



ST. CHARLES TOWN COMPANY

Preservationist to Developer: Dana Crawford (aka Charlie Woolley) and Colorado's Downtown Love Affair

Charles H. Woolley, II

President & Founding Principal

St. Charles Town Company

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St. Charles Town Company, LLC

St. Charles Town Company, LLC is a Denver based real estate development company founded in 1993 to invest in, develop, renovate, market, and manage urban real estate. St. Charles Town understands the art, science and business of place making and we've created a unique skill set that we call Urbanmetrics to ensure success. Tap into our passion and learn how we've made a business of preserving historic structures and developing new uses that create a dynamic urban environment.

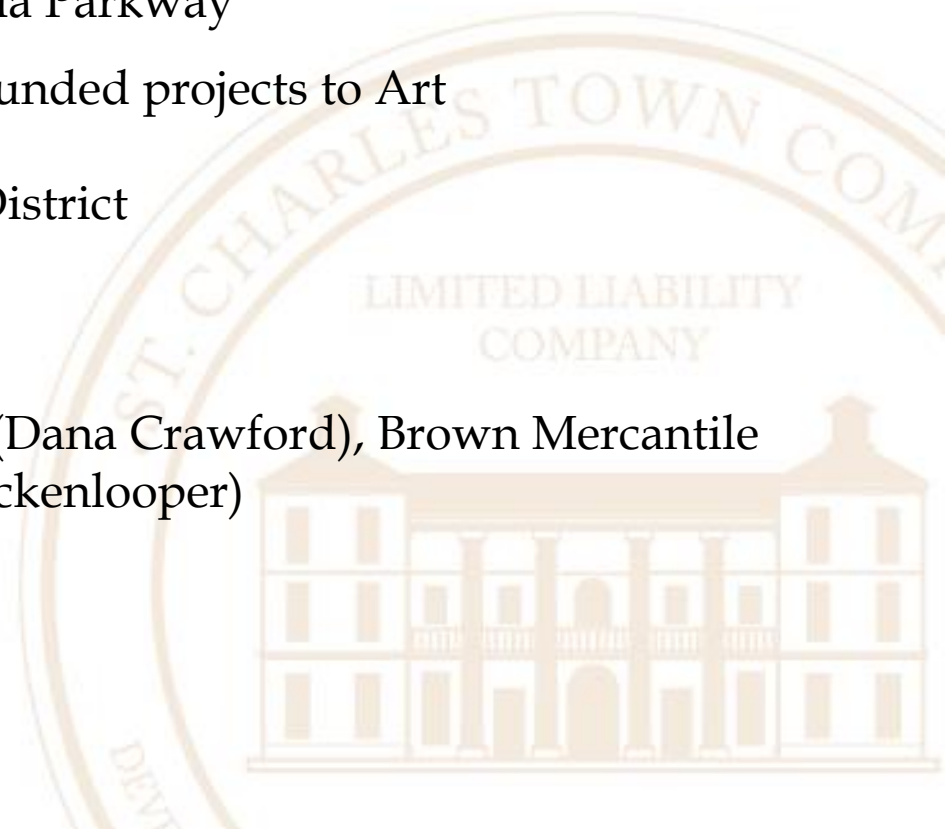
Professional Journey

- BA City Planning and Urban Studies
- 1978-1985 Historic Site Museum Director/Curator
- 1983 Executive MBA
- 1985-Real Estate Development Company, VP Marketing
- 1986-Real Estate Crash and S&L Crisis, Tax Reform
- 1985-1988 Real Estate Salesman for the regions largest S&L
- 1988-1993 Commercial Real Estate Broker
- 1993-Present Real Estate Development Company Owner



Downtown Renaissance

- Imagine a Great City! Mayor Federico Pena 1983
- 1985 Bond Issue for Downtown Infrastructure
 - ▶ Removal of 15th, 16th and 20th Street Viaducts
 - ▶ Connection to I-25 from Auraria Parkway
 - ▶ 1% of the cost of all new City funded projects to Art
- 1988 Lower Downtown Historic District
- 1990 Denver Dry Building
- First Loft Projects 1991 Edbrooke (Dana Crawford), Brown Mercantile Lofts (Wynkoop Brewery John Hickenlooper)



Downtown Renaissance

- 82 Historic Buildings 50,000 sf or larger between 1987 and 1999 were repurposed or renovated
- Preservation was it its Glory Days with major renovations on all historic buildings in Denver as favored development over new construction for cost and investment returns
- Continued focus on Downtown amenities
 - ▶ Commons Park 70 acre park along the Platte
 - ▶ Pepsi Center Sports Arena at edge of LoDo
 - ▶ Colorado Convention Center on 14th Street embedded in Downtown
 - ▶ 1993 Major League Baseball and selection of the site for Coors Field at edge of LoDo

Preservation's influence on Development

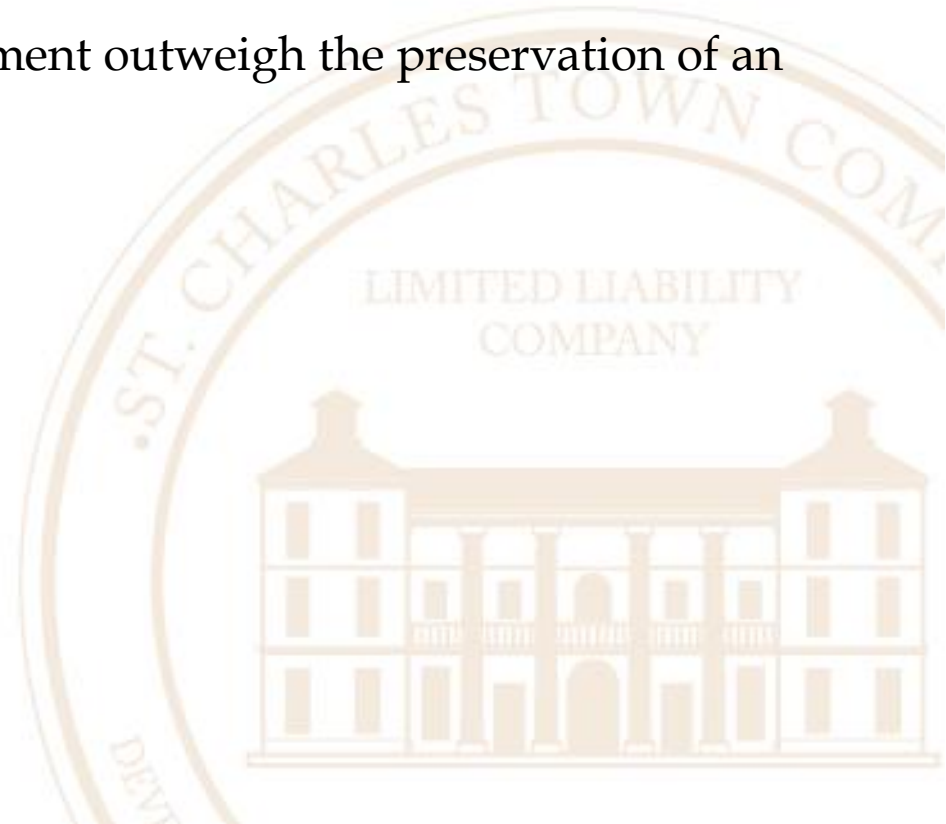
■ Zoning Vs. Preservation

- ▶ Highest and Best Use

- ▶ Denver Form based Zoning 2011

- Form based zoning conflicts with existing historic uses
- Can the proposed development outweigh the preservation of an existing historic building

■ Preservation as Place Building



Zoning vs Preservation



Preservation as Indicator for Place Making

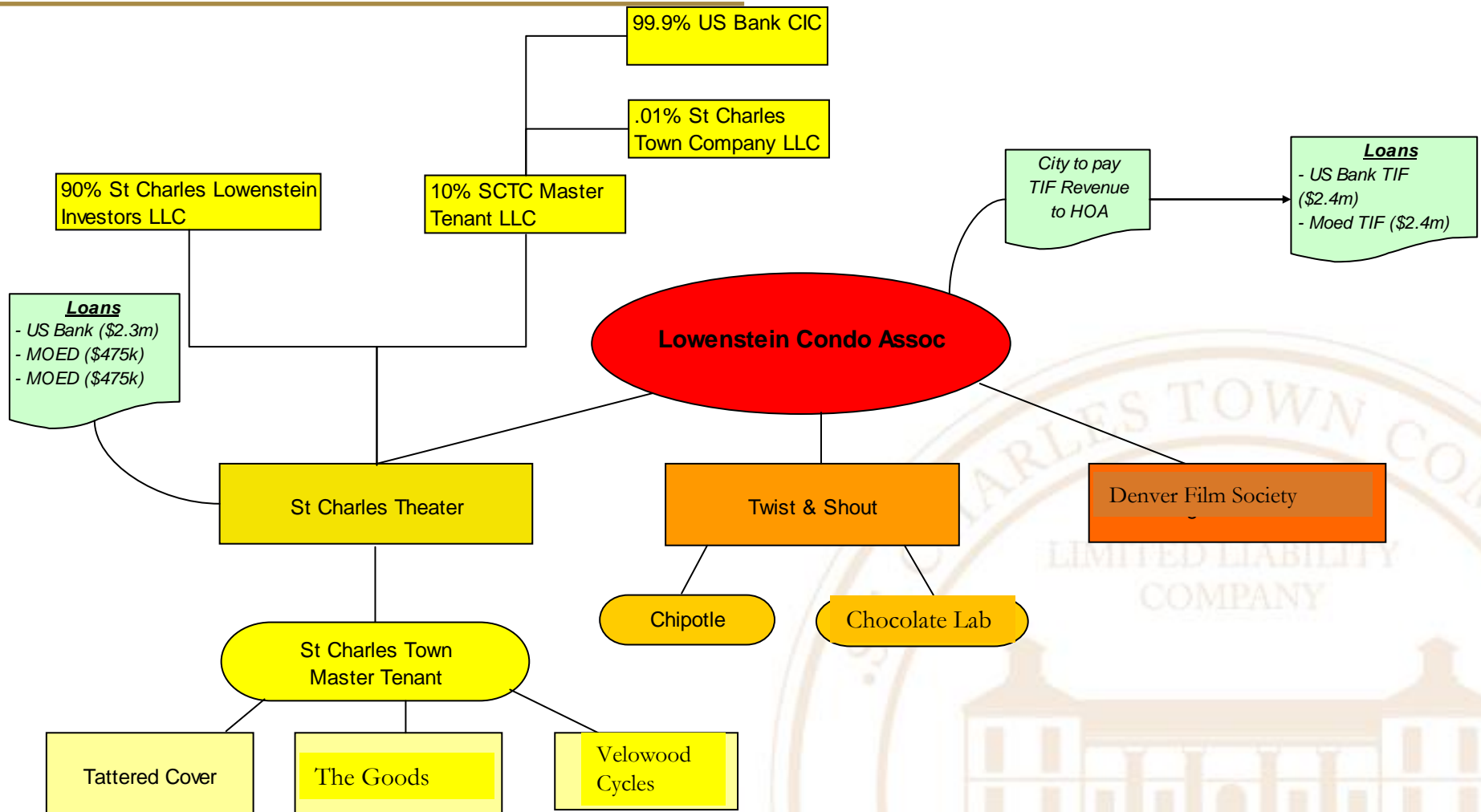


Lowenstein Theater

- 56,000 SF neighborhood retail project, completed in 2007
- 223 car parking structure
- “Equity” Gap Financing”
 - ▶ Historic Preservation Tax Credits @ \$0.95/\$1.00
 - ▶ Tax Increment Financing— \$4.6mm
 - ▶ City of Denver, Economic Development— Low Interest Loans
 - ▶ Deferred Developer Fees
- Tenants include some of Denver’s most well known local businesses including: Tattered Cover Book Store, Twist and Shout Records and the Denver Film Society



Lowenstein Theater- Ownership Structure



Growth from the Front Range

- Does the growth in Denver lift other communities
- The Lakewood Experience
 - ▶ Growth Limits
 - ▶ Bridal Paths
- Colorado Springs
- Mountain Towns

