

February 12, 2019

Ms. Lonna Thelen
Principal Planner
City of Colorado Springs - Land Use Review
30 S. Nevada Avenue, Suite 105
Colorado Springs, CO 80901

**RE: Public Comment Response Letter: Broadmoor Event Center / Exhibit Hall Addition
CPC DP 03-00259-A10MJ19, AR WR 19-00016, AR R 19-00017, AR NV 19-00028**

Dear Ms. Thelen,

Thank you for forwarding the public comments received during the comment period for the Broadmoor Exhibit Hall Addition Project. The majority of comments received are very supportive of the proposed Exhibit Hall and continuance of the Space Symposium in Colorado Springs. The proposed architecture, landscaping and site plan are strongly supported and many comments express strong support for the broad community-wide economic benefits that are expected to result from this project. Concerns expressed by the community are primarily related to parking, traffic and use of shuttles. In response to these issues, we have organized individual comments by topic as follows:

When will Exhibit Hall events primarily occur? The Exhibit Hall is being developed to encourage business and overnight stays at the Broadmoor during the off-season – specifically mid- October through mid-April.

What size event is the Exhibit Hall being planned for: The Exhibit Hall Addition is 169,988 SF, including approximately 93,500 SF of open exhibit floor space. Total maximum building occupancy for the Exhibit Hall is 8,246. The Exhibit Hall is sized to support the Space Symposium’s current and future needs. The Space Symposium, held in annually in April attracts an average of 6,000 attendees per day including 100’s of volunteers, media, school children, exhibitors. The peak one-day attendance for the Space Symposium is approximately 9,000 individuals. The Space Symposium currently has a waiting list of 60-70 additional exhibitors.

Why are shuttles being proposed and what will be the traffic impact? Use of shuttles is recommended to support large events at the Exhibit Hall. When compared to individual personal vehicle usage, shuttles greatly reduce the number of vehicle trips on adjacent streets, and decrease congestion at intersections, minimize likelihood of private vehicles being parked in neighborhoods, and concentrate parking at remote existing lots far outside the neighborhood. Furthermore, many conference attendees fly into Colorado Springs and prefer to be picked up at the Airport and shuttled to the Broadmoor Hotel or other local hotels. During large events, attendees staying at other hotels are shuttled to and from The Broadmoor. Once at the Broadmoor, guest have pedestrian access to all facilities, including the Exhibit Hall. This greatly reduces the number of overall vehicle trips and the number of necessary parking spaces.

The Traffic Generation Letter prepared by SM Rocha, LLC. utilized peak data and traffic generation characteristics from the 2018 Space Symposium event as the basis for their traffic analysis as it is understood the annual event generates the most convention and exhibit related traffic of any other event throughout a year for The Broadmoor. For analysis purposes, a large event of 9,000 attendees per day was modeled. This analysis considered estimated average daily traffic (ADT), AM Peak Hour, and PM Peak Hour vehicle trips. As Table 1 shows, the additional development area has the potential to generate approximately 1,940 daily trips (440 daily trips

associated with shuttling services) with 180 of those occurring during the morning peak hour and 210 during the afternoon peak hour.

The analysis concluded the proposed site-generated traffic resulting from the additional building area is expected to create no negative impact to traffic operations for the surrounding roadway network and existing site access. Analysis of site-generated traffic concludes that proposed development traffic volume is minor.

Shuttles and Seven Falls/Zoo: Concerns related to shuttle bus service to Seven Falls and the Zoo are separate operations and unrelated to the Exhibit Hall application. Shuttle buses for the exhibit hall project will primarily access the Broadmoor via Lake Avenue to transport event attendees from remote parking lots near I-25. A few times a year, for large events such as the Space Symposium, shuttles will transport employees from other remote lots such as the Penrose Event Center. The route for these shuttles will not include Cheyenne Canyon Park, Seven Falls or the Zoo, but rather utilize arterial streets such as 8th Street, Cheyenne Blvd between 8th Street and Cresta, and Cresta Avenue.

Restrict Exhibit Hall Shuttles to main roads and avoid neighborhood streets and schools: For many smaller events, no shuttle service will be necessary. When shuttles are being used to support large events, shuttle routes will be selected that minimize impacts to neighborhoods and schools. For most large events, the Broadmoor World Arena and nearby hotel parking lots (near Lake Ave and I-25) will continue to be the primary location for remote parking with shuttle access via Lake Avenue. For unique events such as the Space Symposium, employees continue to be parked at the Penrose Equestrian Center with shuttle access via 8th Street and Cresta. 8th Street is classified as a Principal Arterial. Lake Avenue and Cresta Avenue, and Cheyenne Blvd (east of Cresta Avenue) are classified by the City as Minor Arterials and constructed to standards suitable for shuttles. Shuttle traffic for Exhibit Hall events through school zones will be limited to only a few events per year when employees are parked at the Penrose Event Center.

Concerns about employee parking: Employees currently use the gravel lot at the proposed Exhibit Hall site for informal parking. The gravel area is currently used to park approximately 400 vehicles. The development of the Exhibit Hall includes the construction of 238 parking spaces. To accommodate employee parking, The Broadmoor will allocate other spaces for employee parking throughout their existing inventory of parking lots. Based upon city parking requirements, The Broadmoor's current 1,751 improved parking spaces (not including the unimproved gravel parking on the Exhibit Hall site) exceed City parking requirements for its hotel guests, restaurants, shops and employees. The existing unimproved gravel area that has been used for informal employee parking will be replaced with 238 improved parking spaces bringing the total number of parking spaces on the Broadmoor Campus to 1,991. Employees will continue to be restricted from parking in the neighborhood and be required to park in Broadmoor designated lots. For large events that may occur a few times per year, such as the annual Space Symposium, employees may be shuttled from remote lots such as the Penrose Event Center.

How often will employees be parked at the Penrose Event Center? With the development of the new Exhibit Hall, the majority of future conferences/events are anticipated to be significantly smaller than the Space Symposium resulting in the Penrose Event Center being used for conference or employee related parking only a few times per year. For most large events, the Broadmoor World Arena and nearby hotel parking lots (near Lake Ave and I-25) will continue to be the primary location for remote parking with shuttle access via Lake Avenue.

Why not build a parking garage on the Broadmoor Campus?

The Broadmoor has adequate onsite parking to support the hotel and most events. For large events, The Broadmoor will provide a shuttle to bring guests from existing remote parking lots. A large parking garage is not recommended as it would result in an increase in vehicle trips, increase in traffic congestion. The use of remote parking lots and shuttles for large events will result in a significant decrease in the number of vehicle trips.

The Broadmoor's 1,991 parking spaces on The Broadmoor Campus exceed City requirements for its hotel guests, restaurants, shops and employees. For large events at the Exhibit Hall, the Broadmoor has secured adequate parking in remote locations and will provide shuttle service to and from The Broadmoor. The Broadmoor has access to over 3,500 additional parking spaces at the Broadmoor World Arena for attendees, volunteers and exhibitors. For large conference events that exceed the Broadmoor's hotel room capacity, attendees staying at other local hotels are shuttled directly to the Broadmoor. For very large events such as the Space Symposium, more than 1,000 additional spaces are also available at the Penrose Event Center for employees and volunteers.

Concerns about parking in the neighborhood. The Broadmoor is supportive of efforts to discourage Broadmoor related event parking on adjacent neighborhood streets. The Broadmoor currently discourages event parking on adjacent neighborhood streets and has a strict employee parking policy that requires employees to parking in designated parking lots. In addition, the Broadmoor has worked with individual neighbors to resolve parking on-street parking issues. The Broadmoor is committed to continuing these efforts and policies into the future with the Exhibit Hall project.

Neighborhood streets are part of the City's public right-of-way and therefore the Broadmoor's ability to control and enforce parking in the neighborhood are limited. The Broadmoor is committed to participating in conversations with the City and neighborhood residents to address neighborhood parking concerns and explore management solutions that restrict parking in the neighborhood.

Thank you for the opportunity to respond to community questions and input.

Sincerely,
N.E.S. Inc.

A handwritten signature in black ink that reads "Christian M. Lieber". The signature is written in a cursive style with a period at the end.

Christian M. Lieber, ASLA
Principal