

# STATE OF DOWNTOWN

Colorado Springs 2018



Economic snapshot and performance indicators





***Pardon our dust.*** Things are getting hectic in Downtown Colorado Springs, as ground is broken on several key projects, construction cranes dot the sky and roads and infrastructure are being upgraded.

No doubt about it: Our city center is not sitting still. Downtown Colorado Springs is welcoming new businesses and residents weekly, and garnering national acclaim as an urban area on the move.

Our third annual State of Downtown Report provides the data, trends and analysis to inform key stakeholders in making sound business decisions. This report is created especially with investors, brokers, developers, retailers, civic leaders and property owners in mind. We also use this report to hold ourselves accountable, tracking growth patterns and discerning opportunities for improvement and investment.

State of Downtown Colorado Springs is produced by the Downtown Development Authority, and most data throughout the report tracks specifically within the DDA boundaries; where noted, some data is reported for the Greater Downtown Colorado Springs Business Improvement District, the 80903 ZIP code, or other slightly broader boundaries. Data and rankings are for 2017 except where noted.

As the heart of Olympic City USA, Downtown Colorado Springs is uniquely positioned to provide an urban environment unlike anywhere else in the country: a superior business climate where Downtown meets downtime in no time. We invite you to explore the opportunities.



Mayor John Suthers  
City of Colorado Springs



Steve Engel  
Chair, Downtown  
Development Authority



Susan Edmondson  
President & CEO,  
Downtown Partnership



Sarah Humbargar  
Vice President, Development  
Services, Downtown Partnership



## CONTENTS




By the Numbers.....	3
Location, Districts & Neighborhoods.....	4
Experience Downtown: Plan Progress.....	5
Investment & Development.....	8
Office, Business & Talent.....	10
Shopping & Dining.....	14
Living.....	16
Mobility & Outdoors.....	18
Tourism & Hospitality.....	20
Education.....	21
Arts & Entertainment.....	22
Acknowledgments.....	23

## DATA SOURCES

City of Colorado Springs (multiple departments); El Paso County Assessor's Office; Pikes Peak Regional Building Department; Colorado Information Marketplace; Department of Local Affairs (DOLA); Esri; Costar; Cushman and Wakefield market reports; IRR Research; InfoUSA; OnTheMap; WESTAF community vitality reports; Walkscore; Colorado Hotel and Lodging reports; individual businesses, developers, attractions and venues; staff analysis.

## CONTACT

Downtown Partnership  
of Colorado Springs  
111 S. Tejon St., Ste. 703  
Colorado Springs, CO 80903  
719.886.0088  
www.DowntownCS.com  
www.DowntownCSDevelopment.com  
info@DowntownCS.com

 DowntownCS.com  
 /DowntownColoradoSprings  
 Downtown\_CS  
 @DowntownCS

## 2017 rankings & accolades

- No. 2, Most Desirable Place to Live, Midsize Cities, *US News & World Report*
- No. 10, Hottest Hipster ZIP Code (80903), *Realtor.com/Yelp*
- No. 1, Growth in Millennial Population, *Brookings Institution*
- No. 5, Most Educated City, *Forbes*
- No. 1, Midsize City for Human Capital and Lifestyle, *fDi Intelligence*
- Top 12, Most Beautiful Downtowns in America, *TripstoDiscover.com*
- No. 8, Best Housing Market for 2018, *Realtor.com*
- Colorado College, No. 1 Most Innovative College, *US News & World Report*
- Epicentral Co-Working, Best Co-Working Spaces for 2018, *Nomad Capitalist*
- Colorado Springs Fine Arts Center at Colorado College, Best Gallery and Museum in Colorado, Top 25 nationally, *American Art Awards*
- Story Coffee, Most Beautiful Coffee Shop in Colorado, *Architectural Digest*



## Downtown by the numbers



- 682 acres
- 1.1 square miles
- 120 city blocks



587 hotel rooms<sup>1</sup>



29,380 workers<sup>2</sup>



1,256 arts, cultural and special events annually<sup>3</sup>



3,245 businesses<sup>2</sup>



180 acres of urban parkland<sup>4</sup>



4,650 municipal public parking spaces



- 5,154 higher education students
- 1,636 high school students



8,000 weekly church parishioners

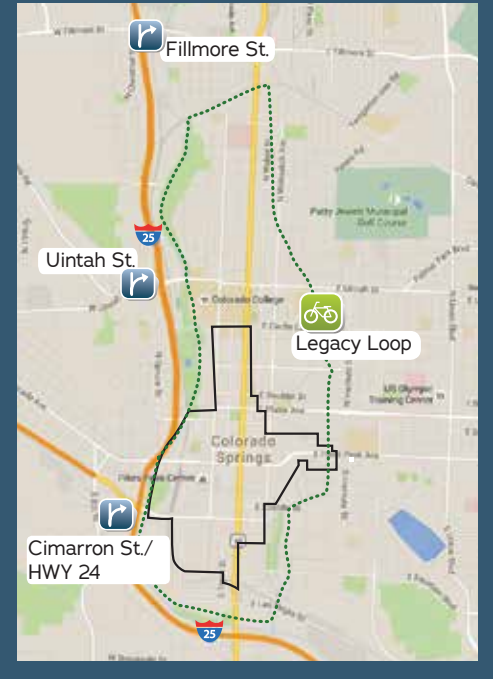
<sup>1</sup> Downtown core and adjacent properties. <sup>2</sup> 80903 ZIP code, 2015 census figures. <sup>3</sup> PeakRadar.com  
<sup>4</sup> America the Beautiful Park, Alamo Square, Acacia Park, Antlers Park, Monument Valley Park.

# >> Location

With a land area of 196 square miles and a population of 445,952 (697,856 MSA), Colorado Springs is the state's largest city in land mass and the second largest city in population. Colorado Springs is the seat of El Paso County, and the city is located at the foot of Pikes Peak, with Downtown centrally located at the juncture of Interstate 25 and Highway 24. The Downtown Development Authority district encompasses just over 1 square mile.

## IN THE REGION

- 70 miles south of Downtown Denver
- 44 miles north of Downtown Pueblo
- 18-minute drive to the Colorado Springs Airport
- 2-hour drive to skiing in Summit County



- Legacy Loop Trail
  - Business Improvement District boundary
  - Downtown Development Authority boundary
- Districts
- Near North End
  - City Center
  - East End
  - Southwest
  - New South End

# >> Experience Downtown Master Plan

In 2016, the Experience Downtown Plan – both a plan of development and a land use master plan – was adopted by the Colorado Springs Downtown Development Authority and Colorado Springs City Council. Experience Downtown works in harmony with the vision, objectives, policies and strategies of the City of Colorado Springs Comprehensive Plan and numerous other municipal and regional plans, reflecting the values and aspirations of our diverse community.

The Experience Downtown Master Plan provides a directive to enhance land use and public realm facilities. Since plan approval in 2016, Downtown and city leaders have followed the plan recommendations, installing 29 blocks of Urban Greenway mobility improvements on streets, realizing progress on 17 of 21 areas identified as catalytic or influence sites, and proceeding with design on gateway enhancements and alleyway improvements that will be implemented over the coming years.

## Downtown Colorado Springs Vision

Welcoming • Vibrant • Connected • Walkable • Anchored • Innovative • Entrepreneurial • Valued







## >> Experience Downtown: Plan Progress

### Today, we're building

Progress comes in many forms. New streets being improved and redesigned to accommodate multimodal transportation. New streetscapes and spiffed-up alleyways creating a more welcoming Downtown environment. Or the hundreds of new residential units under construction that mean more people of all ages calling Downtown their home. In all of this, public and private partners are actively furthering key projects and initiatives to achieve the goals identified in the Experience Downtown Master Plan.

In 2017, Downtown, the City of Colorado Springs, and private sector leaders embarked on many new projects, including:

#### Catalytic sites

- Planning, design or physical improvements took place on 17 of 21 catalytic and influence sites identified in the Experience Downtown Master Plan.
- The U.S. Olympic Museum broke ground.
- ECO Apartments went vertical on construction of 171 new residential units.
- Catalyst Campus delivered new space on its campus, attracting new companies, with plans for the January 2018 launch of Downtown's first accelerator program.
- Nine new lofts were delivered on Bijou Street, and the Hilton Garden Inn broke ground, contributing to revitalization in the central core.
- Springs Rescue Mission opened its daytime Resource Center as part of Phase I improvements to the campus.
- East campus housing and the Tutt Library redevelopment projects were completed just in time for the 2017 school year at Colorado College.
- Planning continued for the Gazette and St. Francis facilities on Downtown's eastern edge.

#### Experience Downtown identifies:



8 goals

36 action steps

5 Downtown districts

16 catalytic development sites

5 influence sites

9 primary gateways

Top: Construction has begun on the U.S. Olympic Museum in Southwest Downtown.

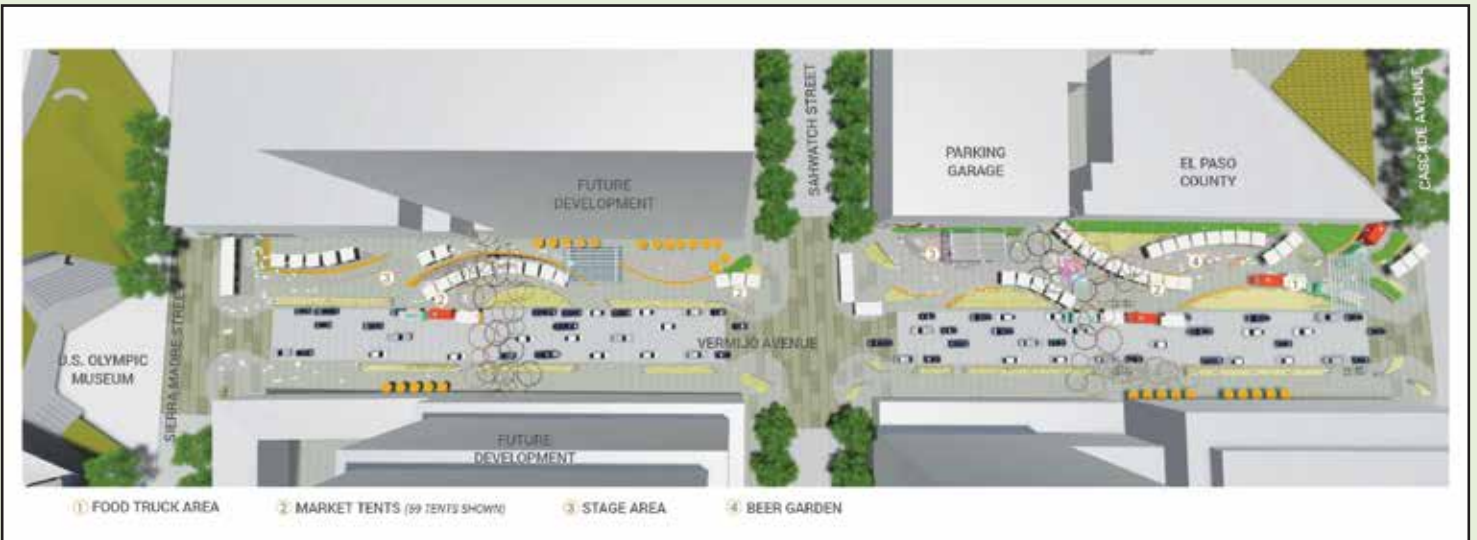


### Public realm projects

- 18 blocks of Urban Greenways (on-street multimodal enhancements) were installed.
- 3 1/2 blockfaces of new streetscape were completed.
- The city's first parking-protected bike lane was installed on Weber Street.
- Pikes Peak Avenue received new pedestrian-protecting medians.
- New intersection design improved circulation for cars, bikes and pedestrians at Corona and Pikes Peak.
- Legacy Loop Plaza, with new parking and trailhead features, was completed on the northwest loop quadrant.

### Planning and design

- Designs are under way for Southwest Downtown streets and public spaces.
- Design is completed for a pedestrian bridge connecting the future U.S. Olympic Museum to America the Beautiful Park.
- The Downtown Gateways Implementation Plan, Alleyway Improvement Plan and Legacy Loop Signage Plan are completed.
- The citywide Colorado Springs Bike Master Plan is completed.
- Planning continues on the Downtown Transit Center Relocation.
- Planning continues on the Mesa Street and Uintah Street underpasses of the Legacy Loop.
- Planning commenced on Downtown circulation improvements and consideration of Bijou and Kiowa conversion to two-way streets.



Southwest Downtown street concept, festival format.

### Becoming Olympic City USA in Southwest Downtown

Redevelopment of the Southwest Downtown district has been envisioned since the 1992 Downtown Action Plan, after the closing of the Chrissy Fowler lumber yard which for decades utilized the majority of the land in the area. A 2012 Urban Land Institute report called for a catalytic anchor and improved pedestrian connections to America the Beautiful Park. That catalyst is the U.S. Olympic Museum, which broke ground on construction in June 2017 and is slated for opening late 2019. The U.S. Olympic Museum will become a premier cultural destination, inviting hundreds of thousands of people to celebrate the achievements of American Olympians and Paralympians. Designed by Diller Scofidio + Renfro, the 60,000-square-foot museum will feature interactive exhibits, a state-of-the-art theater, gift shop, café and broadcast studio. The museum and its plaza will anchor the emerging Southwest Downtown area, luring new businesses and residents to write the next chapter in the Downtown story.

## TOTAL INVESTMENT: \$674,346,202

11 percent growth year over year

**\$209,771,202**

Completed (2013-2017)

**\$238,800,000**

Under construction

**\$225,775,000**

Announced



## >> Development & Investment

Lured by a walkable environment, robust workforce concentration, one-of-a-kind shops, trail connectivity, state designation as a creative district, and the largest concentration of locally owned restaurants in the region, developers and investors are rediscovering the value of Colorado Springs' city center.

### Highlights of 2017

- The Downtown skyline experiences three construction cranes for the first time in decades, with 171 residential units at ECO Apartments, the 165-room Hilton Garden Inn, and the U.S. Olympic Museum rising from the ground.
- Nine new condo units are delivered at the Bijou Lofts across from Acacia Park.
- Catalyst Campus announces the January 2018 launch of Colorado Springs' first startup accelerator program, focused on terrestrial weather solutions to serve the Air Force.
- The Cimarron/I-25 interchange reconstruction is completed on time and on budget. The \$113 million project enhances highway safety as well as improving creek and trail access and providing a welcoming gateway into Downtown, the city and the mountains.
- Oskar Blues opens its new 15,000-square-foot restaurant, complete with bocce courts, a live music stage, and 46 beer taps.
- Construction begins on the New South End's Winfield Scott building with the announcement of the popular tri-branded Denver Biscuit Company, Atomic Cowboy and Fat Sully's Pizza to occupy the anchor corner. The project will transform the city's historic trolley warehouse into a hub of retail and restaurants.
- Marriott announces plans to build a dual branded hotel in the New South End.
- Coquette's reopens in a new location after the complete overhaul of a former eye clinic into a modern, inviting spot for the gluten-free eatery.







Development info: [DowntownCSDevelopment.com](http://DowntownCSDevelopment.com)



### Major projects completed or under construction:

- ECO Apartments
- Hilton Garden Inn
- Fire Station No. 1
- Park Manor East
- The Bijou Lofts
- 210 Pueblo
- Springs Rescue Mission Phase I improvements
- Colorado College new student housing
- Colorado College Tutt Library
- Winfield Scott Building
- 22 Spruce
- Cimarron/I-25 Interchange

### Construction and permitting

Construction continued to progress in 2017, with several major groundbreakings and an increase in issuance of certificates of occupancy, bringing several new buildings online.

- 25 land use permits and approvals were issued for 21 individual projects, representing a 30 percent increase in projects seeking approvals.
- 691 total building permits were issued in the 80903 ZIP code, with a total plan check valuation of \$112,286,927. This represents a slight increase in total permits, but a decrease year-over-year in valuations, indicating there are smaller projects in the works than a year ago.
- Whereas in 2016, Downtown permit plan check valuations represented over 24 percent of all activity citywide, that figure decreased in 2017, with Downtown making up 12.5 percent of all activity by valuation. Even with the dip, the value is still significantly higher than the 2 percent that Downtown's construction reflected a mere three years ago, so construction is appearing to stay strong.
- 21 certificates of occupancy were issued in Downtown, more than double the number issued in 2016 and representing 9 percent of citywide figures.



## >> Office, Business & Talent

Downtown is Colorado Springs' center of business and commerce, serving as the location of choice for professionals to launch their own business, startups growing at a fast clip, as well as large corporations seeking a diverse workforce pool. With the strongest office market segment in the city, the DDA represents 26 percent of the city's total office square footage and 17 percent of the Class A office landscape.



### Office space at a glance

- 4,082,980 total office square feet in the DDA
  - 2,065,622 Class A office space in Central Business District
- \$16.44 average gross rent psf for all office classes, down from the five-year average of \$18.63.
  - \$13.99 average asking rent for Class A property in the Central Business District, with \$8.50 psf average NNN.
- 7.4% vacancy rate for all classes in Q4, down slightly from 2016.
  - 10.23% vacancy for Class A property.
- The average number of months on market was 12.6, significantly down from the five-year average of 20.4.
- The average sales price psf of \$125 was up from the five-year average of \$107.
- Cap rates in Downtown averaged 7.2 percent, slightly low compared with citywide cap rates which averaged 7.65 percent, but higher than Downtown cap rates in the western part of the United States, and even still lower than Denver Central Business District cap rates, which averaged 5.8%. This is demonstrating value for investors looking to enter the Downtown Colorado Springs office market.
- \$55 million in total sales volume occurred within the DDA, the highest year on record and up \$45 million from 2016.



## Unico Properties invests in Downtown

Seattle-based Unico Properties entered the Colorado Springs market in 2017, acquiring the Colorado Square Tower at 2 N. Nevada Ave. for \$34.6 million. The 257,253 square-foot Class A office tower in the heart of Downtown is a 14-floor, multi-tenant building connected to a seven-story, city-owned parking facility, enhanced with ground-level retail, security, and other on-site amenities. The building was purchased in the third quarter and has maintained a tenant base that includes Kinder Morgan, Kimley Horn, Welkin Sciences, and Advanced Network Management Inc., among others. Unico Properties' plans for the building include updating common areas and tenant spaces with an emphasis on amenities typical of Class A space seen in larger urban markets. The property currently has three floorplates available, as well as several office and retail suites, making it an attractive option for larger employers.



### Top Downtown private employers by number of employees

- Colorado College
- Kinder Morgan Energy Partners
- Colorado Springs Gazette
- The Antlers, a Wyndham Hotel
- YMCA of the Pikes Peak Region



### Top Downtown private employers by sales

- Kinder Morgan Energy Partners
- Acorn Petroleum
- Colorado Springs Gazette
- Insurance Technologies
- The Antlers, a Wyndham Hotel



### Among the new, expanded or relocated office users in 2017

- Kimley Horn
- SecureSet
- Nexus Commercial Realty
- Intranerve
- Berkadia

## DDA supports job growth in Downtown

The primary goal in the DDA's Experience Downtown Plan of Development is clear: Ensure that Downtown serves as the economic and cultural heart of the region, with a strong emphasis on attracting employees. In 2017, the board of DDA took a meaningful step in this direction by crafting guidelines for incentives to attract net-new, high-paying jobs in targeted industries in the Downtown core. These jobs and employer growth creates an increased density of workforce Downtown, generating a greater demand for office space, workforce amenities and Downtown housing, as well as increasing area consumer spending at retail, restaurant and service businesses. The program is open to new employers to Downtown as well as existing Downtown employers growing their employee base, with a range of qualifying factors and weighted criteria regarding total employees added, target industries, wages higher than area median wages, and ability to leverage additional commitments from the state or elsewhere. For more information contact Sarah Humbargar at 719-886-0088.





## Office, Business & Talent *continued*

Total new business filings in the 80903 ZIP code totaled 851 in 2017, marking a 5 percent increase in new business filings year over year. While this growth was strong, it was less than the record business filings seen in 2016, which grew 40 percent year over year.



**Business density within the DDA is more than 20 times greater than the city as a whole.**

### Businesses per square mile

**2,908** DDA



**143**  
City of  
Colorado  
Springs



### Totals

	Businesses	Jobs/Employees
DDA	3,199	29,000
Citywide	27,917	287,100

### Per Square Mile

	Businesses	Jobs/Employees
DDA	2,908	26,364
Citywide	143	1,472

### Employees per square mile

**26,364** DDA



**1,472**  
City of  
Colorado  
Springs



Note: Based on Esri and InfoUSA data. City measures 196 square miles; DDA 1.1 square miles.



**Downtown workforce**

Downtown is home to a workforce of more than 29,000 employees, growing every year as more companies choose to start and grow their operations Downtown. Employees are lured to the urban work style with plentiful shopping and dining options, easy access to personal care services, urban living for those desiring walkable commutes, quick access to world-class outdoor recreation, easy and affordable daily parking, as well as diverse social and professional networking opportunities. A location Downtown eases the challenges of recruiting top talent.

**Finding talent**

Are you hiring? The Colorado Springs Chamber & EDC, in strong partnership with Downtown Colorado Springs, is leading the way in workforce attraction, retention, and talent development. Colorado Springs is one of the most educated cities in the United States, with over 23 percent of the population possessing a bachelor’s degree or higher. To gain access to this talent pipeline, ensure that all job postings are on Indeed.com so that a job posting will be available on the local talent recruitment website, ChooseColoradoSprings.com.

**Age Diversity**

Age 29 or younger	4,765	16.2%
Age 30 to 54	17,485	59.5%
Age 55 or older	7,130	24.3%

**Top Industry Sectors**

19%	Educational services
19%	Public administration
12%	Professional, scientific and technical services

**Employment**

- Downtown’s workforce consists of just over 29,000 primary jobs.
- 56 percent of the Downtown workforce has some college, or possess a higher education certification or degree.
- 22.4 percent of the Downtown workforce identifies with an ethnic minority.
- Downtown has a density of nearly 20,000 jobs per square mile, with that number being higher in the Downtown Business Improvement District.
- 67 percent of the Downtown workforce lives less than 10 miles from work, 16 percent lives within 10 to 24 miles from work, and approximately 17 percent lives 25 or more miles from work.





## >> Shopping & Dining

Downtown shopping and dining experiences are defined by the local brands and chef-driven cuisine that can be found only in the city center. With nearly 100 restaurants and coffee shops, plus numerous craft brewers and other places to grab a drink, patrons seek out Downtown for its vibe and fresh appeal.

### FUN FACTS



18 new street-level businesses opened Downtown in 2017, and another 11 businesses announced openings for 2018.



Downtown retail businesses are 99 percent non-franchised, locally owned.



Downtown has exactly the same number of bars as it has apparel stores.



There are five attorneys to every one full-service restaurant in the 80903 ZIP code.



Top: Shopping at Halo boutique. Above: Rooster's House of Ramen opened in May, followed a few months later with its speakeasy Sakura.



## OPENED IN 2017



### Retail

Cycle Gear  
Pikes Peak Lemonade  
Pikes Peak Market  
Martinez Imports  
Redoux Consignment Boutique  
Zero Fox Given



### Food/Beverage

Dickey's BBQ  
IV By Brother Luck  
Oskar Blues  
Picadilly Bar (in The Antlers)  
Roosters House of Ramen  
Sakura  
Sportivo Primo (in The Antlers)



### Services\*

Bampaws Stay & Play  
The Hive  
Honey Salon and Spa  
J.C. Bodycare  
The Quad Innovation  
Partnership  
Toni & Guy Salon



## ANNOUNCED IN 2017

Atomic Cowboy  
The Bench  
Brass Brewing  
The Carter Payne  
Cask & Cork  
Colorado Craft Tejon Street Social  
Denver Biscuit Company  
Fat Sully's Pizza  
KRCC Radio  
Mountain Valley Market  
USA Basketball Headquarters

## Top sales months:

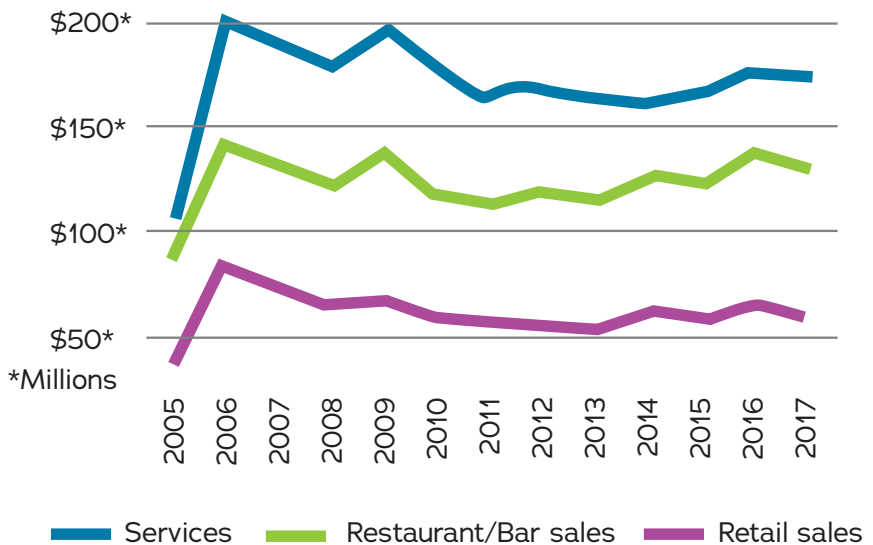


Retail	Restaurants	Services
December	December	December
June	March	September
March	September	June

### Downtown sales

- Gross sales in 2017 in the DDA increased 4 percent year over year, but decreased by .29 percent within the smaller Downtown Business Improvement District. This may indicate a healthy disbursement of new businesses beyond the historic Tejon Street spine and side streets.
- Within the DDA retail saw a decrease in overall sales of 4 percent year over year, bars and restaurants charted a marginal 1 percent increase, and services experienced a 19 percent increase.
- While Downtown saw small decreases in most categories from 2016 to 2017, sales figures in all categories were higher than 2015 figures, indicating that 2016 was a peak year.

### Gross sales within the Business Improvement District



### Retail and restaurant at a glance

- Downtown vacancy rates increased from 2016's low of 2.9 percent, ending at 4.6 percent in Q4 2017 – a healthier rate but still an indication of a need for new product to fulfill demand.
- Average retail asking rates increased to \$15.95 psf (including NNN).
- 68,753 square feet of retail space was available for lease or sale at the end of 2017 within the DDA.
- Downtown experienced over \$237 million in gross sales in 2017

### By the numbers

- 21 apparel stores
- 47 specialty boutiques
- 18 galleries and museums
- 74 restaurants
- 33 salons and tattoo parlors
- 21 bars, nightclubs, breweries and distilleries
- 16 coffee, dessert and ice cream shops
- 17 churches and places of worship
- 15 health and wellness facilities
- 10 printing and office supply shops

\*Service businesses with a street-level store front.



## >> Living

The citywide residential market caught fire in 2017, with rising rental rates and increased construction pace both Downtown and throughout the city. Today, Downtown and nearby urban neighborhoods are supplying a robust pipeline of new units, and construction starts have been strong. Amenities such as locally owned restaurants, fitness options, craft breweries, coffee shops, and cultural activities are just steps from an urban dweller’s doorway. Whether renting or purchasing, Downtown living includes a walkable environment with easy access to nightlife, transit, and a robust trail system, making it possible to go from Downtown to downtime in no time.

### Housing in Downtown

- The 80903 ZIP code holds just under 2,000 apartment units, and in the fourth quarter only 87 units were available, making for a 4.6 percent vacancy rate – far below the citywide Q4 rate of 5.9 percent.
- 171 units are under construction, all of which are in the Downtown core.
- Average cap rates for multifamily were 7.4 percent in 2017, higher than figures seen in Downtown Denver and the Western United States.
- Year over year, 1B/1BA rents rose by 8 percent to \$945 and 2B/2BA rents rose 6 percent to \$1,267. These figures demonstrated steady growth, but central rents are still lower than citywide figures.
- Vacancy rates for units asking more than \$1,500 per month averaged just 1.67 percent Downtown for the year, compared with 15 percent vacancy for the same product citywide.
- Central Colorado Springs\* is home to approximately 18% of all “naturally occurring” affordable housing in the city, i.e., units with non-subsidized rents that can be afforded by those making less than Area Median Income (AMI).

### Apartment data

	Central*	Citywide
Average vacancy rate	5.4%	5.4%
Average asking rent	\$1,025	\$1,101
New units added	37**	1521

\*Central Colorado Springs encompasses an area broader than Downtown boundary: approximately Fillmore to Las Vegas and Union to I-25.

\*\* Within 1/4 mile of the DDA boundary



## DDA Downtown Living Initiative

The Downtown Living Initiative’s primary goal is to accelerate progress toward the near-term construction of at least 1,000 new residential units by 2020 and 2,000 total new units by 2025. Additionally, the program aims to:

- Attract private capital investment into the DDA district.
- Provide supportive policy and incentives necessary to foster a deep and diverse housing inventory.
- Support and incentivize the development of publicly accessible resident-serving amenities, to include healthy food, fitness options, pet amenities, a pharmacy, garden plots, etc.
- Lead a cohesive strategy to grow workforce and affordable housing opportunities both within and easily accessible to Downtown.

For the first 600 units or until December 31, 2019, whichever is first, projects are eligible to receive 100 percent of property tax increment (minus obligations) generated for all remaining years of the DDA (through 2037) based on eligibility and capped at the total expenditures on eligible costs. Commencing year for determining new units is 2015. For projects of 10 units or fewer, DDA may provide a grant of \$10,000 per unit. These units will apply toward achieving the initial 600-unit goal. DDA is currently counting 441 units qualifying toward the first 600. For more information, contact Downtown Partnership at 719.886.0088.

## Unit starts picking up pace

Downtown evidenced almost zero growth in urban apartment units for decades, leading to a severe undersupply of rental units and challenging market conditions for lending due to the lack of comparable product. While deliveries have been small in recent years – 37 units in 2017 – unit starts are demonstrating growth in the market. Downtown saw just over 170 units begin construction in 2017, and projections show this figure at least doubling in 2018. Despite the pickup in pace, Downtown has the ability to absorb 2,000 to 3,000 units in the near term, and the pipeline has not yet reached 1,000 units, so market potential is still strong and more projects are needed to serve demands.

## Residential projects, new and conversion\*

Project	Units	Ownership	Open
Blue Dot Place	33	For rent	2016
Hearthstone Apartments	23	For rent	2017
210 Pueblo	5	For rent	2017
Bijou Lofts	9	For sale	2017
9 S. Weber	3	For rent	2018
ECO Apartments	172	For rent	2018
22 Spruce	46	For rent	2018
Park Manor East	20	For rent	2018
Rio Grande Apartments	17	For rent	2019
Casa Mundi	27	For rent	2019
The Cascade Apartments	183	For rent	2019
The Frank	162	For rent	2021

\*DDA district and adjacencies.





## >> Mobility & Outdoors

Downtown meets downtime in our city center, where healthy and active lifestyles have myriad options for biking, walking, exploring and fun. The 10-mile Legacy Loop system of trails encircles the greater Downtown area, providing world-class outdoors experiences and singletrack trails just steps from the dense urban center. Five Downtown parks comprise nearly 200 acres, with playgrounds, tennis and pickleball courts, ball fields, interactive fountains and more. Several civic organizations and pubs host weekly community runs and bike rides through Downtown for all ages.

### Linking to the Legacy Loop

Envisioned by the city founders over a century ago, Downtown is encircled with natural greenways and a trail system called the Legacy Loop; work continues to complete a few southern portions of the loop for a seamless experience. In 2017, the city began a multi-year effort to improve cycling facilities as part of a connectivity project called Link the Loop. This project aims to create connections to and from the Legacy Loop trail system into the Downtown core through on-street networks. 2017 saw the completion of 12 blocks of these improvements, as well as the installation of the city's first parking-protected bike lane. Plans call for additional on-street cycling facilities to be added to more than 40 blocks Downtown through 2020, more than doubling the existing network of Downtown bike lanes. Additionally, new infrastructure is extending into close-in neighborhoods such as the Old North End to ensure connectivity for all.





### Drive

- 71 of the 164 blockfaces in the DDA were paved or under some form of construction in 2017, representing 43 percent of all streets within the district.
- The \$113 million reconstruction of the Cimarron/I-25 interchange was completed on time and on budget.
- Total on-street parking meters: 2,200.
- 3 city parking garages provide 2,450 spaces.
- 4,500 private parking spaces.



### Pedal

- Bikescore: 85
- Colorado Springs is ranked as a Silver status Bike Friendly Community from the League of American Cyclists.
- Total bike parking facilities Downtown: 437.
- Colorado Springs saw its first parking-protected bike lane installed along Weber Street in 2017.
- Downtown increased bike lane facilities by 33 percent in 2017, with plans for another parking-protected bike lane to be installed in 2018 along Pikes Peak Avenue, connecting to the Legacy Loop trailhead at the eastern terminus.



### Walk

- Walkscore: 82
- Over \$1 million of parking revenue was reinvested into attractive and safe new streetscape.
- New pedestrian-protecting medians were installed to advance priorities of the master plan along Pikes Peak Avenue in 2017.



### Ride

- Transitscore: 49
- The Downtown Transit Center saw 730,287 boardings, an increase of 6 percent from 2017.
- Nearly 3.2 million rides were taken on transit throughout the city, with 23 percent commencing or ending in Downtown.
- Overall transit ridership for the entire city increased by 2 percent year over year.



## >> Tourism & Hospitality

With more than 5 million overnight visitors to the Pikes Peak Region each year, Downtown is uniquely situated to serve the business or leisure traveler. Conveniently located minutes from the Colorado Springs Airport and area attractions, Downtown is home to two full-service hotel properties, two limited-service hotels and several bed and breakfasts. At just over 400 rooms, plus nearly another 200 immediately adjacent, Downtown represents 6 percent of the city-wide market.



### Citywide visitorship highlights

- Colorado Springs Lodging and Automobile Rental Tax (LART) revenue increased 13.7 percent in 2017 from 2016.
- Revenue Per Available Room (RevPAR): \$79.48 (up 7 percent)
- Average Daily Rate (ADR): \$114.48 (up 7 percent)
- Occupancy (OCC): 69.4 percent (unchanged year over year)



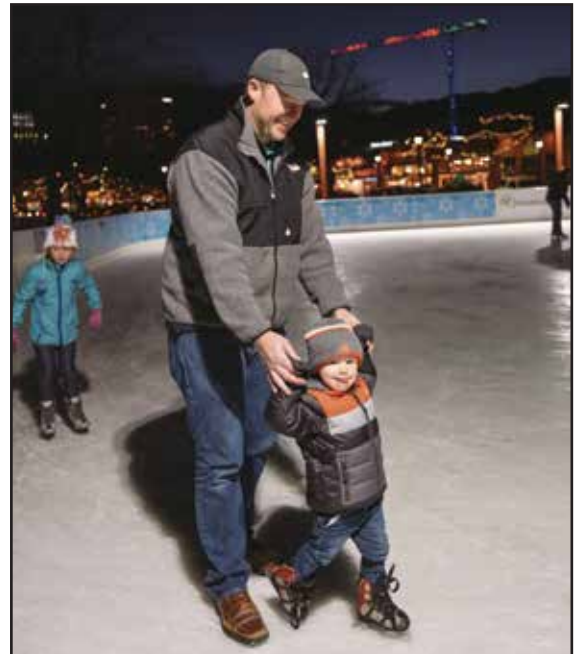
### Downtown highlights

- Attendance at Downtown events, visitor centers, and other cultural experiences was nearly 825,000 in 2017.
- Participation at programs provided by Downtown Partnership – including walking tours, First Friday art walk, Skate in the Park and other activities – increased 148 percent from 2016. Total participation was nearly 54,000.
- Skate in the Park admissions rose more than 70 percent from the year prior, with a record 20,223 skaters.



### Development highlights

- Two new hotels are proposed that – along with the under construction Hilton Garden Inn (pictured, bottom right) – will double the supply of hotel rooms available to visitors wanting to stay in an urban environment.
- Downtown's newest hotel, the Hilton Garden Inn, was announced in 2016 and began substantial construction in 2017. The 10-story, 165-room hotel is the first new-construction hotel to be built in the Downtown core since 1967 and also is the first high-rise building in Downtown since 2001. Upon completion, the 121,000-square-foot hotel will consist of 8,200 square feet of ground-floor retail and 112,800 square feet of hotel amenities and rooms including a restaurant/bar, fitness center, pool, spa and meeting facilities.
  - The most recent hotel announcement came in 2017 with a dual-branded Marriott property proposed at the southwest corner of Costilla and Tejon. The eight-story hotel, expected to break ground in 2018, will consist of 255 rooms – 135 under Springhill Suites and 120 under Element, an extended-stay brand.







## Furthering the arts: PPCC's Marie Walsh Sharpe Creative Commons

In 2017, Downtown celebrated the opening of the Marie Walsh Sharpe Creative Commons at the Downtown campus of Pikes Peak Community College. The \$1.8 million project focused on major renovation and redevelopment of 4,600 square feet along Sierra Madre Street, with 2,400 square feet renovated into a new art studio/creative commons, complete updates of the existing art classrooms, and the creation of 1,200 square feet of outdoor space that opens into the commons. In addition to the renovation efforts, the Pikes Peak Community College Foundation purchased Joan Benefiel's sculpture "Breathe" to complement the space. "Breathe" was jurored into the 2017-2018 Art on the Streets exhibit and now has a permanent home Downtown.

## >> Education



2,212 Colorado College students

2,942 Pikes Peak Community College Downtown Campus students

1,636 Palmer High School students

### Higher education

With its innovative block plan, Colorado College attracts students eager for new approaches to learning. The 92-acre campus of this four-year liberal arts college on the northern edge of Downtown boasts 12 buildings on the National Register of Historic Places. In the heart of Downtown, the Pikes Peak Community College Downtown Campus specializes in creative industries majors as well as core courses; service and office workers Downtown appreciate the convenience of PPCC classes within walking distance of employment.

### Palmer High School

Palmer High School, part of Colorado Springs School District 11, serves as the city's central urban high school, and is located in the heart of Downtown. With a high school student population of over 1,600 students on an open campus, Downtown businesses benefit from lunchtime traffic, volunteer partnerships, and an after-school workforce. Palmer offers an International Baccalaureate approach, a challenging program of global focus.

### Educating everyone: Penrose Library

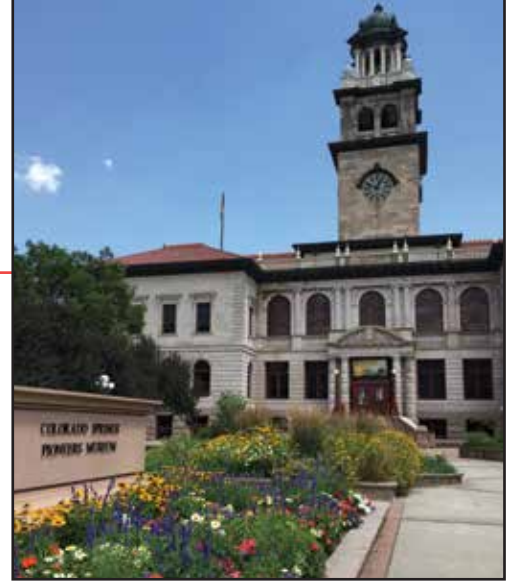
Since 1905, the Penrose Library and its Carnegie Reading Room at the corner of Cascade Avenue and Kiowa Street have been a cornerstone of learning. The Pikes Peak Library District, nationally recognized for excellence, provides essential programming and information access through the Downtown branch, including summer reading programs, kids and teen programs, adult literacy and ESL programs, the El Pomar Nonprofit Resource Center and resources for business skill development and data access.

## >> Arts & Entertainment

Designated as a certified Creative District by the State of Colorado, Downtown boasts an eclectic variety of experiences and venues – from the 2,000-seat Pikes Peak Center for the Performing Arts and world-class Colorado Springs Fine Arts Center at Colorado College, to more than 40 galleries and other venues participating in First Friday art walks, and a host of unique and family-friendly festivals year-round. With a Creative Vitality Index score of 5.95 (2016), Downtown Colorado Springs boasts six times the national benchmark for creative activities and employment. That score bests well-regarded creative hubs elsewhere in Colorado such as the RiNo district of Denver (with a score of 3.74) and Fort Collins (1.63).

### 2017 at a glance

- 1,256 arts, cultural and special events
- 24 festivals and parades
- 11 major runs and races
- 46 Downtown performances by the Colorado Springs Philharmonic
- 70 venues hosting cultural activities
- 43 buildings on the National Register of Historic Places or State Register of Historic Properties
- 143 public art works and murals



Cultural institution attendance	2014	2015	2016	2017	Change
Colorado Springs Pioneers Museum	61,935	64,826	76,327	90,970	19%
Colorado Springs Fine Arts Center at Colorado College	77,352	103,622	99,700	91,000	-9%
Pikes Peak Center for the Performing Arts	143,615	156,691	170,397	131,000	-23%
Cottonwood Center for the Arts	21,468	24,440	27,240	42,500	56%



### DDA supports artist housing initiative

In late 2017, the board of the DDA unanimously approved a funding commitment of up to \$750,000 to support a three-stage contract to bring an Artspace project to Downtown Colorado Springs. The project, upon completion, would bring approximately 50 to 70 units of affordable housing or live/work spaces for individuals and families working in the creative industries to Downtown. Artspace is a national nonprofit organization that delivers sustainable, affordable living and working space for individuals and families in the arts and craft industries. Artspace leads the industry with more than 35 properties and nearly 2,000 residential units specifically serving artists and creatives coast to coast, and each property remains affordable in perpetuity. The effort to bring Artspace to Colorado Springs has been envisioned and led by the Colorado Springs Creative Collaborative, a group of creatives and volunteers helmed by local advocate Bob Wolfson.



# >> Acknowledgments

## Downtown Development Authority Board of Directors

- Chair, Steve Engel, *JCS Holding Co.*
- Vice Chair, Ingrid Richter, *Catalyst Campus/ The O’Neil Group*
- Secretary-Treasurer, *Tony Rosendo, Loo Family Foundation*
- Aaron Briggs, *HB&A*
- Jill Gaebler, *City Council President Pro Tem*
- Chris Jenkins, *Nor’wood Development Group*
- Dot Lischick, *World Arena / Pikes Peak Center for the Performing Arts*
- David Lux, *Concept Restaurants*
- Jessica Modeer, *Zeezo’s*
- Chuck Murphy, *Murphy Constructors*
- Darsey Nicklasson, *DHN Development*

## Research, writing and compilation

- Sarah Humbargar, *Vice President of Development Services, Downtown Partnership*
- Alexander Armani-Munn, *Economic Vitality Coordinator, Downtown Partnership*
- Susan Edmondson, *President & CEO, Downtown Partnership*
- Laurel Prud’homme, *Vice President of Communications, Downtown Partnership*
- Photography: Artspace, CDOT Cimarron/ I-25 Interchange Design-Build Project, Colorado Springs Philharmonic, Tom Kimmell Photography, Lander.media, Allison Moix/Stellar Propeller Studio, Michael Pach/ 3 Peaks Photography, Trails and Open Space Coalition.

## Contact

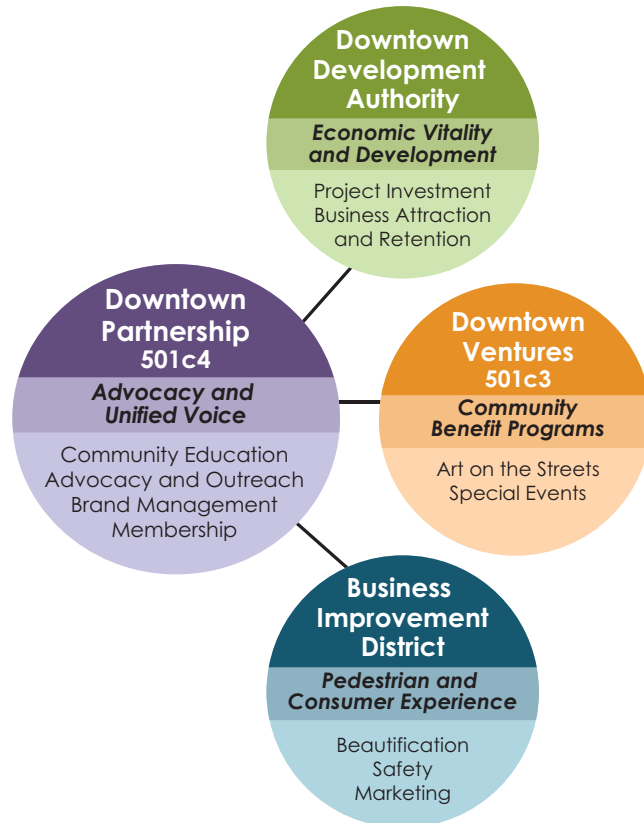
To inquire about opportunities for your business, contact Sarah Humbargar, Vice President of Development Services, Sarah@DowntownCS.com, or 719-886-0088.

For resources, contacts and more information about developing in Downtown Colorado Springs, visit [DowntownCSDevelopment.com](http://DowntownCSDevelopment.com).

## About the DDA

The Colorado Springs Downtown Development Authority is guided by a mission to build public and private investment partnerships that promote the economic and physical growth of Downtown Colorado Springs.

Downtown property owners voted to establish the DDA in November 2006 to provide programs and financial incentives to foster Downtown development. DDA is governed by a board of 11 people appointed by Colorado Springs City Council. Downtown Partnership staff execute the work of the DDA as a contracted affiliate. In 2016, City Council adopted the updated Experience Downtown Plan as the official Plan of Development for DDA. The DDA is funded in two ways: first, by a 5-mill tax levy within the district to support its operations; and second, through Tax Increment Financing (TIF). The latter is the capture of increased property tax revenues within the district following a baseline assessment. TIF revenues go into a special fund and, as it grows, the funds can be leveraged for support of Downtown projects in the form of grants and reimbursement agreements. All projects receiving grants and reimbursement agreements from the DDA must demonstrate alignment with the goals and priorities of Experience Downtown. Grant funding decisions are made by the 11-member board of the DDA, which meets monthly on the second Tuesday of each month.







---

Find development resources and contacts  
at [DowntownCSDevelopment.com](http://DowntownCSDevelopment.com)

---



Downtown Partnership of Colorado Springs  
111 S. Tejon St., Ste. 703  
Colorado Springs, CO 80903  
719.886.0088

-  [DowntownCS.com](http://DowntownCS.com)
-  [/DowntownColoradoSprings](https://www.facebook.com/DowntownColoradoSprings)
-  [Downtown\\_CS](https://www.instagram.com/Downtown_CS)
-  [@DowntownCS](https://twitter.com/DowntownCS)

