not only offers a location for active transportation facilities, it also offers places for relaxation and opportunities for community connections.



Quiet, personal spaces should be developed along the linear green space in order to provide residents, employees and visitors places for reflection and relaxation.

Iconic Bridge to Join the Station Area

One of the focal points of the station area vision will be an iconic pedestrian bridge that connects the north and south sides of the station area and the linear green space. The final design of the bridge should meet the particular functional needs of the station area and linear green space while also alluding to the unique outdoor recreation inspired vision for the site. Below are some iconic pedestrian bridges from around the world.



Henderson Waves Ped Bridge (Mount Faber Park, Singapore)



Ribeira da Carpinteira Ped Bridge (Covilha, Portugal)



Harbor Drive Ped Bridge (San Diego, CA)



16th St Ped Bridge Spanning I-25 (Denver, CO)



Dos Lagos Ped Bridge (Corona, CA)



Rendering of Bridge at Gates Site (Denver, CO)

Next Steps

This vision, in combination with the previously completed work and the \$12M voter approved sales tax initiative (Investing 4 the Future) for the station, sets a solid foundation for desired redevelopment at Wheat Ridge-Ward Station. In order to sustain current momentum the City should continue to engage and collaborate with stakeholders (agencies, property owners and the development community), develop finite planning and engineering documents that support the vision and determine the most appropriate public/private financing vehicles relative to Wheat Ridge specific TOD development. Next steps the City may wish to consider are broken into four focus areas:

- Collaboration, Education and Consensus Building
- Planning, Economic Development and Engineering
- Financing Options
- Pedestrian and Cycling Connectivity

Collaboration, Education and Consensus Building

Transit Alliance:

- Work with Transit Alliance to enroll property owners/residents in the Citizens Academy in order to sustain station area momentum
- Convene a Transit Alliance event focused on the station area to build momentum and facilitate community involvement
- Use as a mechanism for identifying local champions (residents, political leaders, employers)

ULI & Developer:

- Continue to market/promote the station area through ULI and other professional organizations in order to identify possible private partners

The Outdoor Industry:

- Reach out to prominent regional business entities
- Engage trade groups (Cycling, Winter Sports, Climbing, Apparel, etc.)
- Work with Great Outdoors Colorado (to explore funding opportunities)

TOD Developers:

- Identify specific TOD/niche developers to build further relationships with (targeted outreach to less conventional developers)

Station Area Employer Partnerships to Further the Vision:

- Partner with Kaiser Permanente to develop healthy elements/places
- Partner with American Baptist Home (Senior Living Facilities)
- Partner with Full Spectrum Analytics (Tech Company)
- Partner with TIGAR Gymnastics (Exercise / Sports)
- Partner with Auto Service Companies (incorporate transit as a way to innovate existing business models and stimulate growth)
- Partner with Down River (River Rafting Company)
- Partner with Wheat Ridge Cyclery

Nearby Property Owners:

- Identify joint-development strategies for the Jolly Rancher site and begin to re-engage the land owners
- Understand all landowner needs related to redevelopment

Collaboration, Education and Consensus Building Cont'd

RTD:

- Develop immediate and longer term solutions for station bus bays and Park & Ride facilities
- Develop station area parking strategies that meet the needs of both RTD and future redevelopment
- Explore joint development opportunities on RTD owned land
- Explore acquiring/encouraging retail development at the old, RTD owned Park & Ride facility adjacent to I-70. If included in a URA district, tax increment financing (TIF) could be used to fund station area infrastructure

Community Outreach Mechanisms:

- Continue active community engagement with residents and businesses to build support for the station area vision. Given the complex group of stakeholders this may best be done on an individual basis.

Partner Jurisdictions:

- Develop mutual strategies that benefit all and incentivize the desired development at the station area. Partners could include:
 - The City of Arvada
 - Jefferson County Planning / Public Works
 - Jefferson County Open Space
 - Jefferson County Housing Authority
 - Jefferson County Economic Development Corporation
 - Colorado Department of Transportation (CDOT)
 - State Office of Economic Development and International Trade (OEDIT)

Branding / PR Campaign:

- Develop PR Campaign: To convey the larger station area vision to the Denver metro area
- Develop Branding: To refine/consolidate the vision and create a “Wheat Ridge • Ward Station” based brand

Planning, Economic Development and Engineering

Parcel Assemblage:

- Acquire or assist in assembling parcels for catalytic development

Revise Current Land Use Regulations:

- Develop a transit station overlay to match the station area vision and ensure that new development contributes to the vision
- Develop detailed processes and state expectations for developers regarding infrastructure commitments

Develop a Specific Economic Development Plan:

- Assist with business retention and relocation as necessary. Smaller, light industrial businesses and “creative industries” that are consistent with this plan’s recommendations should be incentivized to stay or be encouraged to move to the station area
- Develop mechanisms that will help small businesses and start-ups remain in the station area as land values rise

Housing Policy:

- Provide capacity for people of varying income levels to live in the station area

Catalytic Property Strategies:

- Engage owners of gravel ponds to explore joint-development of the regional recreational node outlined in the vision
- Re-engage owners of Jolly Rancher site to develop catalytic co-working space
- Develop a strategy for joint-development or property acquisition for vital station parcels
- Identify City funds, mechanisms and strategies that can assist in developing the Linear Green Way found in the Station Area vision

Develop Wayfinding / Signage Plan:

- Aim to develop a TOD district look and feel that differentiates it from other areas of the Denver metro area
- Increase the visibility of the station area from I-70 by using billboard advertisements promoting the new vision and eventual development
- Increase station area visibility from nearby arterials roads by using signs and entry features
- Perpetuate the “Base Camp” brand by developing wayfinding signs and a wayfinding signage plan

Pedestrian and Cycling Connectivity

- Design a iconic pedestrian bridge
- Develop multi-modal transportation linkages to adjacent neighborhoods and regional facilities
- Provide cycling amenities at the station to support first and last mile connections to transit

Pop-Up and Temporary Events:

- Develop and program a series of outdoor events that utilize the new bus bays as a venue
- Hire an event planner to assist in programing unique, Wheat Ridge specific, events at the station
- Partner with station area businesses to develop events at the station

Existing Funding and Financing

What's been done: There are several mechanisms available to the City to help pay for the necessary infrastructure required to achieve the vision for the Wheat Ridge-Ward Station area. To date, the City has effectively implemented the following revenue generating mechanisms:

- **Sales Tax Increase:** The November 2016 voter approval of a temporary increase in sales and use tax will generate approximately \$12 million to fund public improvements in the station area which will facilitate redevelopment and economic development opportunities.
- **Ward TOD Metropolitan District:** Colorado statutes allow for the creation of special districts that assess additional mill levies on property within the district boundaries to help pay for certain public services and infrastructure needs. The Ward TOD Metropolitan District was formed in 2012, but the boundary is limited to a single large parcel in the station area (the Jolly Rancher site).
- **Tax-Increment Finance (TIF):** The establishment of the I-70/Kipling Corridors Urban Renewal Area makes the station area eligible for the use of tax-increment finance (TIF). Special districts and TIF represent some of the more commonly used mechanisms and can be especially effective in generating revenue in areas such as the Wheat Ridge-Ward Station area, where there is potential for significant new development. Recommendations for further study: While these efforts represent a strong start to funding the future vision of the area, further steps should be considered to maximize the revenue generating potential of the area, including the following:

Future Funding and Financing Considerations

Expansion of the Metropolitan District: The metropolitan district is currently limited to the Jolly Rancher parcel. While this is a large portion of the station area (approximately 13.65 acres), revenue generation could be increased further through expansion of the district boundary to include additional properties. It is recommended that further financial analysis be conducted to estimate the revenue generating potential of an expanded district under certain development build-out scenarios. Understanding the magnitude of revenue generated under the most likely build-out scenarios will shed light on whether an outreach effort to expand the district is something that the City should undertake.

Pursue Grant Opportunities and Other Resources: Competitive grants can be significant one-time funding sources, although by definition they cannot be relied upon as an ongoing, steady stream of revenue. Further research is recommended to determine the project's eligibility for grant opportunities at the federal, state, and local level. For example, given the significant amount of open/park space proposed for the station area, the site may be eligible for competitive grants offered through Great Outdoors Colorado and other state and local agencies.

Consider Development Impact Fees: Impact fees are one-time charges collected from developers and/or property owners to fund public infrastructure and services made necessary by the new development. Politically, the mechanism is generally well-accepted, as fees are levied against new development rather than existing residents and business owners. However, in some instances, fees have become too onerous and have reduced the competitiveness of certain areas. Fees that are too high could impact that station area's competitiveness relative to a similar property with no fee, as fees are usually passed through from developers to buyers and/or tenants in the form of higher home prices or commercial rents.

Given the scale of potential future development, impact fees for infrastructure could represent a significant funding source. However, market demand to develop in the Ward Road station area has historically been limited, so additional fees may serve to further deter momentum at the site, as an increased cost represents increased risk to the developer. As such, it is recommended that these fees not be assessed in the early stages of development, but considered for later phases depending on the rate of development progress.

Critical Infrastructure Investments

The table below presents a high-level qualitative analysis representing a suggested order of infrastructure investment in order to catalyze development at the station. Each critical investment lists both the benefits and risks associated with the construction of the specific facility.

Infrastructure Investments *In order of development	Benefits	Risks
Regional Park	<ul style="list-style-type: none"> • Build notoriety in the metro area by investing in the “front door of the station area” • Park serves not only the station area but also the larger community • Park will reinforce the “Base Camp” brand • Funds could be recovered through fee-in-lieu for open space commitments once development starts to occur • Private development on the site could help fund the project 	<ul style="list-style-type: none"> • Funds may not be recovered through development contributions • Price • Timing and length of station area redevelopment is an unknown
Linear Green Space	<ul style="list-style-type: none"> • Build notoriety in the metro area by investing in a key contributing element to the “Base Camp” brand outlined in the vision • Open space construction not only serves the station area but also the larger community • Funds could be recovered through fee-in-lieu for open space commitments once development starts to occur • Park could help to energize the station area with alternative transportation modes, pop-up events and outdoor activities 	<ul style="list-style-type: none"> • Funds may not be recovered through development contributions • Price • Timing and length of station area redevelopment is an unknown
Street Improvements	<ul style="list-style-type: none"> • Investment in key streets will encourage walking, biking and redevelopment in the station area • Physical representation of City expectations related to street design • Station area branding could be incorporated into street elements to elevate the “Base Camp” brand • Shouldering of cost guarantees a City-driven street environment 	<ul style="list-style-type: none"> • Price • Do constructed streets meet future development needs?

Infrastructure Investments <i>*In order of development</i>	Benefits	Risks
Traffic Signals	<ul style="list-style-type: none"> • Provide needed traffic control elements to manage increased traffic in the station area • Will assist in facilitating bike and pedestrian movements from adjacent residential areas, activating the station area • Monument, signage and branding elements for the station area could be paired with signal construction to build the brand 	<ul style="list-style-type: none"> • Unknown • CDOT Approval
Pedestrian Bridge & Station Plaza Construction	<ul style="list-style-type: none"> • Will connect both sides of the station area bisected by the rail line • Could serve as an architectural center piece for the station area 	<ul style="list-style-type: none"> • Price • Initial pedestrian movements may not warrant the need • Cost cannot be recovered through development fees
Utility Construction (On-going as Development Occurs)	<ul style="list-style-type: none"> • Development of sewer, domestic water and storm water facilities could assist in attracting redevelopment • Construction of utilities could be an incentive for development and private investment • Services to key parcels could minimize costs and activate catalytic station parcels 	<ul style="list-style-type: none"> • Location and sizing of utilities • Price • Timing and length of station area redevelopment is an unknown • Investments may not attract redevelopment