

Eastbridge Comments from SUN

1.

FC appreciates the SUN comments recognizing King Soopers' "historic gamble" made in 2002 when it was the only grocer willing to open a store at Stapleton. We also appreciate the community's willingness to "further that partnership with a 2nd store anchoring Eastbridge."

In that spirit, FC will forward the survey data/comments in this section to the attention of Mr. Joel Starbuck, Associate Director of Real Estate Services for King Soopers for its consideration as the company completes its due diligence prior to making a decision whether to open a store at Eastbridge. FC will also forward the same to the developer selected to execute the small scale retail on the western end of the site. As we have stated in the past, the small scale retail in Eastbridge will not be viable without the presence of a grocery anchor.

2.

The developer of the small scale retail selected by FC with expertise in small scale retail development will make the final determination about the heights of buildings and configuration of the plaza and types of amenities for that retail. Those decisions will be made within the concept of a town center that shares parking with a grocery anchor that is connected via a pedestrian linkage and another possible pedestrian connection along the drive aisle at Geneva Court. Forest City expects to name that developer in the near future.

The proposed parking is less than typically required by King Soopers because of the on street parking and the recognition that some shoppers will walk or bike to the store. The small scale retail parking is necessary for retail viability. Retailers won't locate where they don't believe their customers can park. The need for this parking requires reconfiguration of Geneva Court from a private road to a private drive aisle.

3.

FC is aware that the October 2013 SUN survey indicated 42% of respondents favored a gas station in the Eastbridge Town Center while 34% were opposed, 22% had no opinion and the remaining 2% did not know. Gas stations located in proximity to grocery anchors are an important part of a grocer's location decision because they bring value to the store's customers. Should King Soopers go forward with opening a store at Eastbridge, that fueling station would have to comply at a minimum with the same zoning and operational standards required in all other Denver neighborhoods. That fueling station would be located on the parcel east of Havana that is already the location of a car wash and is separated from the small scale retail area.

4.

The fueling station would be required to meet at a minimum all environmental and public health operational standards established by CCD and CDPHE.

In regard to lighting, the KS store and gas station would be required to follow Stapleton's "dark skies" standards to reduce urban glare as they did in their store and fueling station in the E. 29th Ave Town Center.

A.1

The proposed site plan for the KS grocery store would be subject to the same design review process required of all development at Stapleton. Comments may be submitted to the Stapleton Design Review Committee at comments@sdccdenver.org. Those comments will also be shared with the Board of The Stapleton Development Corporation and its Citizens Advisory Board (Committee on Zoning and Planning.)

Grocery stores typically require 5 parking spaces per 1000 square feet of store but in this case, King Soopers is willing to reduce that ratio to 4 parking spaces per 1000 sq foot (reducing spaces from 290 to 232 spaces) in recognition of on street parking and the fact that some shoppers will walk or bike. Striking the right balance in regard to parking is necessary to provide the number of spaces to allow the store to be successful without driving parking into the surrounding neighborhoods. Those parking spaces will be shared by the grocery store on the east and the small scale retail to the west, which will be connected by a pedestrian linkage. Additionally, pedestrian and bike linkages along the drive aisle on Geneva Court will be evaluated.

A.2

Grocery anchored centers with a grocer of this size can typically only support around 20,000 sf of small scale retail space unless the grocer is located in a very densely populated area without other services. Therefore, this plan (referred to as "the preferred alternative plan") would likely fail as it would be very unlikely that the small scale retail space would fully lease up given the insufficiency of density around Eastbridge which has limited rooftops to the north and northeast, combined with all of Stapleton's current retail opportunities. It would also likely fail because it is grossly under parked. While it may meet code requirements, the zoning code does not reflect actual parking demands. Finally, King Soopers would never agree to a plan where the majority of their customers have to park on the side of the building and sometimes interact with trucks accessing the trash dock, nor is it likely that any other grocer would find that acceptable as well.

A.3

The concept plan is just that--a "concept" at this stage. The 22,000 sf of small retail, which shares the parking with King Soopers, is what we generally expect can be successful once a grocery anchor is signed. As we noted earlier in the release of that concept plan, the specifics will be determined by the developer we bring in to design, finance, construct and lease that small scale retail. Also, as noted in an earlier response, grocery stores of this size typically can't support much if any more retail space. Whether or not additional pads of retail between the plaza and the grocery store are developed in the future will be determined by market demand.

A.4

All issues in this section have been raised and addressed above with the exception of the question why FC believes the Town Center must be anchored by a grocery store. The answer is that small scale retail in the Town Center will not be viable without a grocery store. It could not be financed or leased without the grocery anchor.