

The Broadmoor Hotel
Exhibit Hall
Project Statement
January 2019

Owner:

The Broadmoor Hotel
1 Lake Avenue
Colorado Springs, Colorado 80906

Applicant:

N.E.S. Inc.
619 N. Cascade Avenue, Suite 200
Colorado Springs, Colorado 80903

Project Purpose:

The proposed Broadmoor Exhibit Hall addition will provide flexible multi-purpose exhibit and function space for events in conjunction with the existing Broadmoor Hall such as the annual Space Foundation Space Symposium. Currently, The Broadmoor erects a temporary tent structure to house additional exhibits during the Space Symposium. The temporary structure does not provide adequate floor space for all requested exhibits and is susceptible to weather damage. In 2018, high winds resulted in severe damage to the structure, damage to exhibits, and forced the closure of the tented exhibit space for a 24-hour period until repairs could be made. The Broadmoor's ability to retain the Space Symposium in Colorado Springs is contingent upon providing suitable and dependable exhibit/function space for the future.

The Exhibit Hall addition will provide The Broadmoor with a unique facility to host multi-day events and conferences that attract hotel guests during the slower "off-season" periods. Throughout a typical year, The Broadmoor experiences fluctuations in hotel occupancy. The resort is very busy May through September but experiences peaks and valleys of business October through April. The addition of this new flexible exhibit space and meeting rooms will result in higher hotel room occupancy during the "off-season" and, as a result, provide the opportunity for more full-time year-round employees at The Broadmoor.

The retention of the Space Symposium and attraction of new events during the off-season will have direct positive economic benefits for Colorado Springs and the Pikes Peak Region. During the 4-day Space Symposium, The Broadmoor hosts a daily average of attendance of 6,000 guests, with a one-day peak attendance of up to 9,000 individuals. The Exhibit Hall Addition will help attract additional multi-day events to the Broadmoor with an expected average attendance of approximately 4,000 individuals as well as bring broad economic benefits to other local hotels, restaurants, and attractions both at The Broadmoor and more exposure to the greater Colorado Springs region.

The Exhibit Hall will not be used to compete with other existing facilities within Colorado Springs. The Broadmoor will market the exhibit hall exclusively for multi-day conferences and events attracting out-of-town guests that result in overnight visitors at The Broadmoor and other local lodging

establishments. The Exhibit Hall will not be used for day-use only events such as home building shows, garden shows, gun shows, local automobile expos, etc.

Location:

The site is located on the Broadmoor Hotel campus at 3 Lake Circle, adjacent to the existing Event Center. The site is bordered by Lake Circle on the south and Mesa Avenue on the west.



Request:

This application requests approval of the following:

1. A Major Amendment to the Broadmoor Event Center Development Plan for the Exhibit Hall building addition.
2. A Waiver of Replat to combine Lot 1 Broadmoor Campus Filing No. 2 and Lot 1 Broadmoor Campus Filing No. 6 into one lot.
3. An Administrative Relief request for building height.

FIGURE 4

Existing Site Description:

The site is currently used for the annual Space Symposium temporary tent structure as well as an informal, temporary Broadmoor employee parking lot and staging area. When the tent is not erected, there are approximately 600 informal parking spaces available, and when the tent is in use, there are approximately 400 informal parking spaces available. In the past, these informal parking spaces have not been counted towards the total number of spaces available on The Broadmoor campus since the lot does not meet the specific requirements of the City Code. A portion of the informal parking lot is asphalt millings and is not striped. A permanent asphalt pad is located adjacent to the Event Center and is used for the Space Symposium tent structure.

A storage building is located in the parking lot on the northeast side of the site and is to remain with this proposed project. There is a landscape berm on the northwest side of the site that was implemented to screen the parking lot from the adjacent neighbor. A detention pond is located on the north side of the site. An opaque cedar fence is located along Lake Circle and Mesa Avenue, and a stucco screen wall is located along the entire north boundary of the site.

Project Description:**Development Plan Major Amendment:**Exhibit Hall Use

The proposed Exhibit Hall is a building addition to the existing Broadmoor Hall. The building addition is to be used for events taking place in The Broadmoor and will house the annual Space Symposium and other multi-day events that attract overnight guests to The Broadmoor. This permanent structure is designed to satisfy the future needs of the Symposium and will replace the temporary tent structure that has been used for exhibit space.

The following notes have been added to the DP cover sheet to address restrictions on the proposed use:

1. The Exhibit Hall will be used exclusively for events that are accessory to The Broadmoor. The intent and purpose of the Exhibit Hall is to fill the 784 guest rooms at The Broadmoor, particularly during the off-season. No day-use only events such as home building shows, garden shows, gun shows, local automobile expos, etc. will be held in the Exhibit Hall.
2. The Broadmoor has an overall parking capacity of 1,991 parking spaces, including 1,115 garage and surface parking spaces immediately adjacent to the proposed Exhibit Hall. For large events requiring parking in excess of available parking spaces, The Broadmoor will continue to provide remote parking at the Broadmoor World Arena and other off-site locations and shuttle attendees, employees, and volunteers to and from events.
3. The Broadmoor and event organizers will work cooperatively with adjacent neighborhoods to prevent event parking on public streets within surrounding neighborhoods.
4. Amplified sound systems will not be permitted outside the Exhibit Hall.
5. Access to Mesa Avenue will be gated and is limited to emergency service vehicles only.

Access

The Exhibit Hall addition is primarily to be accessed by pedestrians through the Broadmoor Hall or through the entrance located at the southwest corner of the addition, near the Hill Climb Museum. Vehicular access to the proposed parking lot is via 1st Street/ Holly Avenue and is to be gated. An emergency fire access drive is located on Mesa Avenue and is to be H20-rated grass pavers. For large events that exceed the capacity of available off-street parking on the Broadmoor campus, attendees will be shuttled to and from the existing Broadmoor Hall entrance on Lake Circle.

Parking

In 2003, Carl Walker, Inc., a parking consultant company, completed a Parking Operations Plan for the Broadmoor campus to determine the parking demand based on the operations of the various facilities. Since the Operations Plan was prepared, there have been several updates to the campus that have changed both the parking demand and the number of spaces provided. This application includes a summary of those changes as well as an analysis of the parking impacts of the Exhibit Hall addition. There are more parking spaces provided than are required per the daily demand of the various campus facilities and uses and for events up to 4,000 attendees.

For large events such as the Space Symposium that require more parking than is available on site, the Broadmoor will develop and implement parking management strategies including but not limited to:

1. Provision of shuttles to and from remote parking lots at Broadmoor World Arena and other off-site locations.
2. Requiring employees and event volunteers to park at remote lots and access the Broadmoor via shuttle.
3. Working cooperatively with adjacent neighborhoods to prevent event parking on public streets within surrounding neighborhoods.

Shuttle System

For the majority of events, attendees will be staying at the Broadmoor Hotel and will be able to walk to the Broadmoor Hall and Exhibit Hall. For large events that exceed the on-site hotel room capacity the Broadmoor will engage 3rd party transportation providers to transport attendees to and from the campus from remote lots. The shuttles will pick-up and drop-off at the World Arena as well as at other hotels in the surrounding area. The shuttles will use the existing drop-off in front of Broadmoor Hall.

Grading/Utilities

The site gradually slopes from a high point on the northeast corner to a low point at the south end of the site. The site will be graded to allow the Exhibit Hall addition to set into the grades on the north end of the site, thereby reducing the height of the building along Lake Circle and Mesa Avenue by approximately 10 feet. The existing detention pond located at the north end of the site will be modified and expanded to be a full spectrum detention and water quality facility. The existing utility easements on site are to be vacated by separate instrument and a new 80' public utility easement is to be created to the north of the proposed Exhibit Hall.

Landscape

A landscape buffer is provided along the north boundary of the site. Dense evergreens and shrubs will be planted to screen the parking area from the adjacent neighborhood to the north. An ornamental black metal fence (to match the Broadmoor campus standard) is to be located along Lake Circle and Mesa Avenue to enhance the appearance of the property. The landscaping will be characteristic of the Broadmoor campus.

Architecture

The architectural character of the proposed Exhibit Hall fits with the rest of the Broadmoor Hotel campus and complements the adjacent Event Center. Building materials will include a tile roof, Broadmoor Buff stucco, white trim, and architectural features and ornamentation such as cupulas and spires. The building will sit into the grade on the north end of the site to reduce the height of the building along Lake Circle and Mesa by approximately 10 feet.

Lighting

The existing pedestrian scale light poles along Lake Circle and Mesa will be relocated with the new site design and will be used to illuminate the proposed 6-foot sidewalk along the street. Architectural building mounted fixtures are proposed to light the areas immediately adjacent to the Exhibit Hall. There are also parking lot light fixtures proposed in the employee parking lot. All fixtures are to be full-cut off to minimize light pollution and impacts to surrounding properties.

Development Data:

Site Area (Lot 1 Broadmoor Campus Filing No. 2): 7.37 Acres

Land Use: Resort/ Commercial

Maximum Building Height: 45 Feet (52'-3" requested through Administrative Relief)

Development Plan Review Criteria:

1. Will the project design be harmonious with the surrounding land uses and neighborhood? The building design will be harmonious with the architecture of the Broadmoor campus and surrounding neighborhood.

2. Will the proposed land uses be compatible with the surrounding neighborhood? Will the proposed development overburden the capacities of existing streets, utilities, parks, schools and other public facilities? The proposed use will be compatible with the surrounding Broadmoor campus and neighborhood. The building addition will not overburden the capacities of existing streets or other public facilities. The Exhibit Hall addition will allow the Broadmoor to better accommodate existing events such as the Space Foundation Symposium. For large events such as the Symposium, The Broadmoor will engage 3rd party transportation providers to shuttle attendees from remote parking lots and work cooperatively with adjacent neighborhoods to prevent parking on neighborhood streets.

3. Will the structures be located to minimize the impact of their use and bulk on adjacent properties? The Exhibit Hall is to be located along Lake Circle, away from the adjacent properties to the north to minimize the impact of its use and scale on the neighborhood. The building is also designed to step down in height along the Mesa Avenue frontage into order to reduce its impact on the properties to the west. Furthermore, the Exhibit Hall will sit at a lower elevation than the adjacent streets (Lake Circle and Mesa Avenue), which will reduce its overall building height as seen from adjacent properties by approximately 10 feet.

4. Will landscaping, berms, fences and/or walls be provided to buffer the site from undesirable views, noise, lighting or other off-site negative influences and to buffer adjacent properties from the negative influences that may be created by the proposed development? A landscape buffer will be provided along the north boundary to screen the parking and Exhibit Hall from adjacent properties. Streetscape landscaping will be provided along Lake Circle and Mesa Avenue to enhance the appearance of the property. The landscaping will be characteristic of the Broadmoor campus, with dense evergreen trees and ornamental plantings. The opaque stucco wall on the north side of the property is to remain. An ornamental black metal fence (to match the Broadmoor campus standard) is to be located around the perimeter of the project and landscape plantings will be provided along the east edge of the site to provide screening of parking from adjacent residential properties.

5. Will vehicular access from the project to the streets outside the project be combined, limited, located, designed and controlled to channel traffic to and from such areas conveniently and safely and in such a manner which minimizes traffic friction, noise and pollution and promotes free traffic flow without excessive interruption? The vehicular access point is to remain as it exists today, off of 1st Street/ Holly Avenue. The access will be gated for employee use only. An emergency access drive will be located off of Mesa Avenue.

6. Will all the streets and drives provide logical, safe and convenient vehicular access to the facilities within the project? The access point and parking lot have been designed to channel traffic to and from the site conveniently, efficiently and safely and with little impact to the surrounding neighborhood.

7. Will streets and drives within the project area be connected to streets outside the project area in such a way that discourages their use by through traffic? There will be no through-traffic onto Mesa Avenue since one access point onto Holly Avenue will remain. This project proposes no changes in traffic patterns on existing streets.

8. Will adequately sized parking areas be located throughout the project to provide safe and convenient access to specific facilities? There are adequate on-site parking spaces provided on the Broadmoor campus to meet the parking requirements of the various facilities including events of approximately 4,000 participants. For events in excess of 4,000 participants, The Broadmoor will implement parking management strategies including shuttling from remote lots and will work cooperatively with adjacent neighborhoods to prevent event parking on public streets. The proposed parking lot is located to provide safe and convenient access to the Broadmoor facilities.

9. Will safe and convenient provision for the access and movement of handicapped persons and parking of vehicles to the handicapped be accommodated in the project design? Accessible ramps and appropriately sized sidewalks are provided throughout the development to ensure adequate movement around the property for handicapped persons. For the parking provision of 240 spaces, the City's parking standards are met through the provision of 8 handicapped accessible spaces.

10. Will the design of streets, drives and parking areas within the project result in a minimum area devoted to asphalt? The parking lot is designed as efficiently as possible to minimize the area devoted to asphalt, while maximizing the number of parking spaces.

11. Will pedestrian walkways be functionally separated from vehicular traffic and landscaped to accomplish this? Will pedestrian walkways be designed and located in combination with other easements that are not used by motor vehicles? The pedestrian walkways are functionally separated from vehicular traffic. A sidewalk is proposed along Lake Circle and Mesa Avenue as well as behind the Exhibit Hall.

12. Does the design encourage the preservation of significant natural features such as healthy vegetation, drainage channels, steep slopes and rock outcroppings? Are these significant natural features incorporated into the project design? There are no significant natural features on this property. The existing detention pond will be expanded for the purposes of this project and some of the existing vegetation on site is to be preserved.

Waiver of Replat:

This application includes a Waiver of Replat to remove the property line between Lot 1 Broadmoor Campus Filing No. 2 and Lot 1 Broadmoor Campus Filing No. 6 and combine the two lots into one lot. Lot 1 Broadmoor Campus Filing No. 2 is 7.37 acres and Lot 1 Broadmoor Campus Filing No. 6 is 4.48 acres. When combined, the total acreage of the lot is 11.85 acres.

There are several existing utility easements on the property that are to be vacated by separate instrument. A new 80-foot wide public utility easement is to be established to the north of the proposed building.

Administrative Relief Request

The following administrative relief request is included with the Development Plan Amendment:

Requirement: 7.3.204 (Building Height)

For the C5 zone district, the maximum building height is 45 feet. With the exception of the proposed cupolas, the proposed Exhibit Hall Addition is less than the maximum building height.

Request: Allow up to a 14.5% increase in building height for the cupolas on the Exhibit Hall.

Justification: The average building height was calculated based on the finished grade at the 4 corners of the building. Since the Exhibit Hall is an addition, the corners of the existing Broadmoor Hall on the east side and the corners of the addition on the west side were used to calculate the average elevation, which is 6216.5.

The height exceptions listed in Code section 7.4.102.C state that cupolas not used as floor space or for human occupancy, which are an integral part and architecturally compatible with the building, may exceed the height limitation of the base zone up to five feet. This would allow the building height for the cupolas to be up to 50'.

The highest roof peak on the center cupola is 7'-3" over the maximum allowed height of 50'. This request is for administrative relief of 14.5%.

The architectural character of the Exhibit Hall fits with the rest of the Broadmoor Hotel campus and complements the adjacent Event Center. Cupolas are a signature architectural element at the Broadmoor and the proposed cupolas on the Exhibit Hall are considered an integral part of the design.