
[EXTERNAL] Sherman Associates Letter of Support for Downtown Westminster Activation Plan

From Dan Collison <dcollison@sherman-associates.com>

Date Sat 4/26/2025 4:27 PM

To Public Comment <PublicComment@westminsterco.gov>

Cc Jamie Chavez <jamie@westminsterchamber.biz>; Chris Sherman <csherman@sherman-associates.com>; George Sherman <gsherman@sherman-associates.com>; Richard Kiemen <rkiemen@sherman-associates.com>; Ben Kepple <bkepple@sherman-associates.com>

 1 attachment (132 KB)

Dan Collison-Sherman Associates Letter of Support for the Downtown Westminster Activation Plan.pdf;

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Dear Westminster Mayor, City Council and Staff,

Please see the attached letter of support from Sherman Associates for the proposed Downtown Westminster Activation Plan and include it in the public comments portion of the final deliberations for the WEDA and City Council Meetings on Monday, April 28, 2025.

Thank you for your kind consideration of, and approval for this important effort!

Sincerely,

Dan

Dan Collison

(He/Him/His)

Senior Director of Business Development and Public Affairs | Sherman Associates

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SHERMAN

ASSOCIATES

April 26, 2025

City of Westminster, City Council
4800 West 92nd Avenue
Westminster, CO, 80031

RE: Letter of Support for Westminster Chamber of Commerce Activation Agreement

Dear Mayor, City Council and Staff,

Sherman Associates is in strong support of the proposed the Downtown Westminster Activation Plan and highly recommends your approval of this program for several reasons: *First*, while our firm has been one of the key real estate partners in Downtown Westminster delivering more than \$170 million in value through private investment and partnership with the City in the Ascent and Aspire apartments and mixed use properties, it is the many small and local commercial businesses located in the ground floor spaces across nearly 60,000 square feet of space at Aspire and Ascent that truly require what this activation plan will deliver. These small and local businesses have taken on significant risks to plant themselves in an emerging downtown, and they need more foot traffic through increased consistent activation to become firmly established.

Second, the City of Westminster has made significant investments in the re-envisioning of downtown, including the delivery of the Central Square and the forthcoming Center Park that is currently under construction. Beyond building public infrastructure and public parks, investing in activation is an integral piece of the downtown development paradigm. Professional activation of public spaces isn't just a nice thing to have, it is a well-researched and established *requirement and key performance indicator* of success for higher density built form development contexts designed for a mix of uses.

Finally, the Downtown Westminster Activation plan is a highly appropriate use of the GID and URA programs that were specifically set up to direct a portion of targeted and self-assessed property taxes to ensure economic development accelerates in the new downtown area. This activation plan is exactly what is needed for the City to realize return on its investment, and to not only support existing development, but to also attract new and more developers for parcels that are currently undeveloped.

Thank you for your support in passing this proposal.

Sincerely,

Dan Collison
Senior Director of Business Development & Public Affairs
Sherman Associates, Inc.