



# VICTORY CROSSING

A VISION FOR COMMERCE CITY

City Council Meeting  
May 1, 2023



# PURPOSE

- History of Victory Crossing
- Opportunity for Three Party Mutual Gains Land Exchange
- Town Center Redevelopment Opportunity surrounding  
Dick's Sporting Goods Park

# HISTORY

**2005**  
 City donated 55 acres to the Adams County School District 14 for the new 290,000-square-foot Adams City High School

**2004**  
 City of Commerce City purchased 917 acres of land to the east and south of the Rocky Mountain Arsenal National Wildlife Refuge from the Federal Government with the vision of developing a vibrant Town Center for Commerce City

**2007**  
 Commerce City completed the construction of the 98,000-square-foot Civic Center and Kroenke Soccer Stadium, LLC completed the construction of the 18,000-seat Dick's Sporting Goods Park stadium

**Oct 2014**  
 City of Commerce City sold Kroenke CC Properties LLC +/- 269 acres of land outside of the stadium

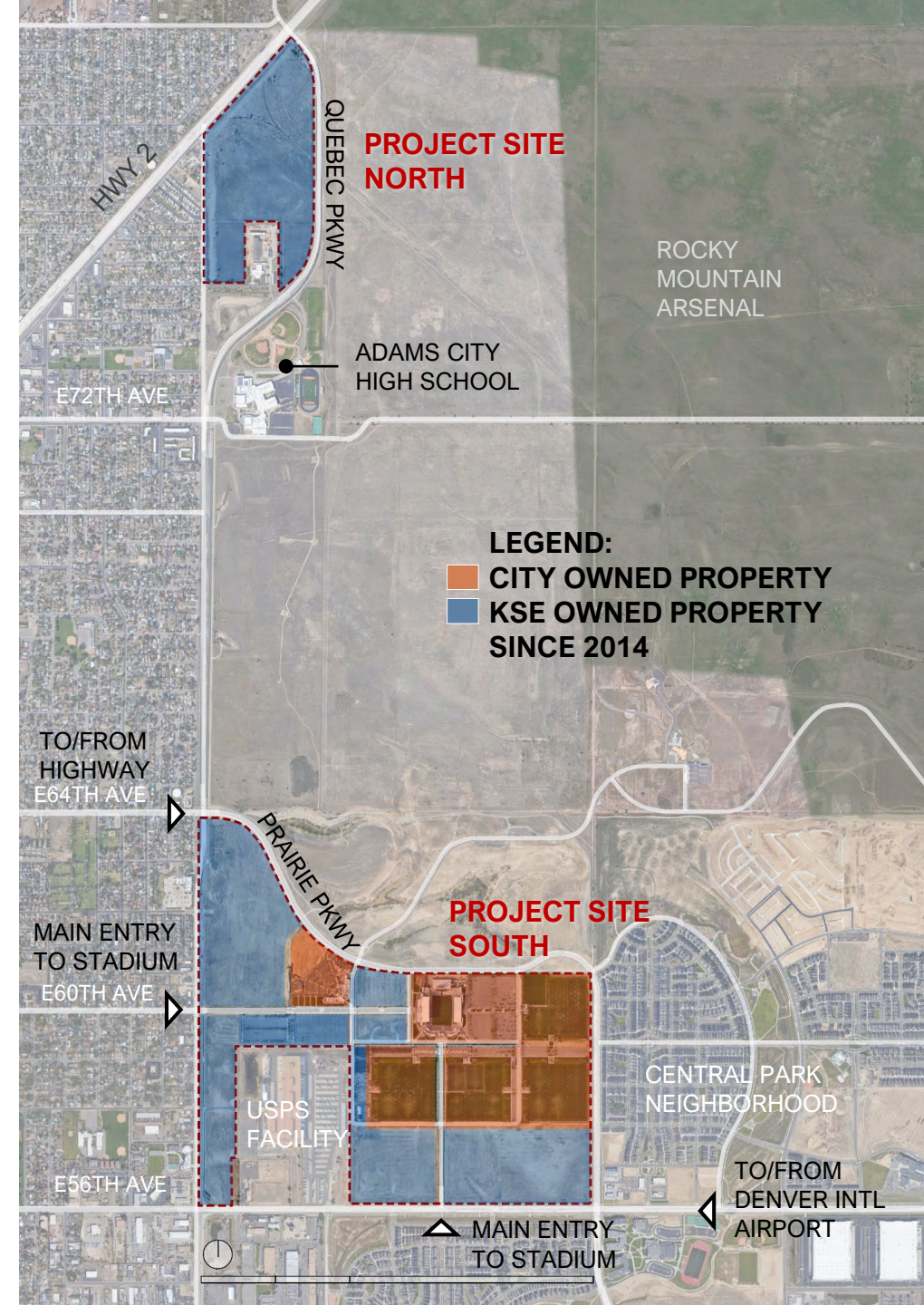
**2018**  
 Construction and opening of the 14,000 sqft South Adams County Fire District Office

**2019**  
 Opportunity to lift Moratorium on new residential development

**March 2020**  
 COVID19 Pandemic National emergency declared

**Today**

**May 2023**  
 COVID19 Pandemic National Emergency declaration to end



# THREE PARTY MUTUAL GAINS LAND EXCHANGE

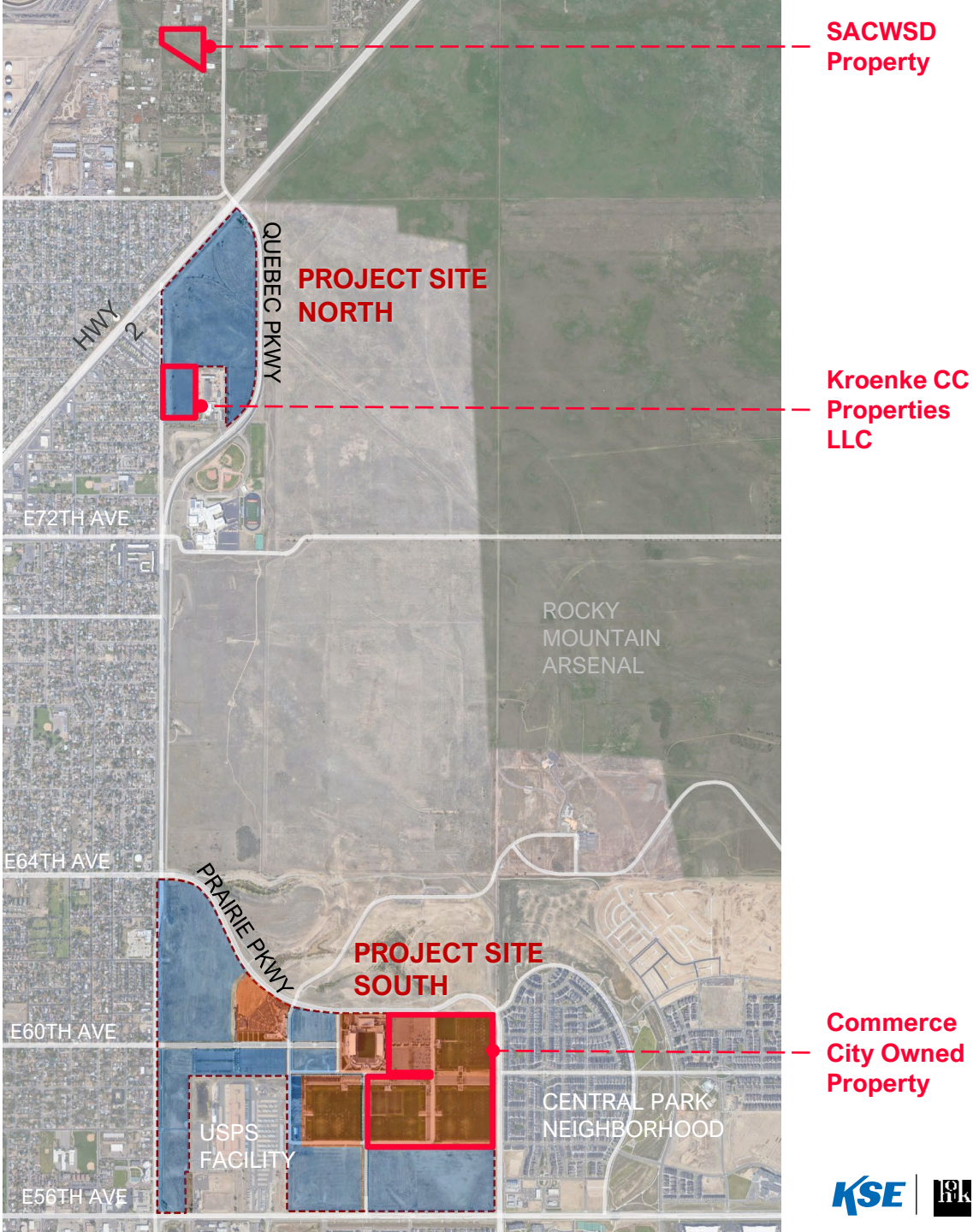
Owner	Area	Recipient	Purpose
CCC	88.2 Acres	Kroenke	Expansion of MLS facilities & Future Town Center Redevelopment
Kroenke	9.7 Acres	SACWSD	Expansion of Klein Water Treatment Facility to build a polyfluoroalkyl substances (PFAS) remediation facility
SACWSD	6.0 Acres	CCC	Rosemary Capital Project, funded in 2019.

### Process for City:

1. Authorize City Manager to sign application on behalf of owner to subdivide City-owned land
2. Approve Memorandum of Understanding
3. Approve Exchange Agreement
4. Approve Third Amendment to MDA and SMA
5. Subdivide City Owned Land
6. Close on Exchange on or before July 31, 2023

**LEGEND:**

- LAND SWAP PARCELS
- COMMERCE CITY OWNED PROPERTY
- KSE OWNED PROPERTY SINCE 2014



# INTRODUCTION

# WHO WE ARE



**Matt Mahoney**  
KSE | Senior Vice President



**Keirstin Beck**  
KSE | EVP General Council



**Brian Jencek**  
HOK | Director of Planning

# PROJECT UNDERSTANDING



# URBAN GROWTH (2007)

HWY 75

HWY 270

COMMERCE CITY  
NEIGHBORHOOD

HWY 70

PROJECT SITE  
NORTH

COMMERCE CITY

DENVER

ROCKY MOUNTAIN  
ARSENAL

PROJECT SITE  
SOUTH

NORTHFIELD  
MALL

MONTBELLO  
NEIGHBORHOOD





# URBAN GROWTH (2015)

HWY 75

HWY 270

COMMERCE CITY  
NEIGHBORHOOD

PROJECT SITE  
NORTH

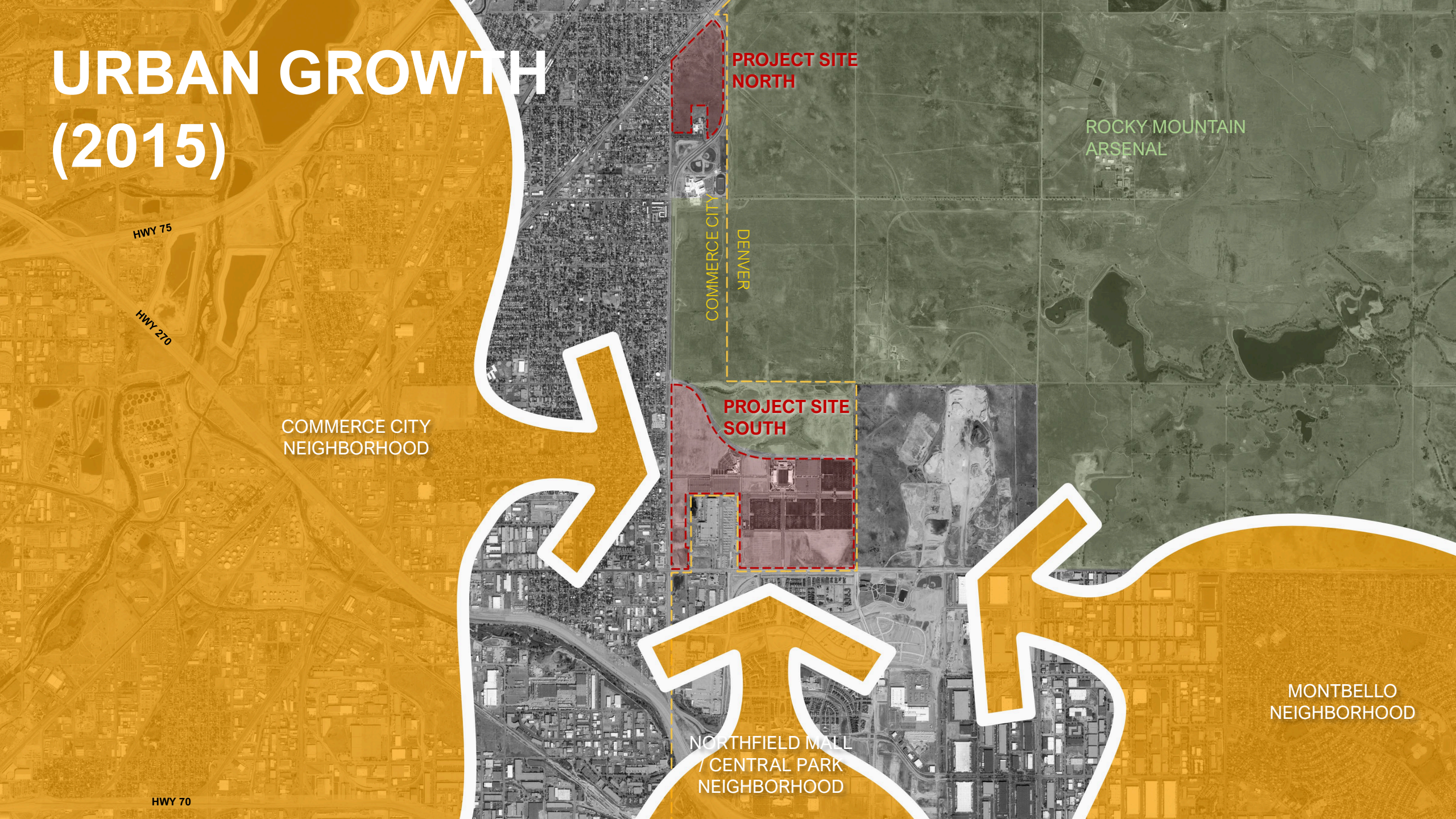
COMMERCE CITY  
DENVER

ROCKY MOUNTAIN  
ARSENAL

NORTHFIELD MALL  
/ CENTRAL PARK  
NEIGHBORHOOD

MONTBELLO  
NEIGHBORHOOD

HWY 70



# URBAN GROWTH (CURRENT)

HWY 75

HWY 270

COMMERCE CITY  
NEIGHBORHOOD

PROJECT SITE  
NORTH

COMMERCE CITY  
DENVER

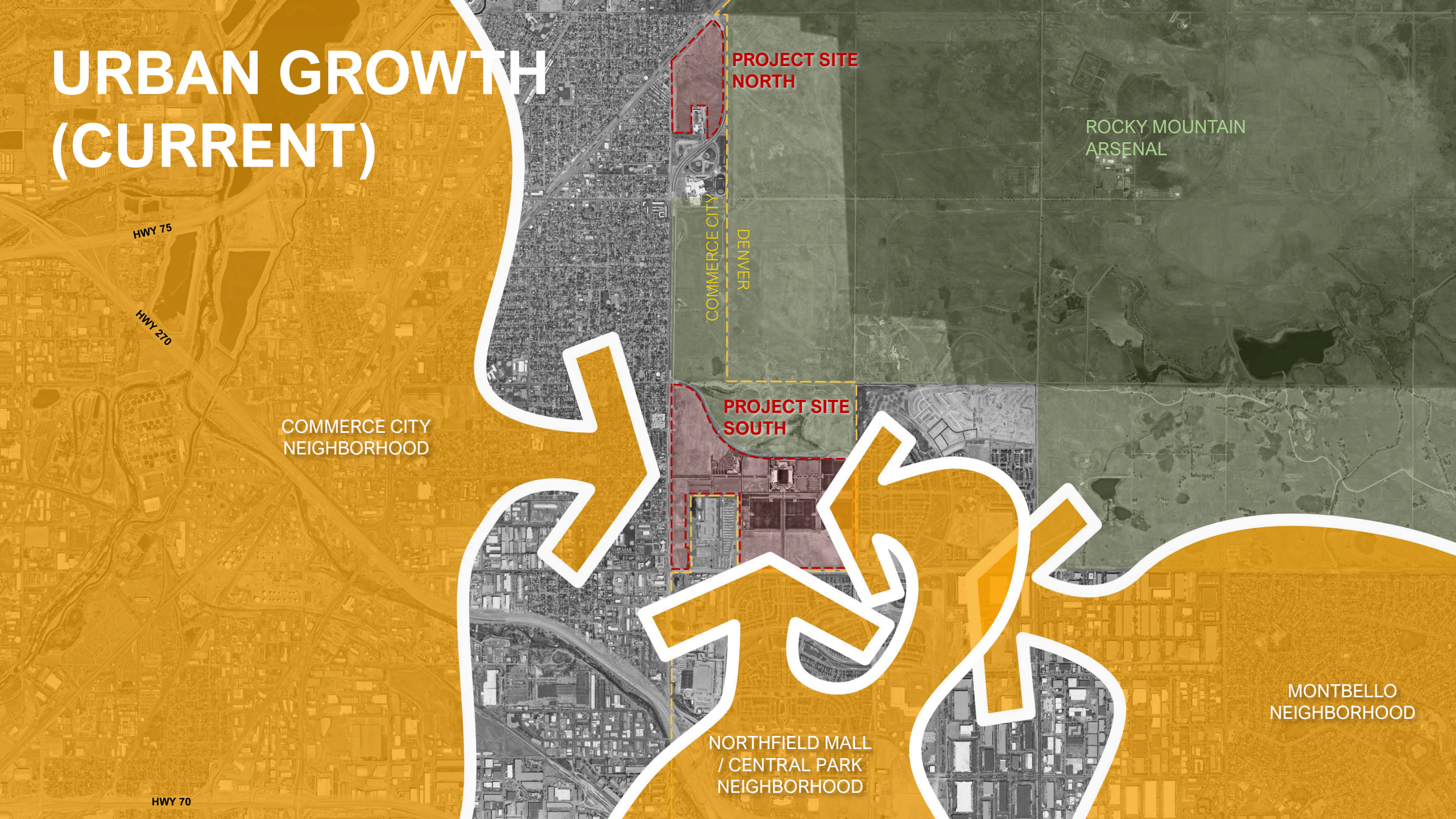
ROCKY MOUNTAIN  
ARSENAL

PROJECT SITE  
SOUTH

NORTHFIELD MALL  
/ CENTRAL PARK  
NEIGHBORHOOD

MONTBELLO  
NEIGHBORHOOD

HWY 70



# THE VISION

# CREATING A VISION

**OUR VISION**

**LATENT  
MARKET  
DEMAND**

Commercial  
Industrial  
Housing

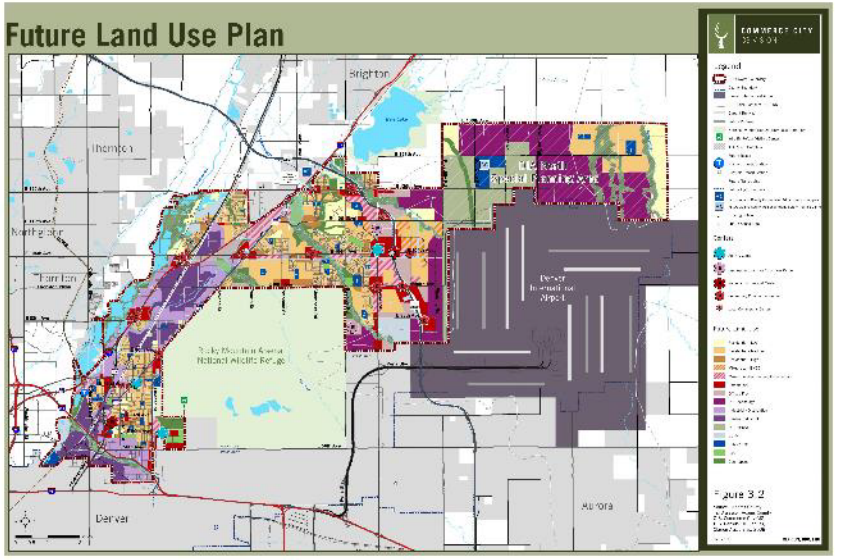
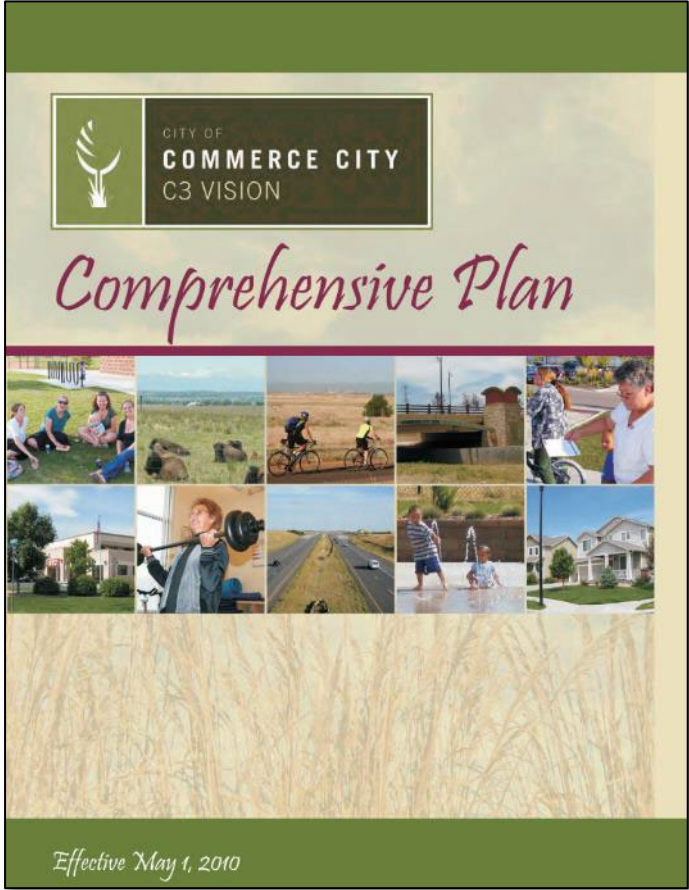
**CATALYTIC  
ECOSYSTEM**

Creating a vision-driven  
framework harnessing market  
demand and City aspirations

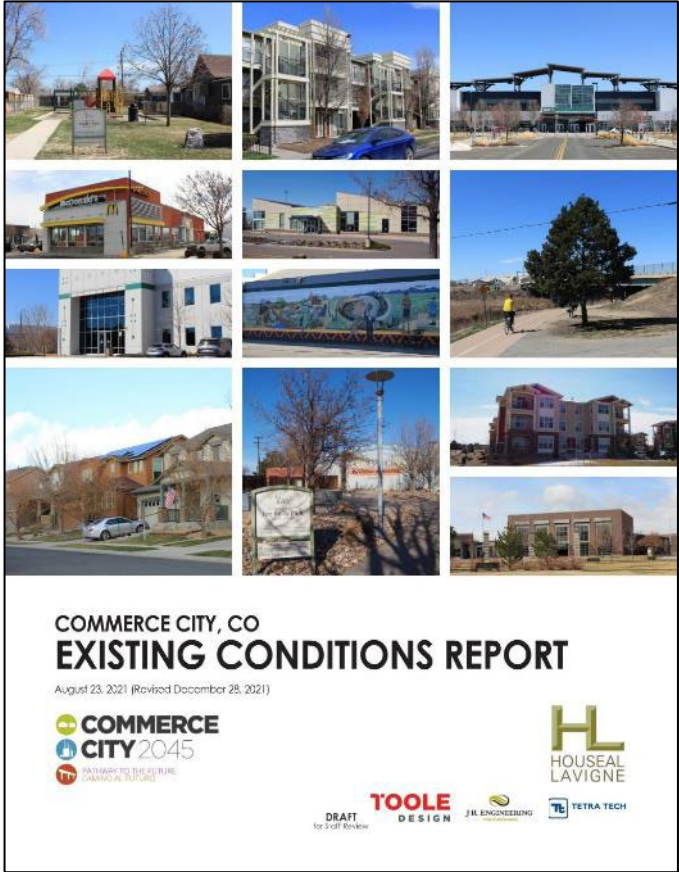
**COMMERCE CITY &  
COMMUNITY GOALS**

# CITY VISIONING EFFORTS TO DATE

Comprehensive Plan, 2010



Comprehensive Plan Update Existing Conditions Report, 2021



# THE WHY?

Source: Comprehensive Plan Update  
Existing Conditions Report, 2021



## KEY THEMES FROM COMMUNITY OUTREACH

Reoccurring themes emerged from the input received during the initial community outreach phase of the planning process. While a variety of issues, opportunities, concerns, and priority projects were identified by the community, these key themes summarized below present the most frequently cited ideas shared by the community with the greatest consensus.

*It is important to note that the following summary of key themes represents feedback and comments received from the community and are not recommendations of the Plan or observations of the project team.*

### Uniting the North & South

Participants frequently underscored the strong need to unite north and south Commerce City, which are often treated locally as two separate communities. It was noted that while the Rocky Mountain Arsenal National Wildlife Refuge is a regional asset, it contributes to the division due to its expansive footprint that limits connectivity between the north and south. Additionally, participants discussed the disparity between the quality of development, education, community facilities, and job opportunities between the two areas that should be addressed. The idea of centrally located community facilities, events, and festivals was also mentioned to bring the north and south together.

### Balanced Growth & Investment

Community members highlighted that as the Northern Range continues to experience rapid residential development, there is a need to balance the growth with other uses. The need to concurrently improve infrastructure to support growth was also noted, such as increasing east-west routes. Community members also discussed the significant annexation and development potential of the northeastern area surrounding the Denver International Airport (DEN), with consideration to air traffic noise and pathway impacts.

### Lack of Commercial

Participants often mentioned the desire for more local commercial uses. This includes large-scale retail, dine-in restaurants, grocery stores, and entertainment options. It was shared that residents often have to travel to surrounding communities for their shopping needs and that they could shop locally instead.

### Core City Reinvestment

Community members discussed that as the Core City contains older structures and is facing disinvestment, there is a need to increase investment in the area and replicate the quality of development occurring in the north. This includes improving access to community facilities, healthcare, and education, as well as enhancing neighborhood character. Concern was also raised that new amenities have the potential to negatively affect existing residents and increase gentrification. Community members underscored the importance of avoiding displacement while welcoming new residents into the City.

### Housing Variety

Participants highlighted the need for greater variety in housing types for people from all backgrounds and stages of life. This includes affordable housing, senior housing, and higher density housing, such as apartments, and townhomes, to ensure equitable and accessible housing options.

### Land Use Compatibility

Participants discussed the need to move forward and to think about developed adjacent to one another and incompatibilities and adverse impacts to residential neighborhoods. Noise impacts were highlighted as another example of incompatibility.

### People Experiencing Homelessness

Community members expressed their concern for the population experiencing homelessness in the City. Many participants noted that veterans are a significant portion of the population experiencing homelessness. The need to provide support and shelter for these individuals was highlighted. Considering the challenges people experiencing homelessness face, it was noted that support initiatives need to consider how to effectively reach the transient population.

### Downtown Area

Participants shared their concern for the lack of a vibrant, family-friendly downtown area that provides public community spaces for people to gather, spend time, and frequent businesses. The desire to attract visitors to such as a downtown area that would frequent its restaurants, businesses, retail, art, culture was also discussed.

### Diversifying Local Industries

Participants shared the desire to diversify Commerce City's industries and tax base without relying so heavily on the oil and gas industry. At the same time, it was noted that the City must not deny its existing economic assets, such as its significant transportation and trucking industry. Opportunities to enhance its local industries for the future were discussed, such as educational opportunities to train the local workforce to operate EV trucks.

### Workforce Development

Community members expressed the need for workforce and leadership skill development in both English and Spanish. Participants shared the desire to stimulate the local economy in a way where residents can see real change at an individual level, such as through educational opportunities and hands-on job training.

### Coordination & Partnerships

Participants discussed the importance of maintaining close coordination with regional partners to provide quality services to the community and manage growth. Examples include the South Adams County Water and Sanitation District, Adams County, Tri-County Health Department, and the City of Denver.

### Access & Connectivity

Community members expressed the need to improve connectivity for all modes of transportation. This includes filling in sidewalk gaps, connecting trails, improving transit frequency, and increasing roadway connections. Access to the new RTD station as well as safe routes to schools by walking or biking was also highlighted for improvement. Railroad crossings were also identified to cause disruptions in traffic flow with no alternative routes available.

### Fiscal Sustainability

Community members expressed financial concern for the City in the next three to five years coming out of the COVID pandemic. With substantial growth planned for this period and various City taxes and Special Districts competing for the same limited resources, feedback highlighted the need to ensure the City prepares for fiscally sound growth.

### The City's Image

Participants often shared the desire to improve the image of the City and better showcase its assets, such as its rich diversity and history. There was also a wish to change the outside perception of Commerce City as a gritty "industrial city" by attracting non-industrial industries such as commercial and intellectual/high-tech businesses. Opportunities to improve sense of place and better identify entry into Commerce City were discussed, such as through placemaking and wayfinding at gateway points.

### Environmental Sustainability

Participants shared concern over the City's water supply, quality, and cost of services. The environmental impacts of the City's industrial uses were also highlighted, such as from Suncor Energy, which some participants wish to see relocated from the City while others considered a vital player in the City's economy.

### TOP ASSETS & STRENGTHS

The following are the top assets and strengths of Commerce City identified during community outreach:

- Location
- Proximity to Denver and other nearby communities
- Access to DEN
- High accessibility via highways, interstates, and railroads
- Public transportation system (including the RTD Station)
- Highly walkable sidewalk network
- The City's diversity and history
- The City's reputation for great residents
- Core City Commerce City
- Untapped growth opportunity
- Small-town feel
- Local pride
- Very welcoming
- Great place to raise a family
- High-quality small restaurants/businesses
- Wide range of professionals
- The Youth Commission
- The Police Department
- Dick's Sporting Goods Park
- Rocky Mountain Arsenal National Wildlife Refuge
- Affordable cost of living
- Recreation centers, parks, and open space
- Views of the mountain range

Need for Downtown area

Need for local commercial business

Existing City assets and strengths

Improve the image of the City

**THE WHY?**

**CREATE A TOWN CENTER FOR  
COMMERCE CITY**



# KSE GOALS & PRINCIPLES

1. **PROSPERITY:** Become an economic driver to create jobs; elevate the City's fiscal base for the City to be economically strong and financially sound.
2. **IDENTITY:** Celebrate the City's unique history, identity, and culture
3. **DIVERSITY:** Shift from a homogenous use to accommodate a diverse range of uses
4. **DENSITY:** Achieve critical mass to support a vibrant community and prevent sprawl
5. **CONNECTIVITY:** Connect back to the larger community and region through multiple modes
6. **SUSTAINABILITY:** Showcase environmental stewardship
7. **HEALTH AND WELLNESS:** Build a community to promote a healthy lifestyle
8. **SOCIAL EQUITY:** Support a diverse community
9. **CONTINUED INVESTMENT:** Enhance the Rapids Stadium and recognize its contribution to the community



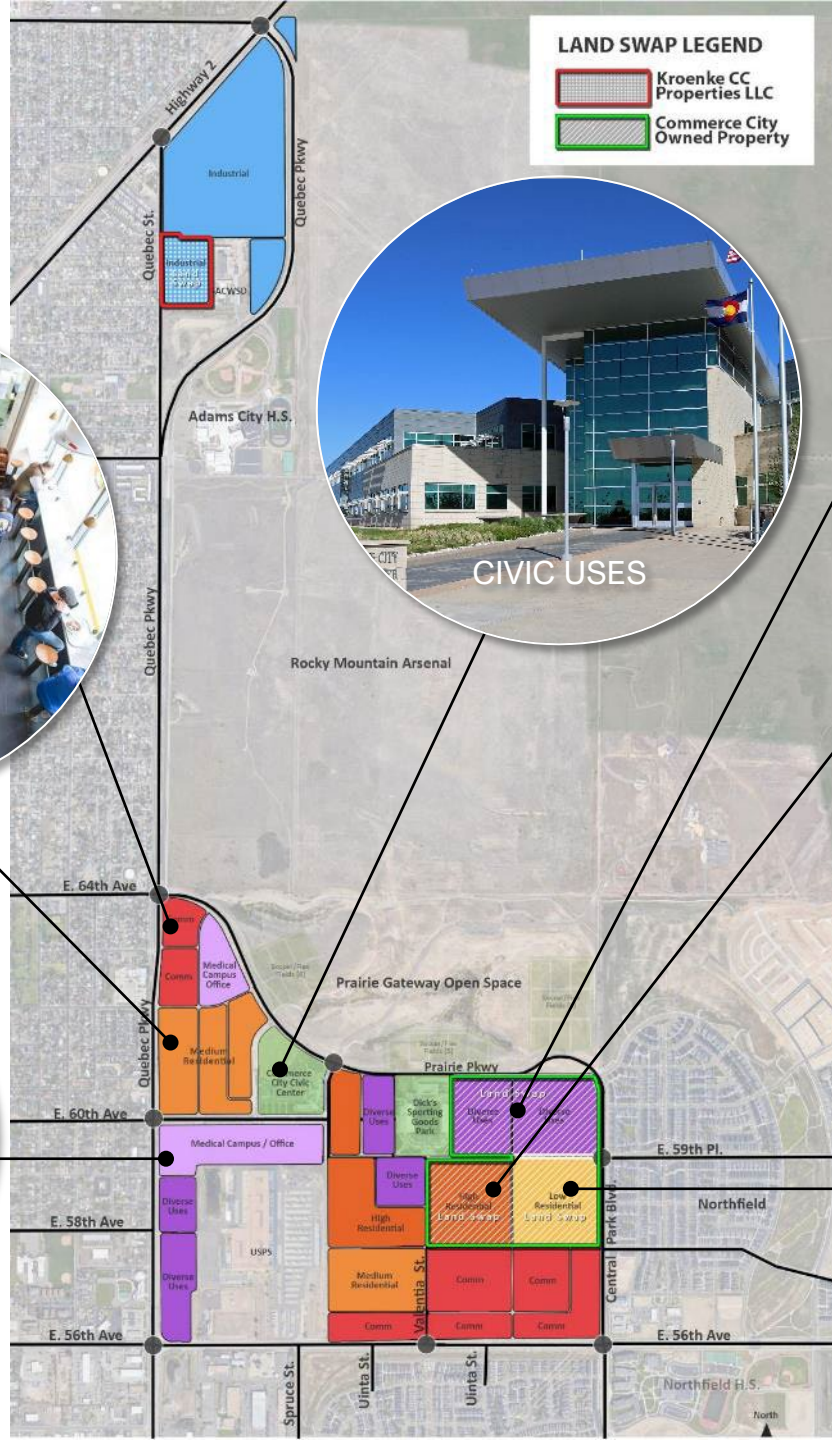
# PROGRAM FRAMEWORK

**LAND SWAP LEGEND**

- Kroenke CC Properties LLC
- Commerce City Owned Property



- Commercial
- High Residential
- Medium Residential
- Low Residential
- Diverse Uses
- Medical Campus Office
- Industrial



# PRECEDENT PROJECTS

# “LIFESTYLE DESTINATION”

The Battery, Atlanta

**PROJECT FACTS:**  
**SIZE**  
Site – 74 acres  
Stadium – 41,100 seats  
Class A Office – 1.25 million sqft  
Residential – 4,000 units  
Hotel – 1,250 units  
Retail 575,000 sqft

**COMPLETION**  
District: 2017



**Economic and Social Benefits:**

- The Battery’s property value increased by \$43 million from 2020 to 2021
- 5,500 new jobs related to the park
- 9 million guests visited in 2021
- “Vision built on creating a 365-day environment and bringing people there with their family and friends... to live and work” – Mike Plant, CEO of Braves Development Company

Source: <https://www.11alive.com/article/news/local/cobb-county-economic-impact-truist-part-the-battery-atlanta-braves/85-0s15e1b0-4c68-4a3b-bc14-b94c8aaeb213#:~:text=Truist%20Park%2C%20The%20Battery%20made,being%20employed%20by%20the%20park.>

# DYNAMIC “LIVE-WORK-PLAY” DISTRICT

Kansas City Power & Light District

## **PROJECT FACTS:**

### **SIZE**

Entertainment – 18,000 – 20,000 seats

Office + Retail – 417,000 sqft

Residential – 607 units

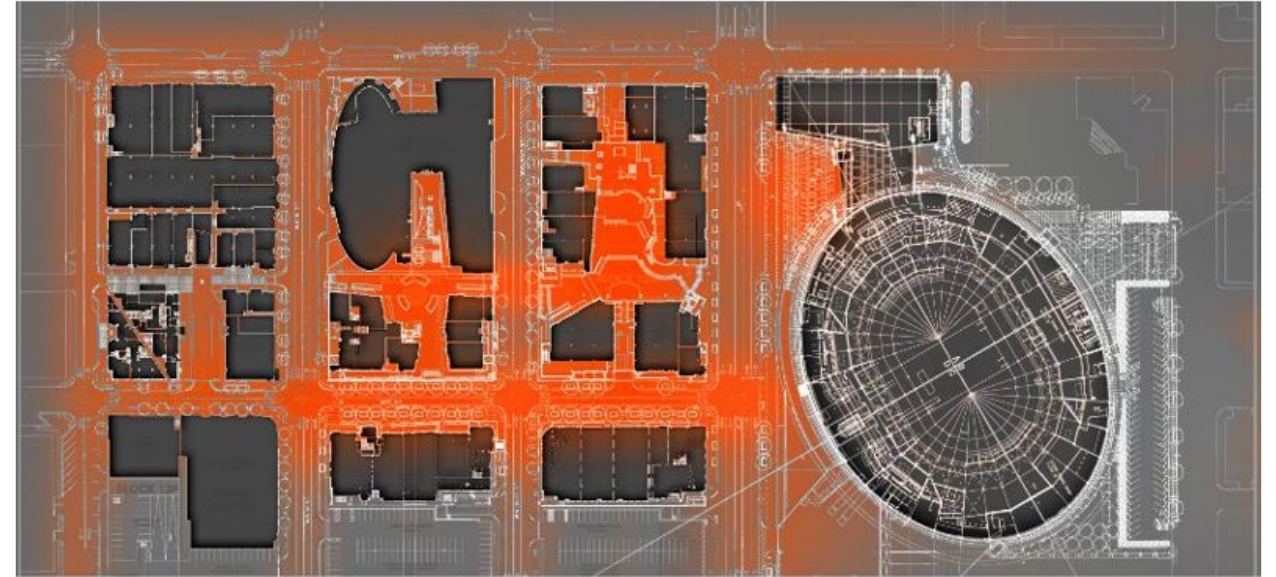
### **COMPLETION**

Arena: 2007

District: Ongoing

### **Economic and Social Benefits:**

- **Reinvigorated downtown Kansas City with an entertainment, retail and dining destination**
- **Spurring additional development in downtown**
- **Exposes people to key element of the City's history, creating an identity that resonated for both residents and visitors**
- **Partnering with Kansas City Public Schools education foundation to benefit students and teachers in the community (donations, volunteering, leasing opportunities at apartments, hosting events)**



# NEW INNOVATION COMMUNITY

## CORTEX, St. Louis

### **PROJECT FACTS:**

#### **SIZE**

**Site – 200 acres**

**Buildings – 2 million sqft**

**Companies – 415**

**Employees – 6,000**

**Residential complex to be developed**

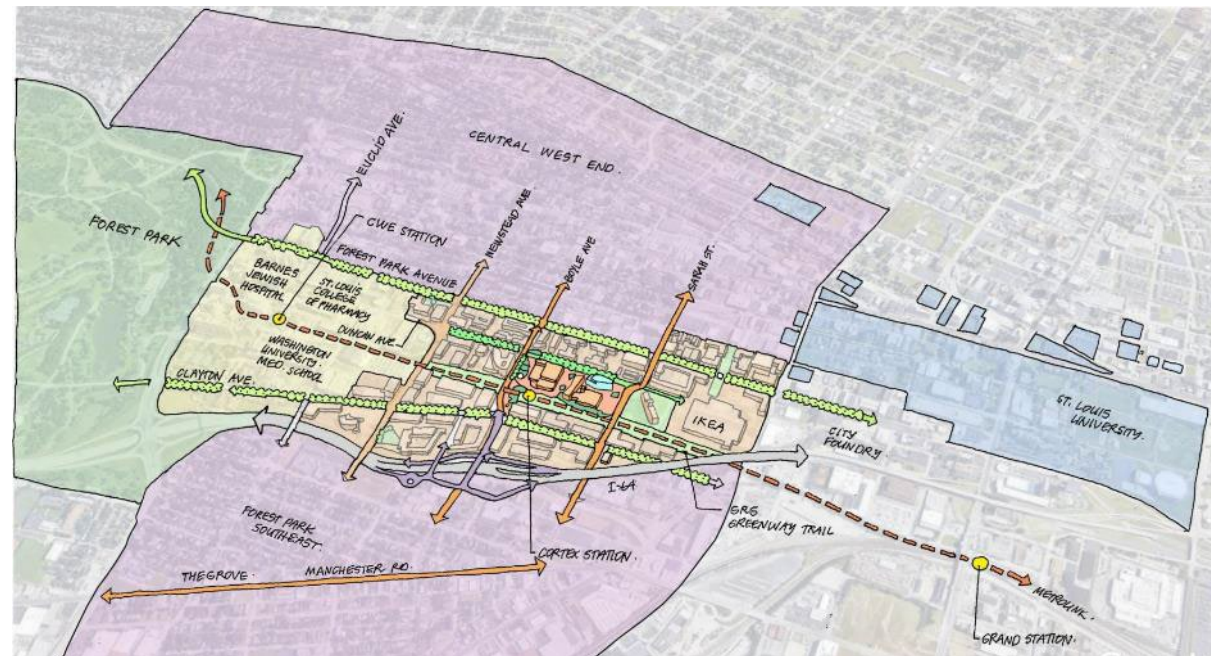
#### **COMPLETION**

**District: First leased 2005 and Ongoing**



**Economic and Social Benefits:**

- Hundreds of millions of dollars worth of private and public ancillary projects due to activation by CORTEX
- MetroLink light rail station
- first IKEA store in St. Louis
- greenway pedestrian and cycling trail
- hotels and other mixed-use development
- Expected 15,000 new jobs at full buildout



Source: <https://www.hok.com/projects/view/cortex-innovation-community/>



# MORE THAN A STADIUM

## St. Louis CITY SC's CITYPARK

### **PROJECT FACTS:**

#### **SIZE**

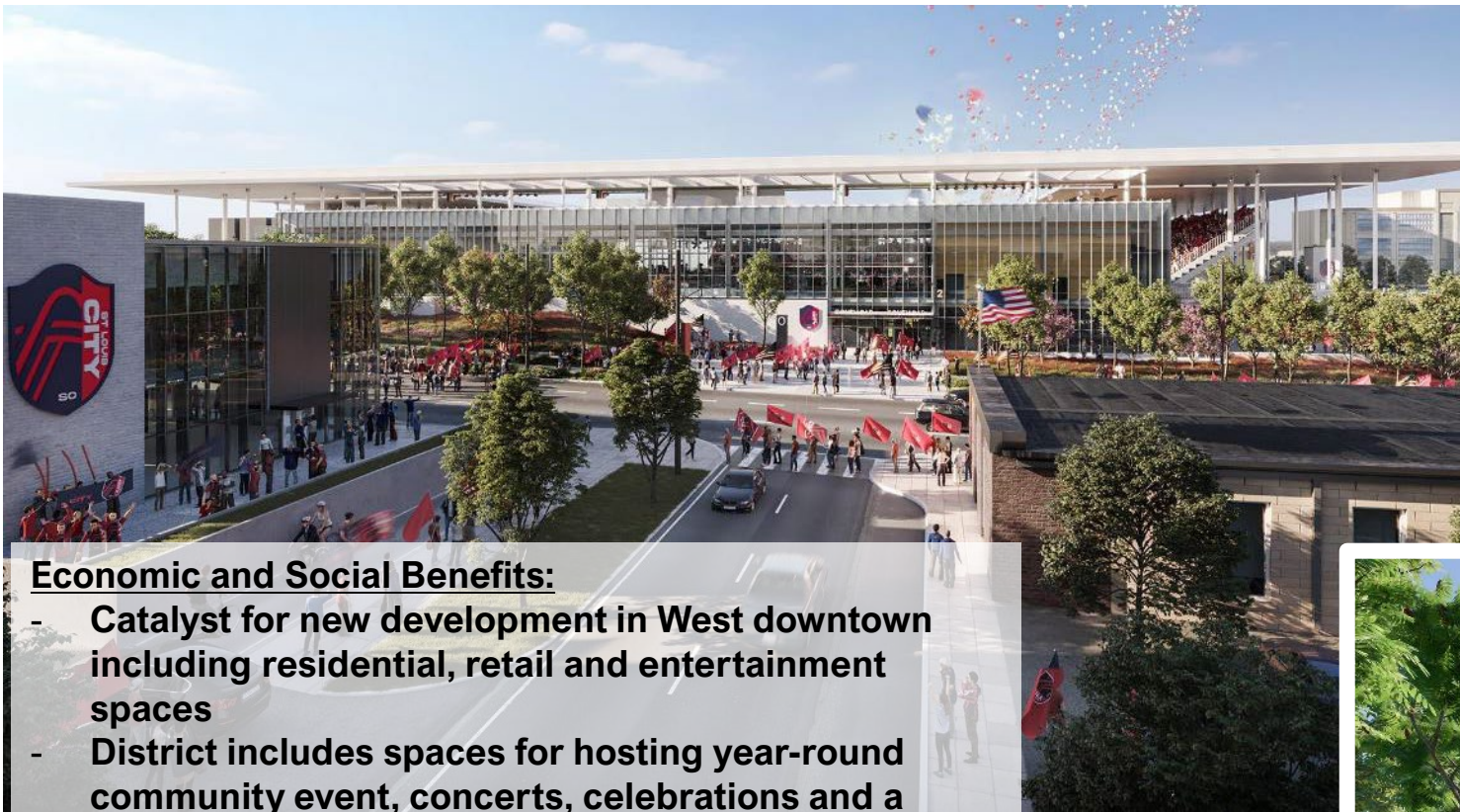
Site – 31 acres

Arena – 22,500 seats

#### **COMPLETION**

Stadium: 2022

District: Ongoing



**Economic and Social Benefits:**

- Catalyst for new development in West downtown including residential, retail and entertainment spaces
- District includes spaces for hosting year-round community event, concerts, celebrations and a variety of outdoor activities



Source  
<https://www.ksdk.com/article/sports/soccer/st-louis-city-sc/st-louis-city-sc-citypark-soccer-economic-downtown-st-louis/63-4109fc51-7dfc-4515-8999-752f0ff68be8>  
<https://www.hok.com/projects/view/st-louis-city-sc-citypark/>

# NEXT STEPS

## **Direction:**

Staff is seeking direction from the City Council on the pursuit of a Three Party Mutual Gains Land Exchange.

## **Staff Recommendation:**

If a Three Party Mutual Gains Land Exchange is supported by City Council, staff is recommending Council authorize the City Manager to execute the necessary forms, applications, and other documents required to prepare the City's +/- 88.2 acres of land to be subdivided for a potential future land exchange by and between the City of Commerce City, Kroenke, and South Adams County Water and Sanitation District.

- Authorizing the City Manager to execute the necessary forms, applications, and other documents is a time-sensitive, necessary step to proceed with a potential Land Exchange closing to occur in or about July 31, 2023.
- Authorizing the City Manager to carry out this step does not constitute a commitment that the:
  - Land Exchange will actually occur,
  - Land will be rezoned, or
  - City or Urban Renewal Authority will participate in any redevelopment activity in Victory Crossing.

THANK YOU

