

ADMINISTRATION MEMORANDUM

14-01

DATE: January 6, 2014

TO: Honorable Mayor Joyce Downing and City Council Members

COPY: Northglenn Urban Renewal Authority Commissioners

FROM: John R. Pick, City Manager *JRP*
Debbie Tuttle, Economic Development Manager & NURA Executive Director *DT*
Brook Svoboda, Planning & Development Director *BS*
Brian Magnett, Acting Parks & Recreation Director *BM*
Michael Stricker, Arts & Humanities Executive Director *MS*

SUBJECT: Webster Lake Promenade Plaza Update

BACKGROUND

This memorandum serves as an update on the Webster Lake Promenade Plaza (WLPP) project, and to seek direction from Council on moving forward on the final design and construction of the proposed .496 acre parcel (**Attachment A**).

At the June 13, 2013 study session, both Council and NURA agreed to work with the consultant (AMPA) and the appointed Plaza Leadership team to go through a visioning and concept design process. This included the collaboration with the developer on the connectivity and design, develop cost estimates and identify potential funding options, develop three concept designs, and to seek public input on the Plaza.

The Leadership team had five meetings to develop a vision and three conceptual designs for consideration (**Attachment B**). As part of this process a public survey was undertaken by AMPA (**Attachment C**). The goal of the survey was to give the public an opportunity to provide their initial input on the scope of the WLPP Concept Design Plan, including opinions on: its effectiveness in enhancing Northglenn's image; the look and feel of the plaza design; expected personal use of the plaza; and preferred public art features and themes (**Attachment D**).

TIMING & BUDGET IMPLICATIONS

If Council agrees to move forward, the entire Plaza area will be owned and maintained by the city. This project will not have any budget implications to the City, with the exception of on-going maintenance. The Northglenn Urban Renewal Authority (NURA) is in full support of this project and has budgeted up to \$500,000 to help fund the design and construction of the Plaza. Additionally, the Arts & Humanities board has allocated some funds specifically to be used for the public art component of this project.

The consultant prepared very preliminary cost estimates, based on price per square foot (ppsf) range from \$250k - \$850k. Until a final design plan is approved, we will not have final project estimate. However, staff feels based on the concept designs that the budget would be estimated in the mid-range of the estimate.

If Council agrees to move forward with a design and construction plan, staff will also work on additional funding opportunities to leverage the financial investments. This includes an Adams County grant, and the potential of Science and Cultural Facilities District (SCFD) grant. The Adams County grant is due in early February 2014, therefore, a decision from Council to proceed on this project is time sensitive.

STAFF RECOMMENDATIONS

If Council agrees, it is staff's recommendation to seek additional grant funding opportunities and to develop a Request for Bid for design and construction of the Webster Lake Promenade Plaza.

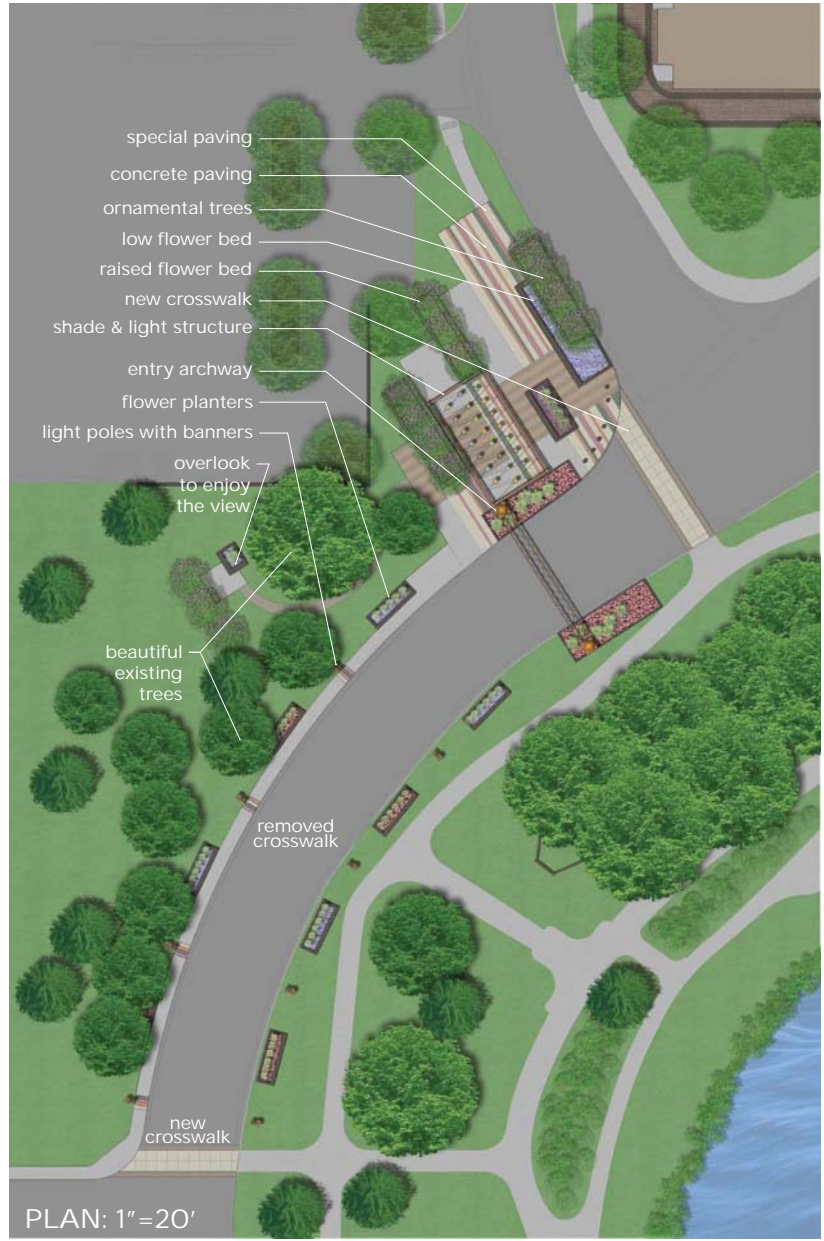
STAFF REFERENCES: If you have any comments or questions, please contact Debbie Tuttle, Brook Svoboda Amanda Peterson, or Michael Stricker with any questions.



PLAZA CONCEPT: ANNOUNCING NORTHGLENN!

WEBSTER LAKE PLAZA

EXHIBIT B



Plaza ambiance should be:

- connected
- inviting
- playful
- warm
- eventful
- colorful
- forward thinking
- complement the traditional
- shady
- multi-cultural

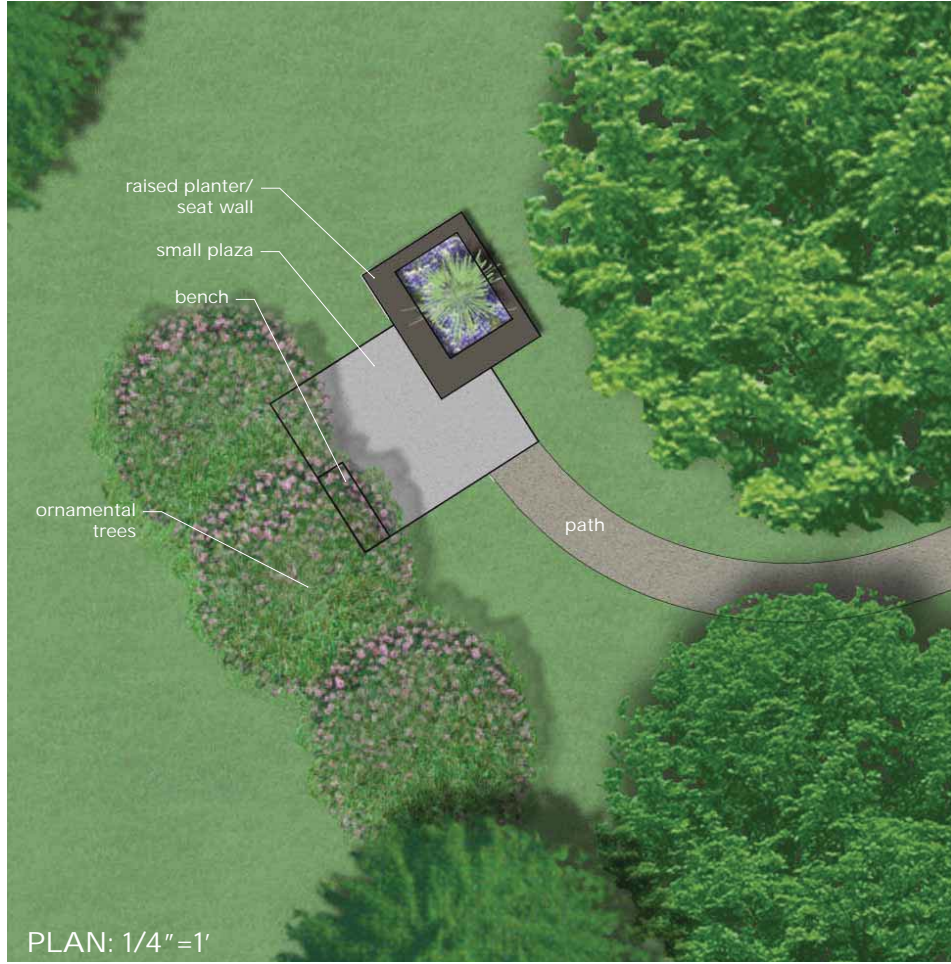
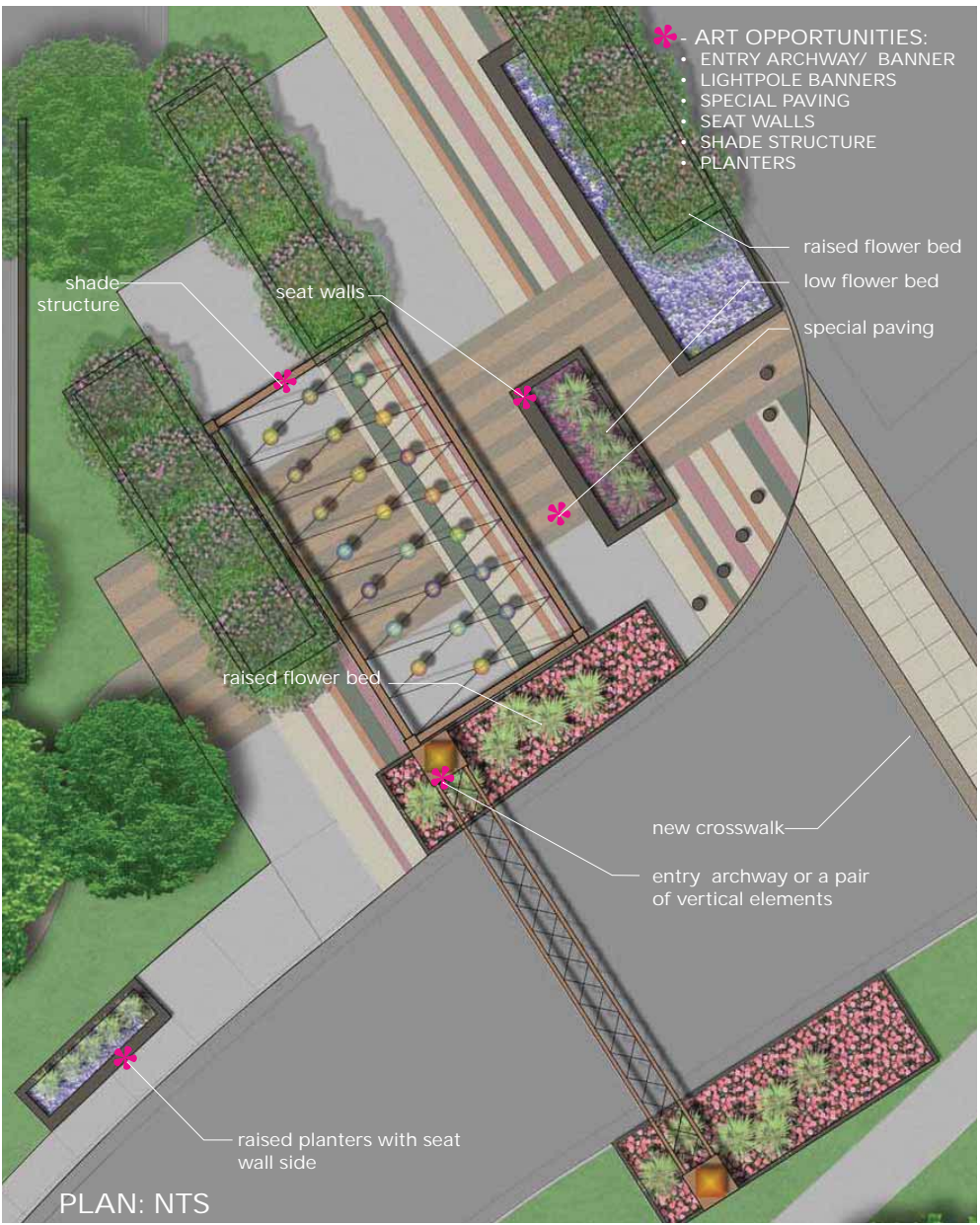
What elements should announce Northglenn?

- beautiful existing trees
- engaging paving
- a gateway
- a festival street
- place to walk through
- great lighting
- art
- colorful flowers
- tall vertical element
- places to sit and enjoy the views
- tell the story of Northglenn



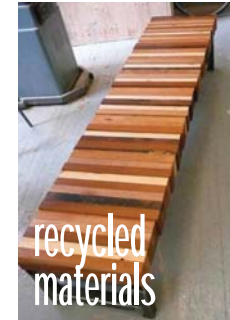
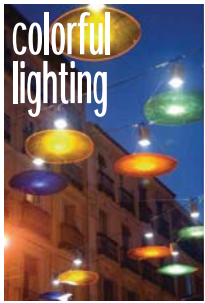
PLAZA CONCEPT: ANNOUNCING NORTHGLENN!

WEBSTER LAKE PLAZA



PLAZA CONCEPT: ANNOUNCING NORTHGLENN! WEBSTER LAKE PLAZA

Plaza elements should include:



Entry archway vertical features should be:

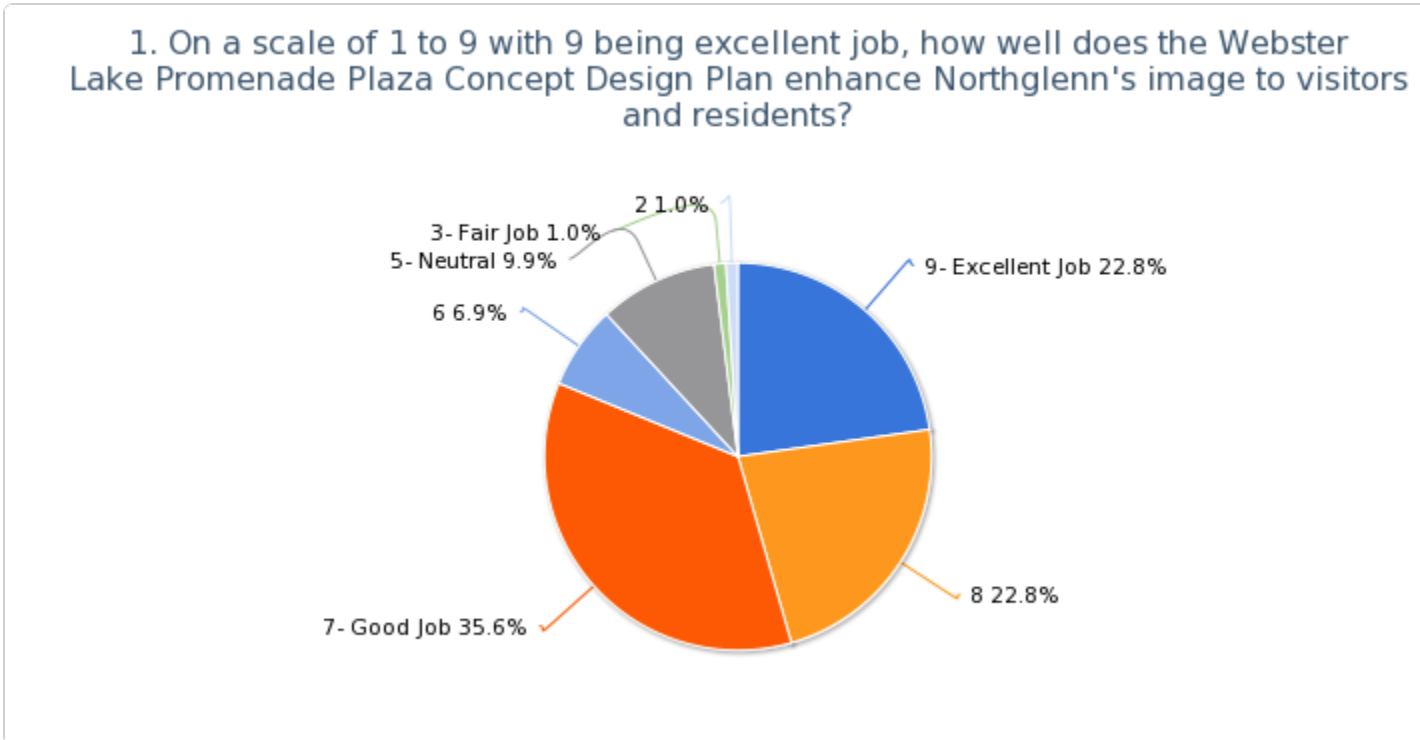




Summary Report - Nov 26, 2013

Survey: Northglenn's Webster Lake Promenade Plaza Concept Design Plan

1. On a scale of 1 to 9 with 9 being excellent job, how well does the Webster Lake Promenade Plaza Concept Design Plan enhance Northglenn's image to visitors and residents?



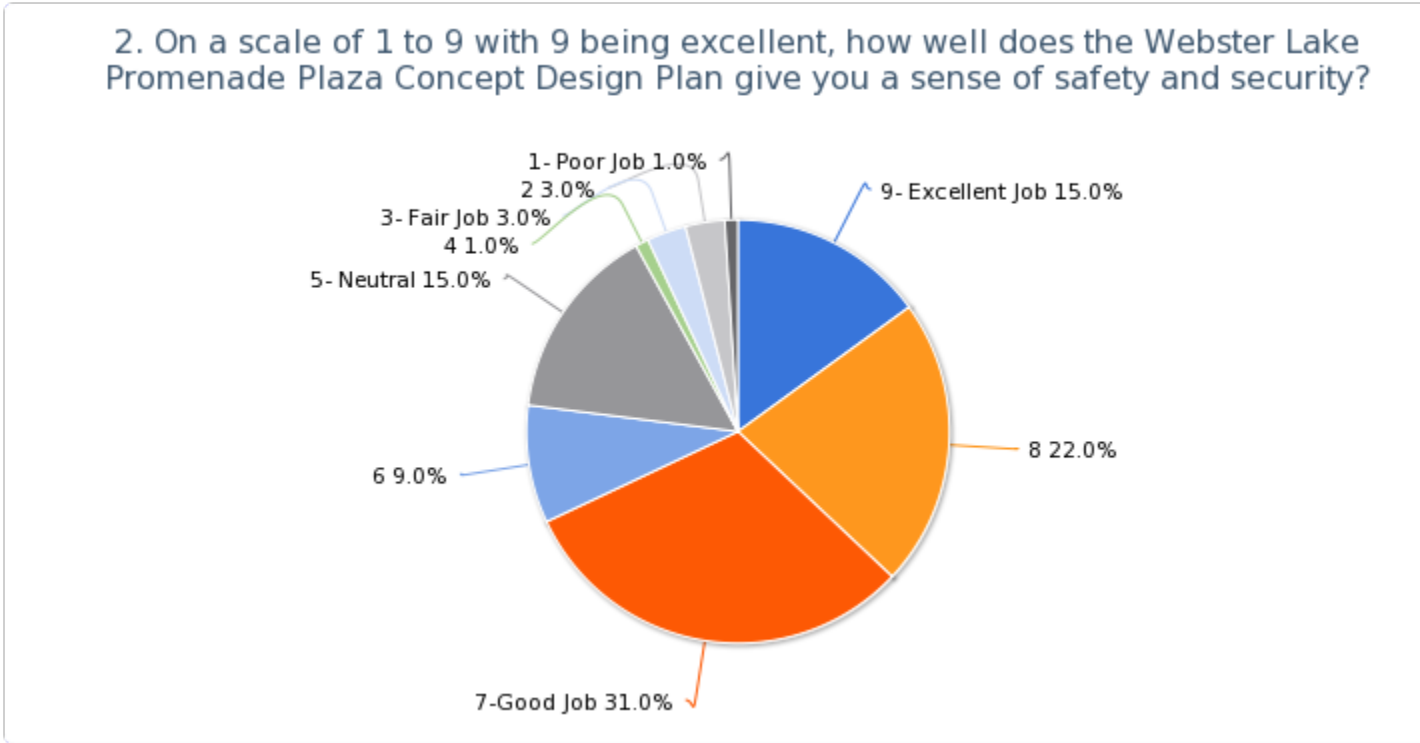
Value	Count	Percent
9- Excellent Job	23	22.8%
8	23	22.8%
7- Good Job	36	35.6%

6	7	6.9%
5- Neutral	10	9.9%
4	0	0.0%
3- Fair Job	1	1.0%
2	1	1.0%
1- Poor Job	0	0.0%

Statistics

Total Responses	101
Sum	740.0
Avg.	7.3
StdDev	1.4
Max	9.0

2. On a scale of 1 to 9 with 9 being excellent, how well does the Webster Lake Promenade Plaza Concept Design Plan give you a sense of safety and security?

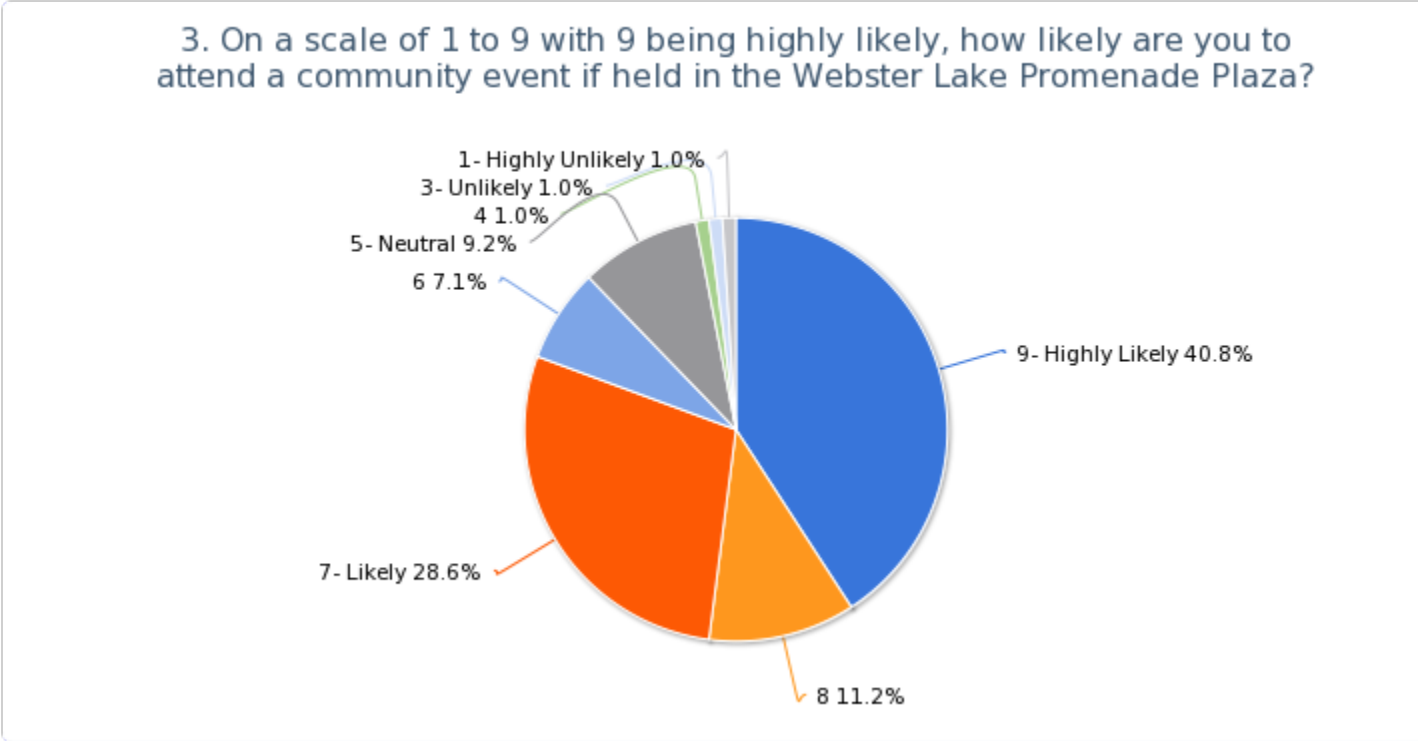


Value	Count	Percent
9- Excellent Job	15	15.0%
8	22	22.0%
7-Good Job	31	31.0%
6	9	9.0%
5- Neutral	15	15.0%
4	1	1.0%
3- Fair Job	3	3.0%
2	3	3.0%
1- Poor Job	1	1.0%

Statistics	
Total Responses	100

Sum	677.0
Avg.	6.8
StdDev	1.8
Max	9.0

3. On a scale of 1 to 9 with 9 being highly likely, how likely are you to attend a community event if held in the Webster Lake Promenade Plaza?

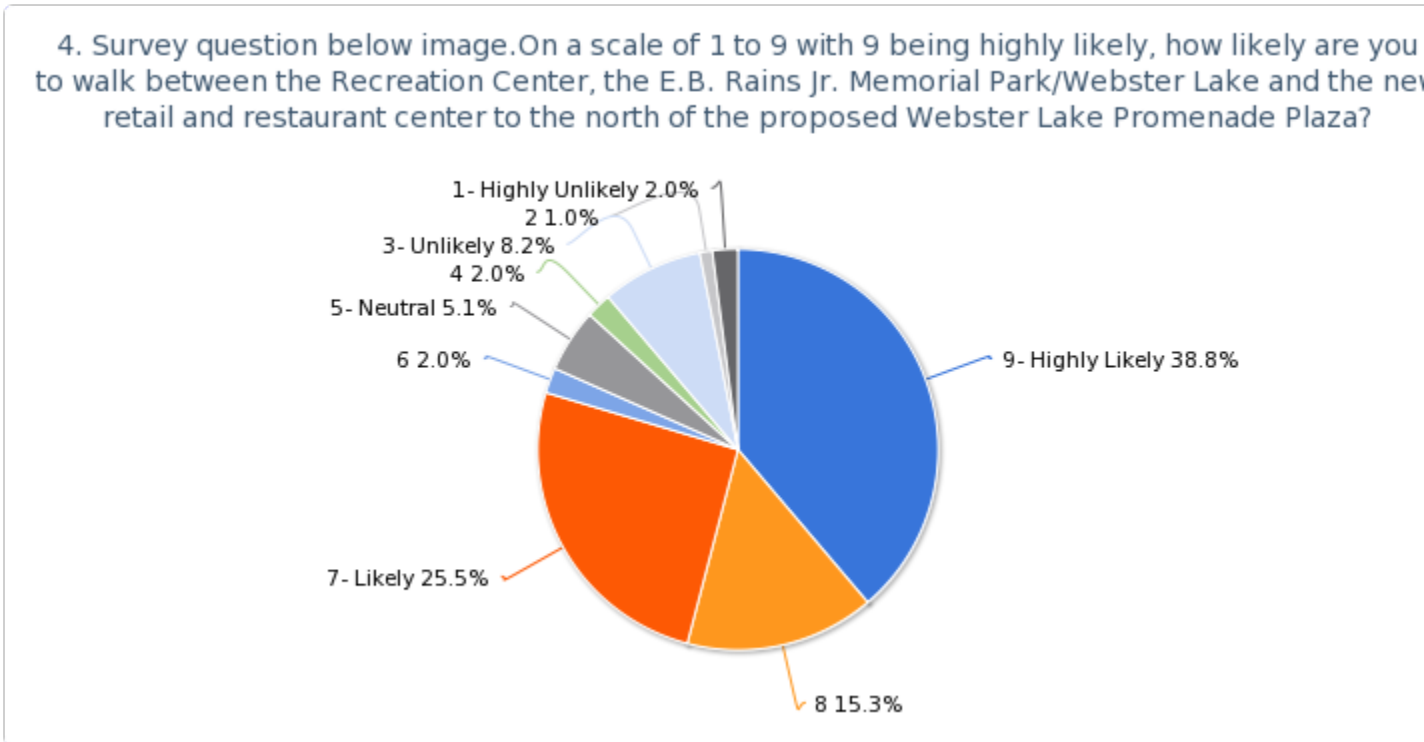


Value	Count	Percent
9- Highly Likely	40	40.8%
8	11	11.2%
7- Likely	28	28.6%
6	7	7.1%
5- Neutral	9	9.2%
4	1	1.0%
3- Unlikely	1	1.0%
2	0	0.0%
1- Highly Unlikely	1	1.0%

Statistics	
Total Responses	98

Sum	739.0
Avg.	7.5
StdDev	1.6
Max	9.0

4. Survey question below image. On a scale of 1 to 9 with 9 being highly likely, how likely are you to walk between the Recreation Center, the E.B. Rains Jr. Memorial Park/Webster Lake and the new retail and restaurant center to the north of the proposed Webster Lake Promenade Plaza?

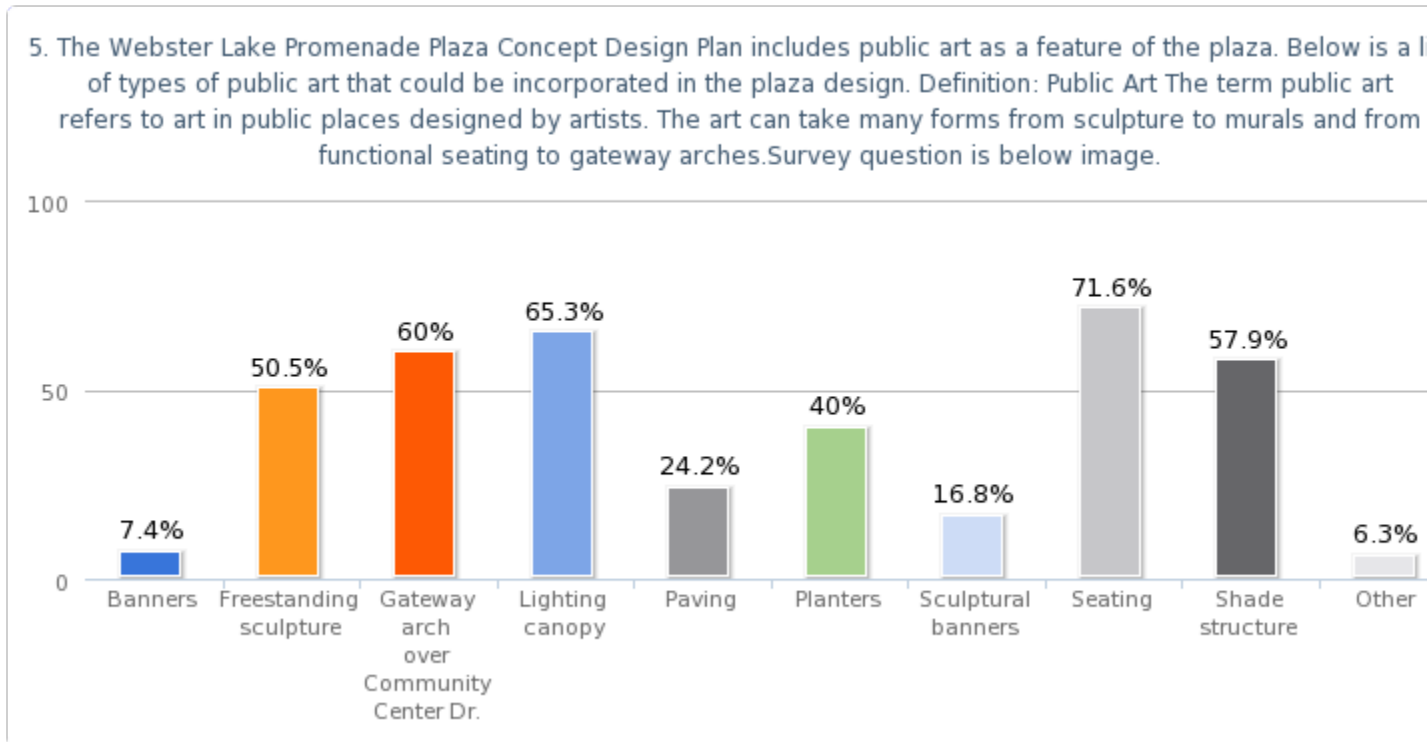


Value	Count	Percent
9- Highly Likely	38	38.8%
8	15	15.3%
7- Likely	25	25.5%
6	2	2.0%
5- Neutral	5	5.1%
4	2	2.0%
3- Unlikely	8	8.2%
2	1	1.0%
1- Highly Unlikely	2	2.0%

Statistics

Total Responses	98
Sum	710.0
Avg.	7.2
StdDev	2.1
Max	9.0

5. The Webster Lake Promenade Plaza Concept Design Plan includes public art as a feature of the plaza. Below is a list of types of public art that could be incorporated in the plaza design. Definition: Public Art The term public art refers to art in public places designed by artists. The art can take many forms from sculpture to murals and from functional seating to gateway arches. Survey question is below image.



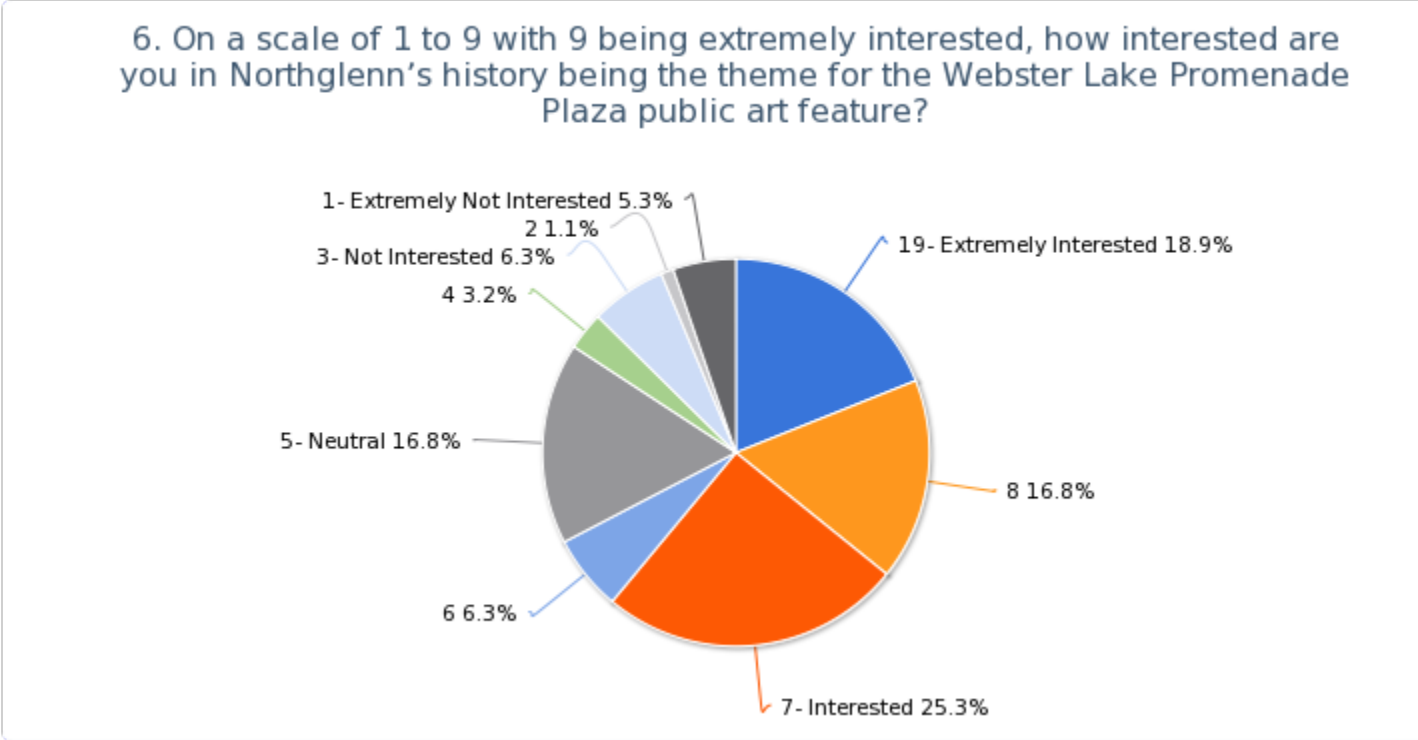
Value	Count	Percent
Banners	7	7.4%
Freestanding sculpture	48	50.5%
Gateway arch over Community Center Dr.	57	60.0%
Lighting canopy	62	65.3%
Paving	23	24.2%
Planters	38	40.0%

Sculptural banners	16	16.8%
Seating	68	71.6%
Shade structure	55	57.9%
Other	6	6.3%

Statistics		
Total Responses		95

Open-Text Response Breakdown for "Other"	Count
<i>Left Blank</i>	95
Clock tower or clock in the gateway arch (double sided)	1
Simple Directional Signage	1
Splashpad	1
Wall to tell northglenn history	1
dramatic lighting	1
nothing	1

6. On a scale of 1 to 9 with 9 being extremely interested, how interested are you in Northglenn’s history being the theme for the Webster Lake Promenade Plaza public art feature?



Value	Count	Percent
19- Extremely Interested	18	19.0%
8	16	16.8%
7- Interested	24	25.3%
6	6	6.3%
5- Neutral	16	16.8%
4	3	3.2%
3- Not Interested	6	6.3%
2	1	1.1%
1- Extremely Not Interested	5	5.3%

Statistics

Total Responses	95
Sum	791.0
Avg.	8.3
StdDev	5.5
Max	19.0

7. Please share with us any comments you may have about the Webster Lake Promenade Plaza Concept Design Plan.

Count	Response
1	A destination it is not.
1	Add some water fountains to the concept design plans.
1	Are there any other options/ideas?
1	Can't wait to see it! Live in the neighborhood and we are very excited!
1	Consider re naming Grant St south of 120th Community Center Dr
1	Don't go with anything that's trendy, do something classy and won't ever be dated
1	Don't know what traffic models look like, but I don't see any stop lights. I think that's good
1	God job of research concepts. Just do not try to replace Webster Lake for community gathering.
1	Great Idea!
1	I look forward to the redevelopment and hope the plaza is attractive
1	I think an archway would detract rather than add to the concept.
1	I work across the street so excited
1	It is critical that this complex is well maintained and patrolled - no grafitti or transients
1	It is very exciting as I live in the townhomes next to EB Rains Park!
1	It needs to be a a feature that is considered a Northglenn landmark.
1	It will look Awesome!!!!
1	It would be nice to have things for children and dogs.
1	MUST be animal friendly; keep all wildlife safe; xeroscape; high fines for littering, trash;
1	Make sure it is well lit.
1	NO CROSSWALK, put up a PED BRIDGE. You are about to cause a lot of traffic issues.
1	Natural materials please
1	Nix any archway.
1	Prefer more modern approach. Like what I see so far.
1	Thank you for bringing Northglenn to a new level of excellence from a homeowner since 1980
1	The design is not too exciting.
1	There is no unique area in Northglenn. eg: old town arvada, Bonny Brea in Denver.
1	Too many colors in the design. Also, Comm Ctr Dr gets busy. Make a tunnel or overhead walkway.

Count	Response
1	What about a bridge from the promenade to the park?
1	With increased traffic road crossing might need a higher concern
1	Wondering about a catwalk - that crosses the street without using a crosswalk.
1	good design
1	have something for kids to play on or do
1	i like that nirthglenn is added aenew developement!
1	make sure it is well lit, and include water feature
1	none
1	remodel the police station exterior, lock and secure the patrol car area
1	the rec center is a dinosaur and we are in desperate need of a new one. it's a joke
1	use fruit trees, grape vines, and bee-friendly plants.
1	useful retail and good restaraunts
1	THANK YOU for finally bringing another promenade to this side of Northglenn! It brings me pride :)
1	I think a water feature would be awesome Light up with AWESOME lighting! Cool Lights + Water AMAZING
1	Maybe a clock in the arch way. Would love to see a lighitng element and/or a stand alone sculpture.
1	I would love to hear what, if any plans are set for the empty space just north of the lake.Dog Park?
1	I grew up right down the street from Webster lake, nice to see somethings being done with the area.
1	The Promendade should have a definite sense of place. It should be a meeting place and identifiable
1	Most important to be amusing or interesting to children, to draw the mothers/toddlers across the st
1	Lighting ambiance along walks, Parks maintain, green grass, no rollerblades, plenty of trash baskets
1	I would like to see beautiful lights. Northglenn is known for fireworks. Make the lighting Amazing!
1	How about a small train with cars to take people from store to store and across to EB Rains Park .
1	Make sure that the overlook area, near the trees is open on all sides for viewing to keep it safe.

Northglenn's Webster Lake Promenade Plaza Concept Design Plan Public Survey Findings

EXHIBIT D

Introduction

The Webster Lake Promenade (WLP) Plaza Concept Design Plan Survey was undertaken by Art Management & Planning Associates, Inc. (AMPA). The goal of survey was to give the public an opportunity to provide their initial input on the scope of the WLP Plaza Concept Design Plan designed by Dig Studio, including opinions on: its effectiveness in enhancing Northglenn's image; the look and feel of the plaza design; expected personal use of the plaza; and preferred public art features and themes. There were 101 respondents with 95 to 101 responses to each of the first six questions and 50 responses to the seventh question.

Survey Methodology

The online survey was open for responses on www.surveymoz.com from November 5 to November 30, 2013. City of Northglenn staff distributed the survey in the following places:

- The Sentinel published the news release on November 13th.
- yourhub.com (Denver Post) posted the survey link.
- The survey link was emailed to the WLP Plaza Committee and Northglenn's Boards and Commissions.
- The survey link was posted on Northglenn's Facebook page twice (493 total views).
- The Connection placed the survey link on the back page (16,000 homes/business on distribution list).
- Display boards with the Concept Design Plans were placed at the Recreation Center and City Hall for viewing and promotion of the survey.

There were definitions included throughout the survey to inform respondents about terminology specific to the design and planning industry. The following definitions were provided:

Concept Design Plan

The "concept design plan" is a document established early in the planning stages of a design project, intended to provide the public with an opportunity to be a part of developing a vision of what the design project may accomplish. The final design plan is developed later in the project.

Final Design Plan

Developing the final design plan comes after the concept design plan is vetted. It details the specific design elements for the plaza including the public art, the look and feel of the seating, paving, shade structure, lighting canopy, archway and planters.

Northglenn's Webster Lake Promenade Plaza Concept Design Plan Public Survey Findings

Public Art

The term public art refers to art in public places designed by artists. The art can take many forms from sculpture to murals and from functional seating to gateway arches.

The eight survey questions included: five questions intended to gauge the scale of respondents' opinions about the aforementioned topics; one question asked respondents to select their preferences from a pre-determined list; one question was open ended asking respondents to share comments about the Concept Design Plan; and the last question asked respondents to share their email addresses to receive more information.

After the survey closed, AMPA downloaded the survey responses into a report including charts and graphs, see the attached report. AMPA summarized the survey responses below, see the Survey Findings.

Survey Findings

The survey findings were analyzed and then grouped into six categories: Northglenn's Image, Sense of Safety, Attendance, Connectivity, Public Art Features and Open Comments.

Northglenn's Image

One of the goals of using art and design to make great public places is to improve the public perception of a place. Overall, a majority of respondents think the WLP Plaza Concept Design Plan enhances Northglenn's image to residents and visitors, 88.1% or 89 out of 101 of respondents; 9.9% were neutral about this topic; and 2% of respondents responded that the Plan did a fair job.

Sense of Safety

A major concern of the WLP Plaza Committee was safety and security in the Plaza. Most of the survey respondents, 77% or 77 out of 100, think the Concept Design Plan provides a sense of safety and security; 15% of respondents were neutral on this topic; and a significant minority, 8%, answered that the sense of safety and security was fair or poor.

Attendance

Because the Plaza may be a place to hold community events, it is interesting that a significant majority, 87.7% or 86 out of 98, of respondents said they would attend an event if held in the Plaza.

Northglenn's Webster Lake Promenade Plaza Concept Design Plan Public Survey Findings

Connectivity

One of the major goals of creating a Plaza in the location between the Recreation Center, E.B. Raines Park/Webster Lake and the new Webster Lake Promenade retail center is to make it convenient and desirable to walk between these three amenities. The respondents were shown a map of the area and asked how likely it is that they would walk between the three locations. Of the 98 responses, 81.6% or 80 respondents said it is likely or highly likely that they would take advantage of the connectivity offered by the Plaza.

Public Art Features

Public art is a likely to be included in the WLP Plaza project to create a unique and attractive place. The respondents were given a list of possible public art features and asked to select their top four choices. The top four features selected were lighting canopy (65.3%), gateway arch over Community Center Drive (60%), free standing sculpture (50.5%) and artist designed planters (40%). There was also the option to fill in an idea, for which six responses were provided. A majority of respondents, 67.4% or 64 out of 95, would like Northglenn's history to be the featured theme for the public art feature and 16% were neutral.

Open Comments

Respondents were offered the opportunity to share any ideas or comments. There were 50 responses. The comments ranged from ideas about the possible designs to excited remarks and some criticisms.