



Resolution on Second Major Cherry Creek Hotel

WHEREAS:

As prices of Cherry Creek real estate continue to escalate, the pressure to develop commercial structures of increased bulk and height not permitted by current CCN zoning continues to increase. In the past seven years, development projects in the 100 block of First Avenue, such as Clayton Lane, North Creek, and Fillmore Place, have received, or are in the process of receiving, new or revised zoning that allow the developments to have greater bulk and heights exceeding the 55' maximum height and bulk requirements of CCN Zoning.

The Cherry Creek North Neighborhood Association has supported past major commercial developments on First Avenue without CCN zoning restrictions for the following reasons:

- ∞ Economic Development - The CCN economic improvement has improved the quality of services within the business district, attracting new customers locally, regionally, and nationally to the Cherry Creek Community ;
- ∞ Community Contribution and Citizenship – Since the Cherry Creek Community is a major sales and property tax contributor to the City of Denver budget, increased development revenue helps to improve the municipal welfare of all Denver residents.
- ∞ Effect on CCN Neighborhood - Although projects situated in the 100 block of First Avenue have added to the business vitality and neighborhood convenience, they were not without significant impact on Cherry Creek North residents in terms of traffic congestion, noise, and pollution.

Local hotel facilities have only been built in the last seven years. One of the most significant aspects of the Clayton Lane development was the JW Marriott Hotel - an upscale, 196 room facility that attracts and supports important business, social, and tourism services. The only other CCN hotel service is the Inn at Cherry Creek, a small 35 room boutique inn that complements CCN lodging services.

Even though a hotel is not allowed as an approved use under CCN Zoning, proposals for an additional high end hotel of 100 rooms or more have been presented and discussed at various Cherry Creek business forums. Unfortunately, several of these proposals exceed CCN Zoning height and bulk restrictions and will be located north of the 100 block of First Avenue. Some proposed locations would be in close proximity to residential neighborhood to the north. As a result, these projects will adversely impact these neighborhoods with increased traffic, noise, pollution and parking problems. Of equal importance, the height and bulk of these projects is inconsistent with the residential character of the neighborhood to the north.

IT IS HEREBY RESOLVED

The Board of the Cherry Creek North Neighborhood Association supports the continuing economic development within the Cherry Creek Community, including property use by right and the development of a second major hotel in the Cherry Creek area. Nevertheless, to ensure that the quality of life for Cherry Creek North residents would not be adversely affected, and to enlist the support of this Board, the following development recommendations for a second major hotel in the Cherry Creek Community are hereby adopted.

Preferred Major Project Location – In order to balance, on the one hand, the desirability of retaining the Cherry Creek North residential neighborhood concept and quality, and, on the other hand, the need for community hotel services, the preferred hotel location should be in the vicinity of existing commercial properties south of First Avenue, where hotel services and traffic will have minimal, if any, impact on the CCN neighborhood.

Location North of First Avenue – Any major hotel that is proposed to be located north of First Avenue would not be supported by the Cherry Creek North Neighborhood Association. The commercial bus and truck traffic generated by the JW Marriott project and other commercial businesses that presently filters through the CCN residential neighborhoods leads to the unavoidable conclusion that development of a hotel between Second and Third Avenues would produce additional traffic congestion, parking, noise, and pollution.

Located north of 2nd Avenue, the height and bulk of the project are totally out of context with the residential character of the adjacent neighborhoods. The need to maintain the existing residential neighborhoods is absolutely essential to the vitality of CCN. It is unlikely that the adverse effects can be successfully addressed to the extent required to enhance or maintain the present quality of life in the Cherry Creek North neighborhood.

CCN Zoning – Since the present CCN zoning requirements related to bulk and height work is in harmony with the character of the neighborhood, CCN Zoning requirements should be maintained for all new commercial development north of 2nd Avenue to the north side of 3rd Avenue.

Specific Hotel Property Location - Since the CCNNA Board has not reviewed nor discussed any specific second hotel proposal or concept with any developer, the Board does not presently endorse any specific hotel developments that are presently proposed or may be proposed in the future.

Unanimously Adopted August 18, 2008