

The Power of Preservation



Presented by

Dana Crawford

Urban Neighborhoods, Inc.

Ryan McWilliams

International Engineering

Gregory Howell

Watertower Place





O X F O R D

UNION STATION
TRAVEL & TRAIN

UNION STATION











UNION STATION
TRAVEL *by* TRAIN

UNION STATION

PLATFORM

CRAWFORD
HOTEL





**FARM
BUREAU
INSURANCE**
Auto • Home • Life
Palapich - 719.846.8539





FIRST BEANS

11:00

CHURCH ST

ONE WAY







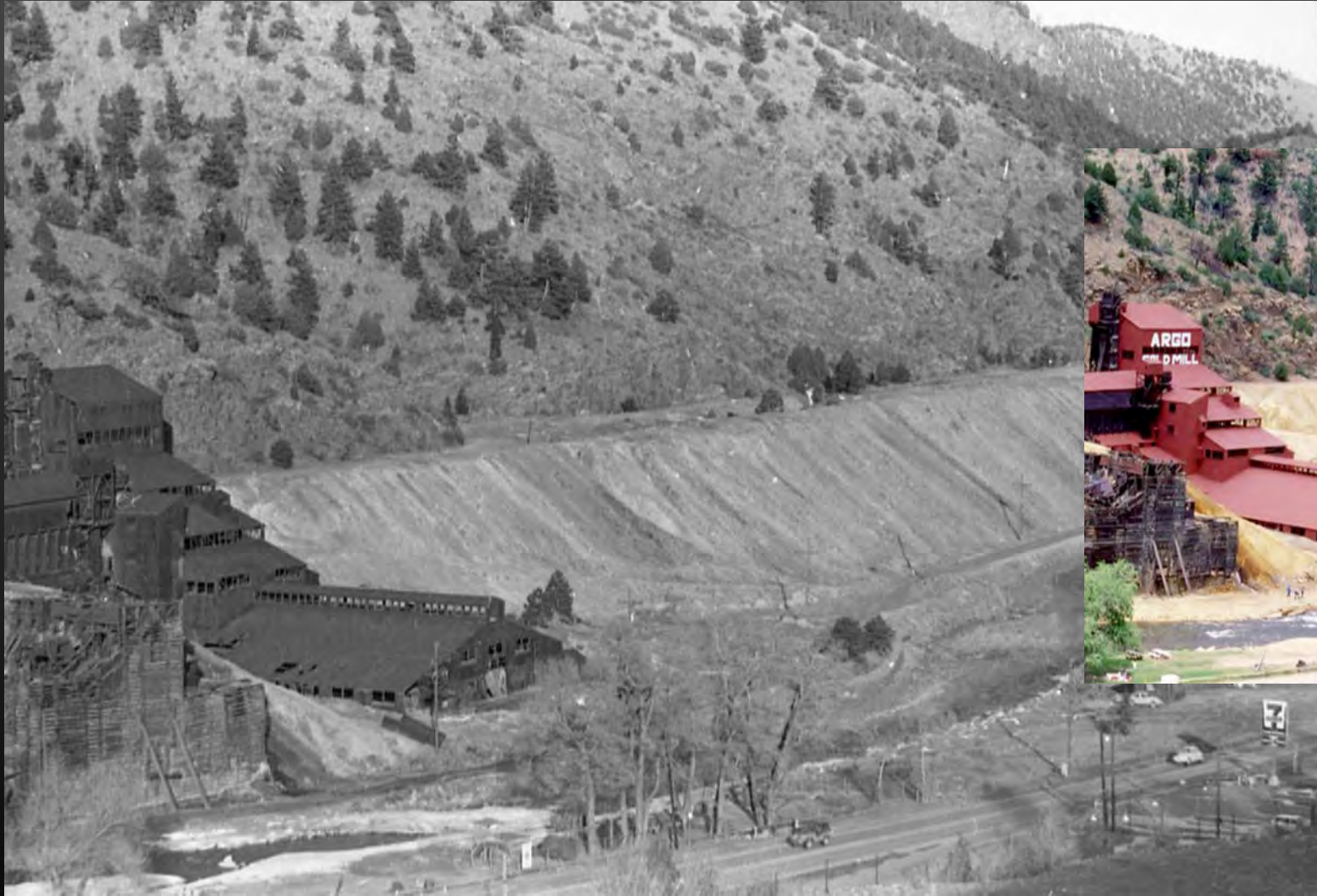


ARGO
GOLD MINE & MILL

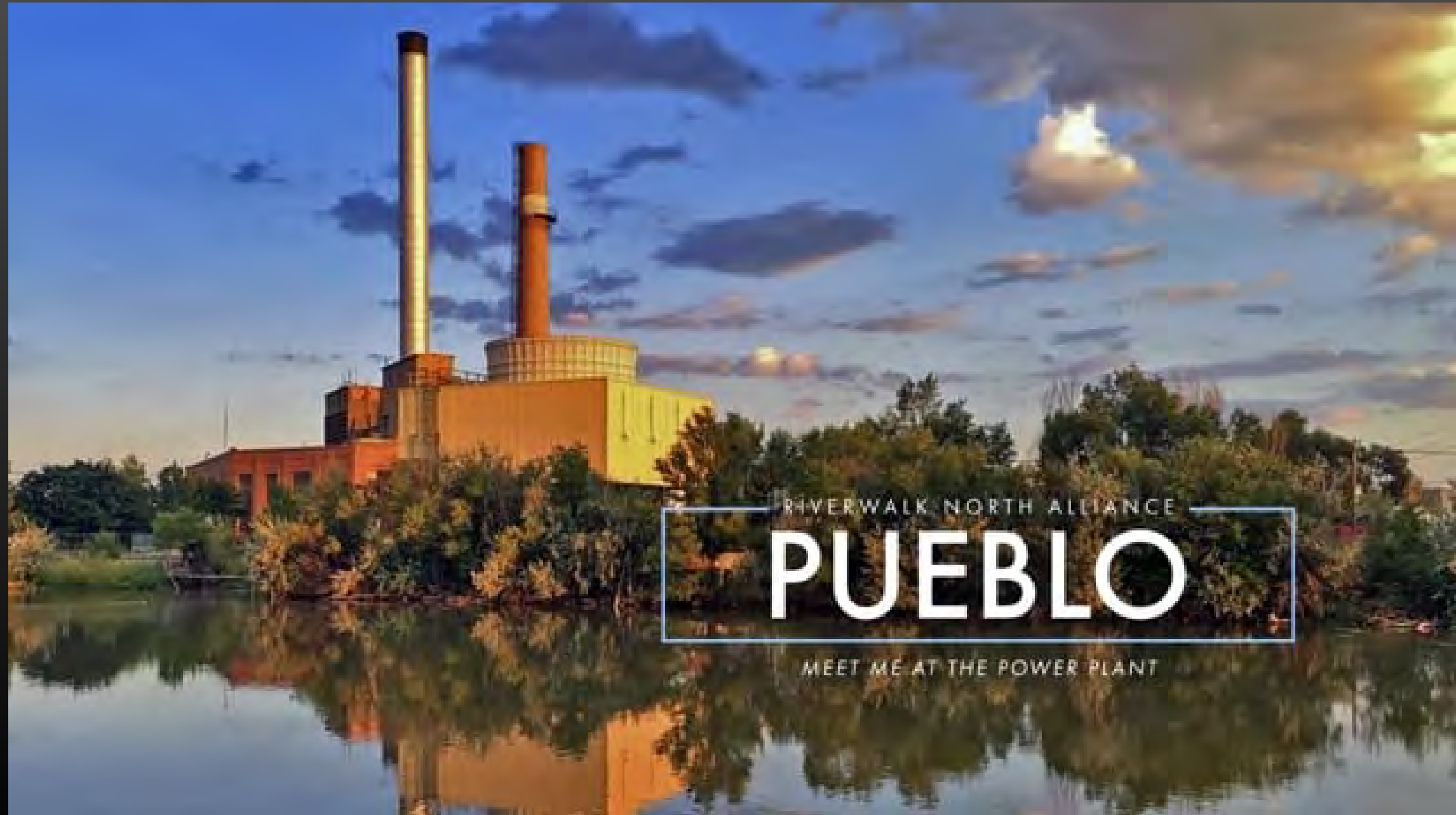
HISTORICAL

MINE MUSEUM

CRAFT KITS







RIVERWALK NORTH ALLIANCE

PUEBLO

MEET ME AT THE POWER PLANT



DOWNTOWN PUEBLO

**AREA DEVELOPMENT OVERVIEW
FOUR KEY PROJECT AREAS
CONNECTED BY CABLE CAR, TRAIN & BOAT**

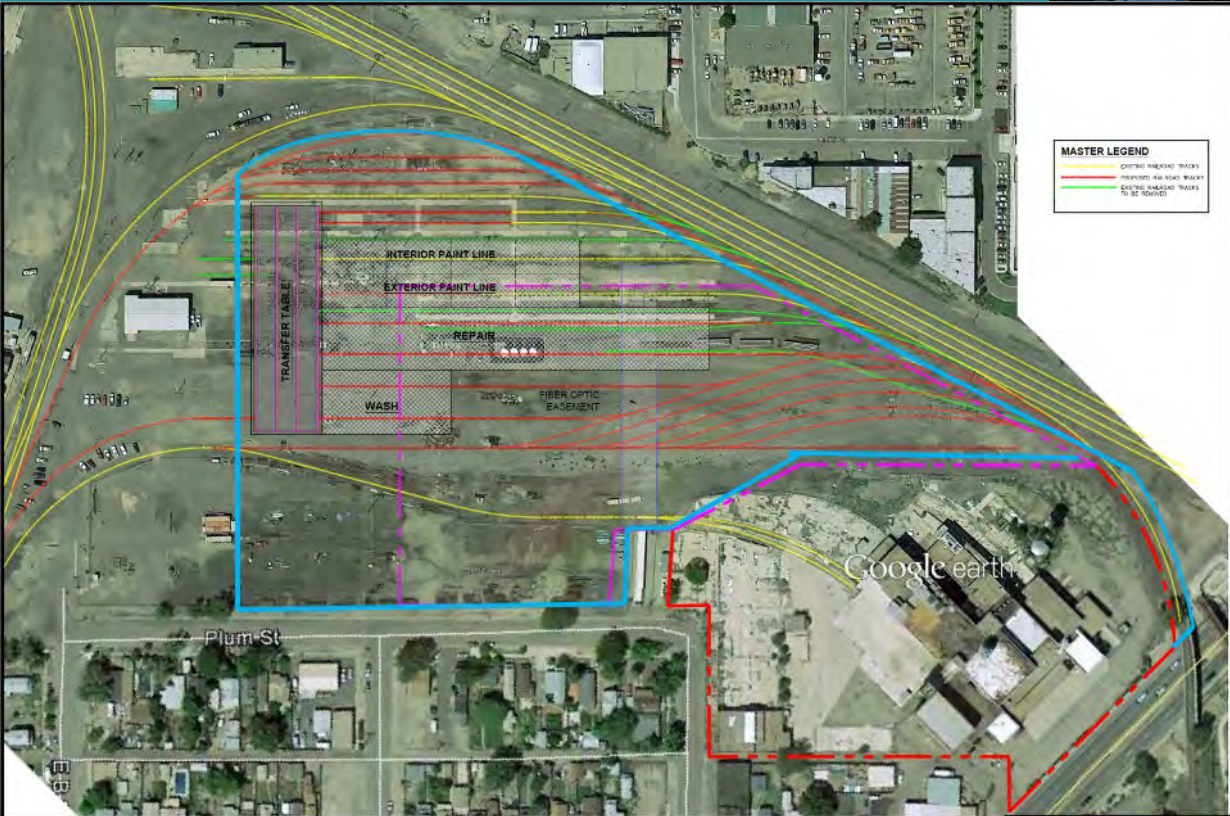


The Downtown Development Components

1

SPORTS COMPLEX

Mixed Use Western & Traditional Sports Complex with Health Clinic



2

RAILYARD

Industrial Transload, Repair, Cleaning Hub with access to 1MM railcars Annually



WATERTOWER PLACE

3

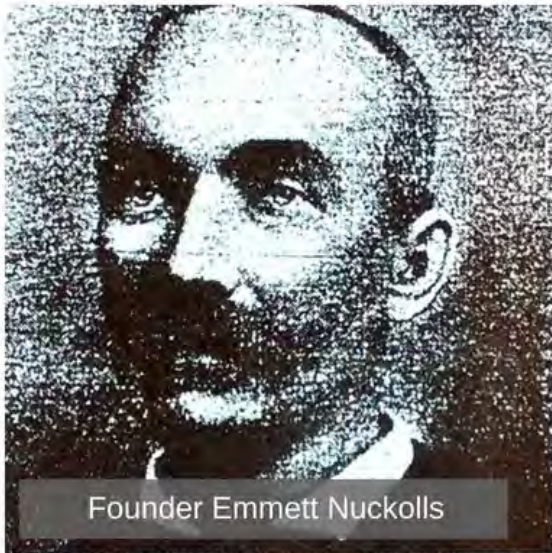
Live / Work @ Riverwalk South
Quarter Million sf. on 6 acres

4

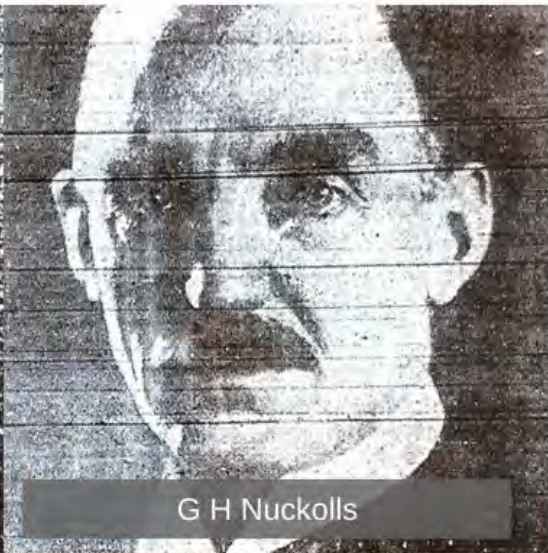
POWER STATION 5&6 HOTEL

Railroad Hotel & Activity Hub
@ Riverwalk North
200,000sf on 13 Acres





Founder Emmett Nuckolls



G H Nuckolls



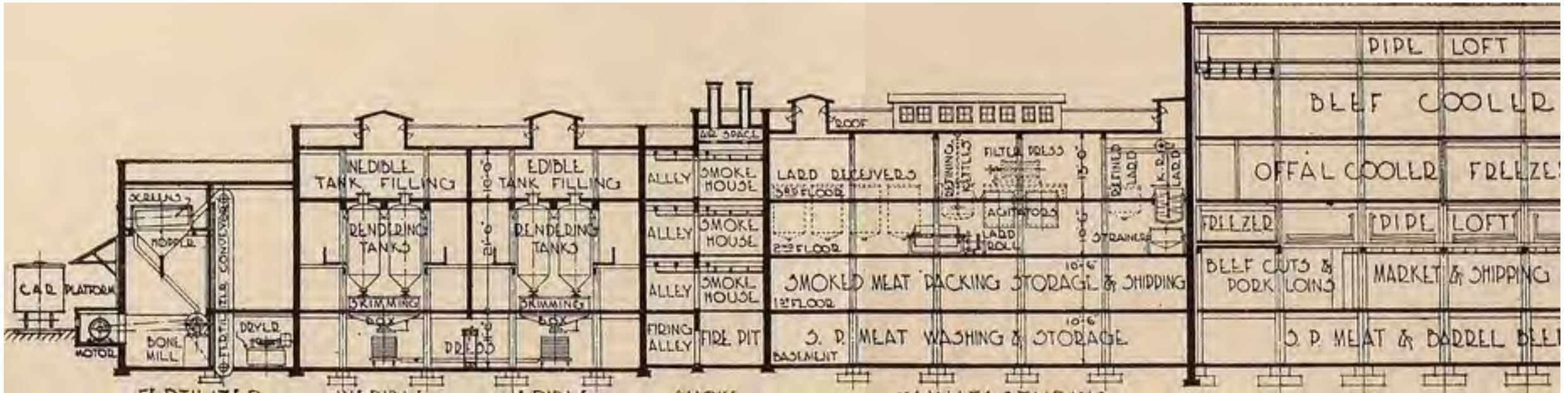
Marion Nuckolls



Della Nuckolls



Honoring The Innovators through Experiential Storytelling

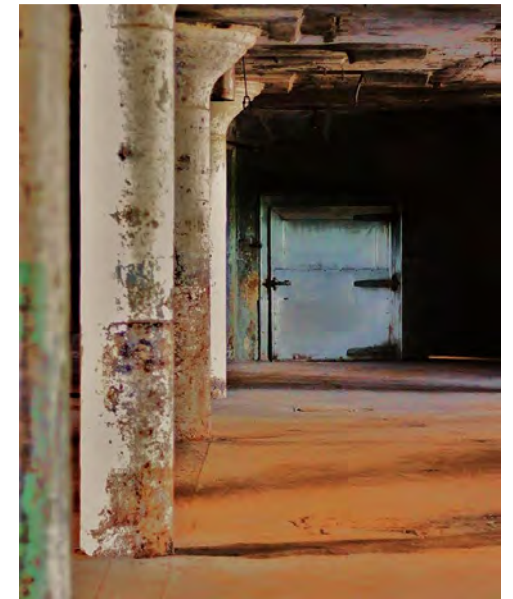


VERTICAL INTEGRATION USING CLUSTERS & GRAVITY

The Rational Factory by Hans Peter Henschien | More than 300 plants around the world



The Modern Meat Packing Plant & USDA Government Inspection in 1928





Expanding Adaptive Reuse & Storytelling through Custom Furnishings

Johnny's Boiler Shop



Since 1946
First Tenant

RATIONAL FACTORY

MISSION

The Rational Factory is organized and operated exclusively for charitable and educational purposes in accordance with Section 501(c)(3) of the Internal Revenue Code. More specifically, the mission of the Rational Factory is to create a vision for the redevelopment of the historic Nuckolls Alpha Beta building by partnering arts and engineering as catalysts for change. We are focused on creating a sustainable, healthy space for innovation to help cultivate Pueblo's entrepreneurial community.

BOARD OF DIRECTORS REPRESENTING

- Engineering
- Art
- Education
- Library
- Archives
- Manufacturing
- Wellness
- Lifestyle
- Food
- Business
- Politics
- Historic Preservation



Better



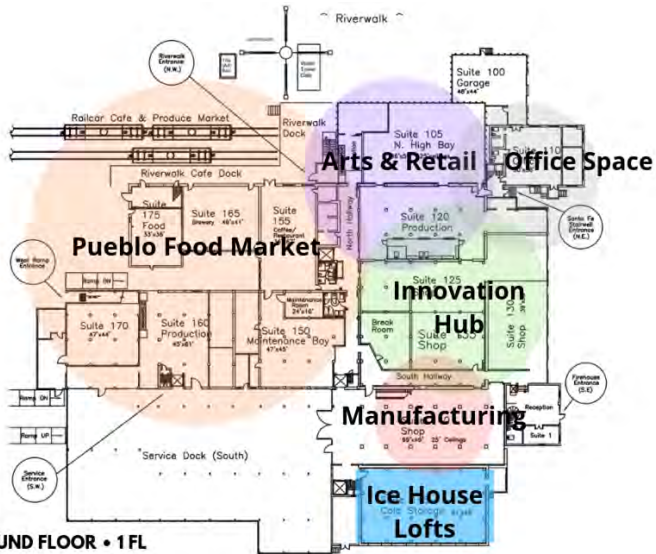
Together



WATERTOWER PLACE
Vertical Urban Village

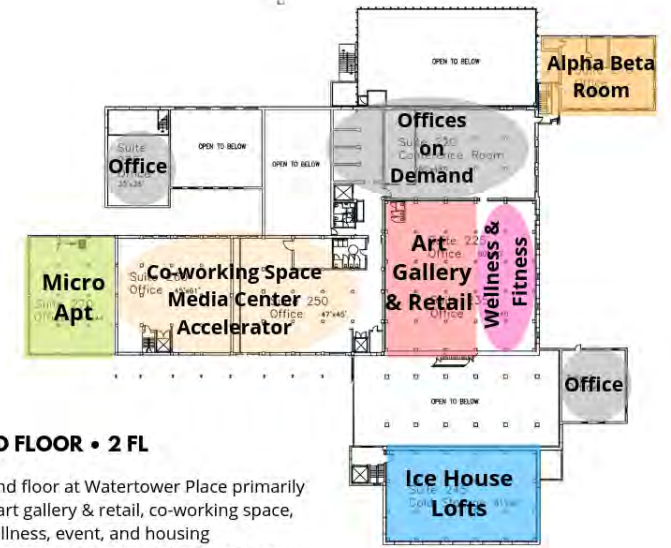


Finding Solutions with the Comm



GROUND FLOOR • 1 FL

The ground floor at Watertower Place serves as the nexus where history, culture & the arts converge. Here you will find numerous food establishments, art gallery, retail, innovation hub, light manufacturing and housing.



SECOND FLOOR • 2 FL

The second floor at Watertower Place primarily features art gallery & retail, co-working space, office, wellness, event, and housing opportunities. Our historic Alpha Beta Room is available now for rental and can accommodate from 60-75 people.

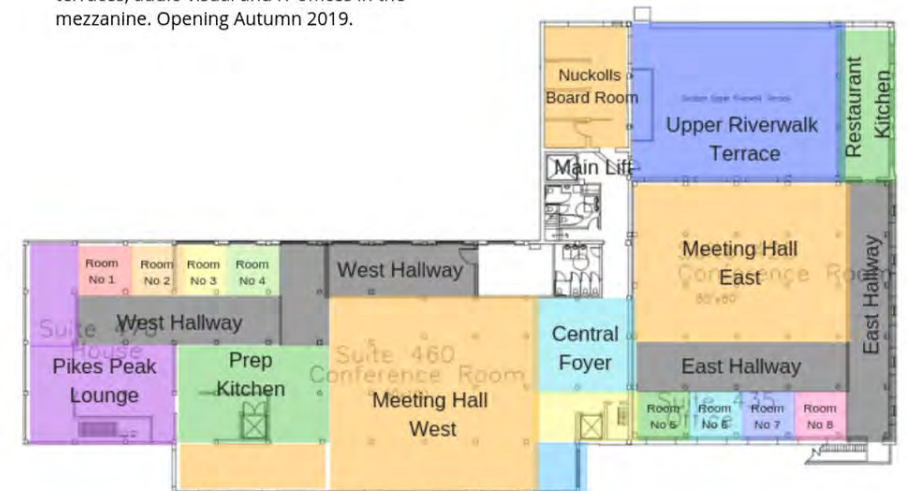


THIRD FLOOR • 3 FL

The 3rd floor at Watertower Place is home to our Artist Creative Zone, Terraces & Urban Garden, office, prime restaurant and fitness space. The floor also offers a private bridges to the Ice house Lofts & Micro Apartments.

FOURTH FLOOR • 4 FL

The fourth floor features 22,000 sq ft of dedicated special event and meeting space. Facilities include two large event halls, 8 break out rooms, VIP rooms, lounges, kitchens, terraces, audio visual and IT offices in the mezzanine. Opening Autumn 2019.



“Talk to Watertown Place”

 Google Assistant

Build Actions For Your Community



Sharing the Story through New Interactive Platforms



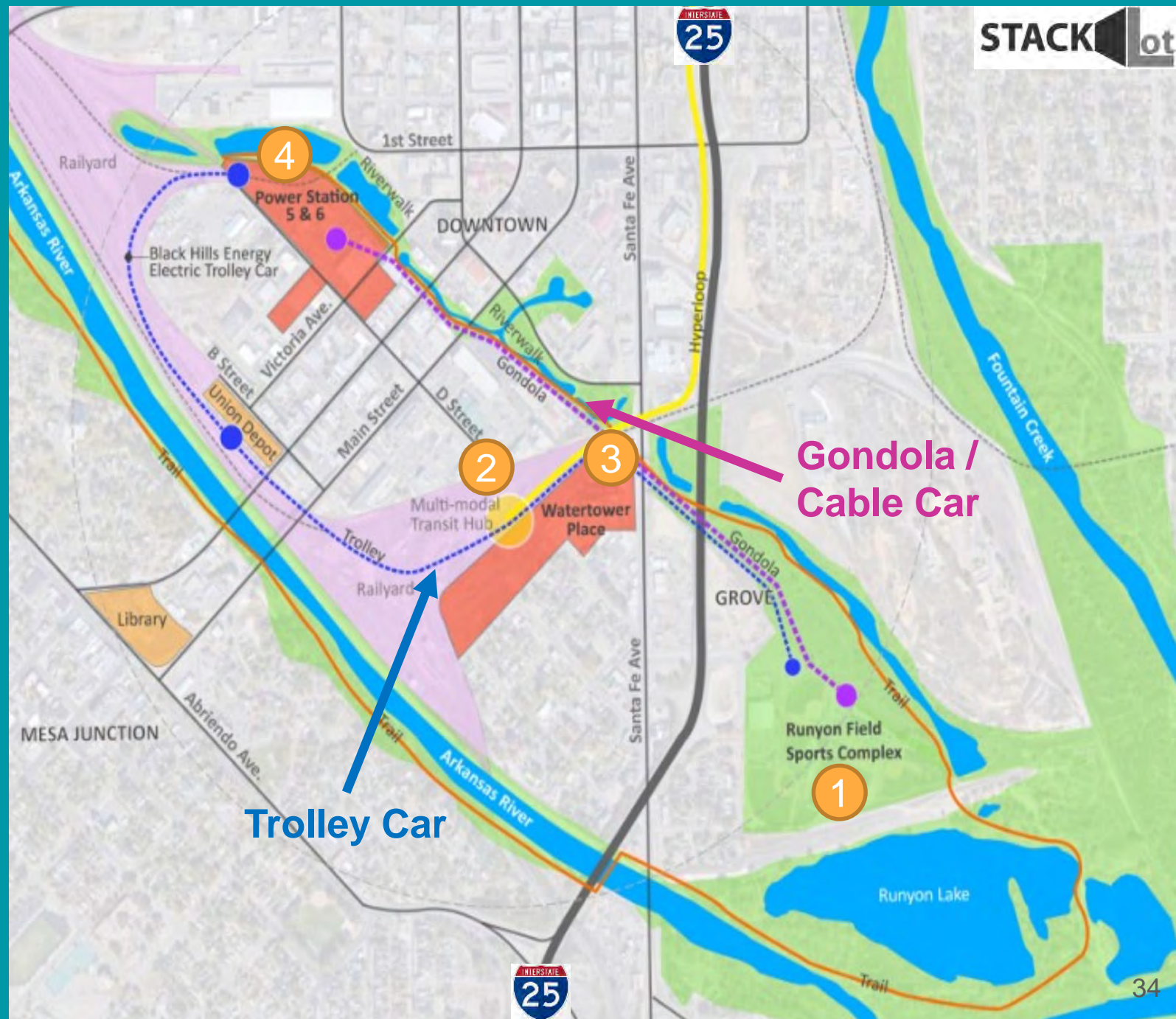
•Renovated Firehouse Entrance

Area Overview

with

Gondola & Trolley Routes

- ✓ Gondola travels from the Greenhouse of the 5&6 Power Station (New Railcar Themed Hotel ---- Scenic route over Historic Riverwalk ---- Lands at Watertower Place ---- Scenic route over I-25 ---- Lands at the new Sports Complex.
- ✓ Trolley runs on existing rail lines from 5&6 Power Station, stops at Union Station, Watertower Place, and then continues to the New Sports Complex



Gondola / Cable Car



Railcar Trolley



Gondola Integrated into NW Station at Lake Elizabeth



SITE DATA

| | PROGRAM | SQUARE FT. | PARKING |
|----|----------------------------|----------------------|--|
| 1 | MIXED USE / ACTIVITY HUB | 80,000 | |
| 2 | THE STATION HOTEL | 69,300 125 Rooms | |
| 3 | RAILCAR SUITES | 32 Suites 16 Cars | |
| 4 | COWORK | 22,750 | |
| 5 | RESTAURANT / ENTERTAINMENT | 23,900 | 154 (onsite) + 121 (south lot) = 275 Total |
| 6 | POP-UP BLDGS | 4,200 | |
| 7 | GREENHOUSE/ ATRIUM | 23,100 | |
| 8 | TERMINAL | 6,400 | |
| 9 | RAILYARD HUB | 1,200 | |
| 10 | GROCERY | 30,000 | 60 Stalls |



Northern Most Gondola & Trolley Car Stop

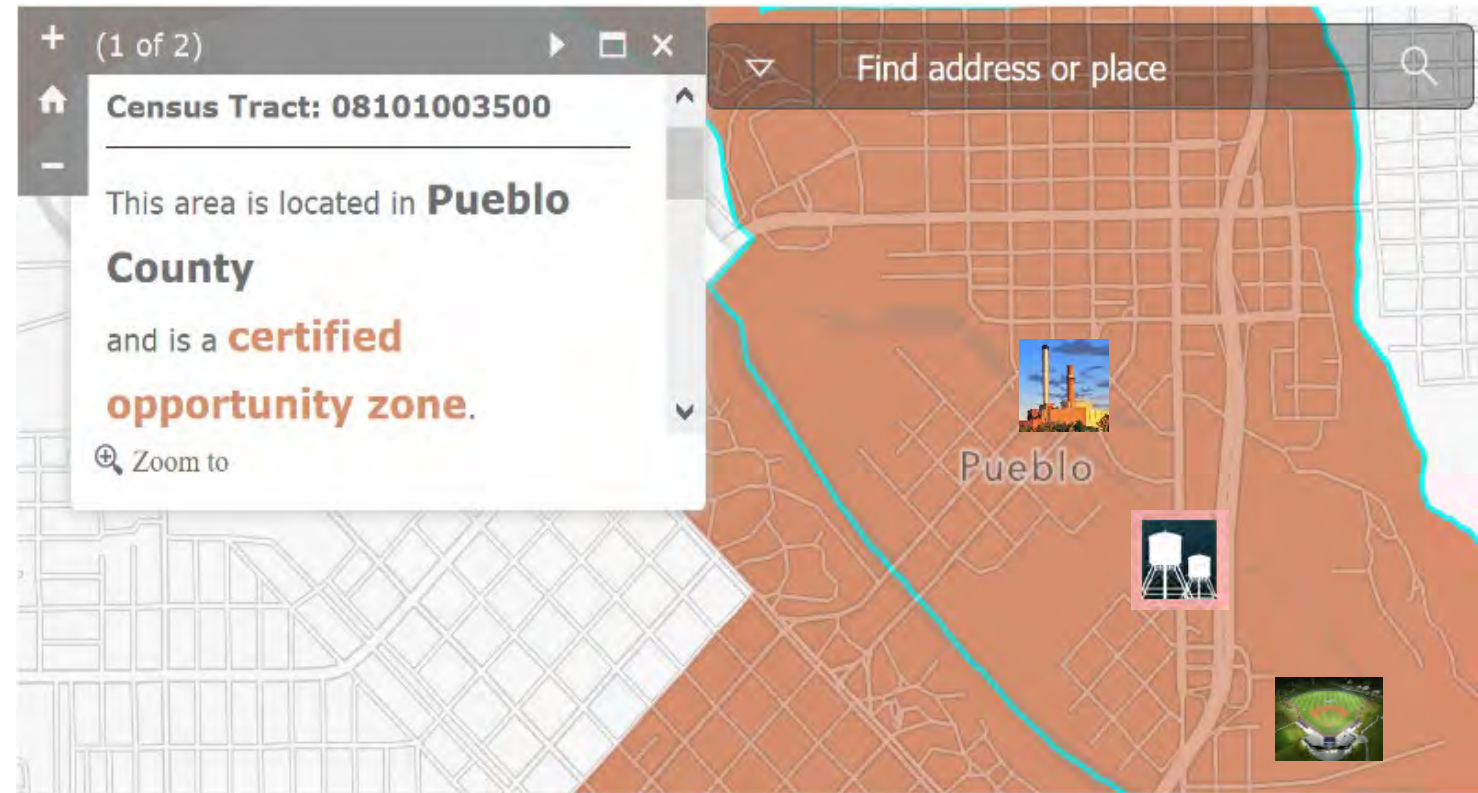
Immediate Area Investment

- ✓ \$43MM County 1-A funds in Immediate area.
- ✓ Convention Center Expansion.
- ✓ CDOT finalizing I-25 realignment & beautification.
- ✓ PEDCO ~ \$34MM to spend directly on new businesses entering the city.
- ✓ \$24MM in RTA funds (Riverwalk).
- ✓ Private Development \$30MM + \$60MM + \$18MM + ...



Area Incentives For Investors

- ✓ Opportunity Zone
- ✓ Tiff Zone
- ✓ Enterprise Zone
- ✓ Economic Development Zone
- ✓ New Market Tax Credits
- ✓ Historic Tax Credits



**TAX
INCEN
TIVES**

The Team

- **Pueblo County and Pueblo City – Design & Equity Partners**
- **Pueblo Urban Renewal Authority - Grant Partner, etc**
- **Black Hills Energy - Community Partner**
- **Providence Hospitality - Hotel Operator & Funding Partner**
- **Leitner Poma – Gondola Supplier**
- **Benton & Associates – Feasibility Study**
- **Ed Brisco – Tax, Finance, & Structure Expert**
- **CDPHE and EPA Region 8 – Environmental Regulation Partners**
- **LTE & Indigo – Environmental Management Partners**
- **Stack Lot – Planning and Design**
- **Tom Noel – “Dr. Colorado”, CU Denver**
- **Private Investors – Local and Regional**
- **Project for Public Spaces – “Placemakers” public spaces into vital places.**

THANKS
FOR YOUR
TIME
& DON'T
FORGET THAT
IT'S HARD
WORK!



Jacob @
Watertower Place