

UNION STATION ADVOCATES

Citizen participation in planning and governance of the public spaces at Denver Union Station

August 18, 2011

Mr. Phil Washington
General Manager
Regional Transportation District
1600 Blake Street
Denver, Colorado 80202

Re: Denver Union Station – Public Realm Management and Historic Building Reuse RFP Presentations

Dear Phil:

The purpose for our letter is twofold:

1. Union Station Advocates requests the opportunity to meet with you to discuss the important unresolved issue of the future management and programming of the public spaces at Union Station.
2. Union Station Advocates urges you to ensure that the two competing teams for the reuse of the historic station will present their plans to the public at a well-publicized event held in a large venue.

To expand on these two issues:

The public realm at Denver Union Station and, in particular, Wynkoop Plaza, has always been envisioned to be a place of great vitality and activity. The design by Hargreaves and Associates was completed with this activation in mind. However, to actually manifest the full vision requires more than just a good design, but a comprehensive and strategic management plan as well.

The question on the management and activation for Union Station's public spaces has been an open one for many years. Two years ago, in May 2009, a variety of project stakeholders, led by the Downtown Denver Partnership and Union Station Advocates, organized a "Public Space Symposium" that brought to Denver high-profile public space managers from across the country to study DUS and make recommendations on how to structure the public space management and activation plan. Attached is the report from the Symposium with their recommendations. The advice given from this elite group was summarized by them as follows:

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PUBLIC SPACE LEADERSHIP

Not for Profit Management Group is solely focused on public space and historic building
Management Group To Have Autonomy in Operation of Public Spaces
Different board members for development and operations, comprised of various stakeholders

MANAGEMENT APPROACH

Public sector goals, Private sector methods
Professional dedicated staff
Phase full public space improvement based upon management commitment & capacity
Manage Public Expectations through informed planning and public communication

REVENUE & COST

Management Group to Charge Annual Site Management Fee to Transit Agency
Revenue Sources: All Site Based Advertising and Rentals
Vendors, kiosks, Branded Items
Marketing, Sponsorship Events
Union Station Retail Rents
Goal: \$1M/Acre/year for Clean & Safe for Grade-A Public Space

Public Space Symposium, March 11 – 13, 2009

These recommendations were received positively by the community but, as yet, no entity has stepped forward with a defined plan for management and activation for Wynkoop Plaza and the other public spaces at Denver Union Station. We believe that RTD, as owner of the land, is the responsible party to, at the very least, kick-start the serious work of identifying an appropriate management team that can be put in place ahead of the actual completion of the public spaces. The RFP process for the historic station reuse brings this issue to the forefront. Certainly, the successful bidder will need to know the character of its relationship to the future manager of this important public space that is immediately adjacent and has been envisioned to be mutually beneficial if properly implemented.

Union Station Advocates has long been interested in the management and activation of this important new community space. It is one of the fundamental reasons for our organization's existence. We would very much appreciate some time with you to discuss these ideas and hear from you personally as to the vision and plan RTD intends for Wynkoop Plaza.

Our other topic concerns the continuing public process related to the historic station reuse RFP and developer selection. Union Station Advocates board members personally participated in the stakeholder group that contributed to establishing the selection criteria for a future developer, and a presentation to the public was considered a crucial step in the selection process. The RFP speaks to a public presentation, if necessary, sometime during the week of October 31st.

As a community organization that has engaged thousands of citizens over many years on the Union Station project, we strongly recommend that not only is a public presentation necessary for the community to feel engaged in the selection process, but also for the RTD staff and board to hear comments from the general public based on actual details of the two proposals, in order to make the best selection decision. We believe the presentation should be well publicized in order to attract as large an audience as possible. Additionally, we also believe it is important that the public has the

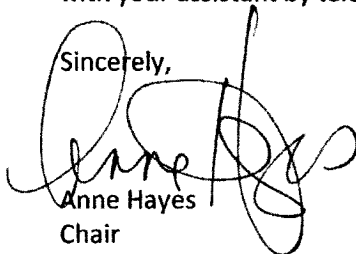
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opportunity to know who is going to be reviewing the two proposals and making recommendations to the RTD board.

Please recognize that the community has been waiting patiently for many years for word on the future of this well-loved building. It is the front door and face of the entire project in the minds of many citizens. The future success of Denver Union Station continues to depend on community interaction and buy-in, especially at this critical juncture when the project is more tangibly evident than ever before.

We hope you accept our invitation and we look forward to meeting with you personally. I will follow up with your assistant by telephone.

Sincerely,

A handwritten signature in black ink, appearing to read "Anne Hayes", with a large, stylized flourish extending from the end of the signature.

Anne Hayes
Chair