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Norris Design Responds to Urban Renaissance

*-- Recent mixed-use projects indicative of national trend
Local firm takes lead in recognizing and meeting demand --*

DENVER, Colo., April 3, 2006 – Norris Design, a leading planning and landscape architecture design firm, announces several mixed-use projects in recognition of growing consumer demand for communities where living, working, shopping and play come together. The increase of such developments is indicative of a newly emerging national trend despite the concept being centuries old. Several of the company's recent mixed-use projects including Arista, Adams Crossing, Centrepoint and The Orchard Town Center are representative of this movement.

Today's popularity of mixed-use developments is not only reflective of buyers' desire for a greater sense of community that suburbia sometimes lacks, but the city also stands to benefit from these types of high-density areas, as they make efficient use of space.

"Designers must take into consideration how to best maximize each use when creating a master plan for mixed-use communities. Norris Design is committed to developing communities in beautiful and environmentally-friendly ways and we maintain this principle when designing for mixed-use areas," said Mark Kieffer, principal of Norris Design. "We create a balanced project program to meet the needs of an area while also being aestically-minded."

Contributing to the influx of mixed-use developments is the recent changes in zoning regulations. Dating back to the early 1900s, it was common practice to separate land based on its intended use. Thus, single-use zoning resulted in the separation of where people lived, worked, shopped and played. When typical zoning restrictions are replaced with newer mixed-use regulations, developers and builders are allowed more freedom and creativity in their designs.

Norris Design has been actively involved in many of the new mixed-use developments, in the Rocky Mountain region. Recent projects include:

- **Arista** in Broomfield; Guided by the design principle of "West Urbanism," Arista will weave together community and an integrated lifestyle, introducing an unfulfilled niche in the Boulder/Denver corridor. Targeting primarily the 25-35 age demographic looking for a downtown lifestyle in Broomfield, "urban elements" such as entertainment, recreation, residential, office, hospitality and retail have been incorporated into the master plan.
- **Adams Crossing** in Brighton; The intent of the project's Overall Development Plan (ODP), jointly prepared for the Adams County Government Center, is to present a mixed-use development entailing employment areas, government offices, retail, and a variety of residential uses. The

conceptual master plan marrying the entire project area with the City's comprehensive plan, will create regional park and open space linkages and the formation of neighborhood centers. It will be designed in such a way to provide for significant "entry points" into the City of Brighton. In addition to the development of these "gateway-like" amenities, the Adams Crossing project includes a new north-south corridor referred to as the Brighton Esplanade. This new roadway is the culmination of Sable Boulevard and the extension of Potomac into the Brighton area.

- **Centrepoint** in Aurora at Alameda and Sable; With the benefits of light rail transit, as well as residential, office, civic, retail and commercial mixed-uses, the Centrepoint project embodies qualities the city of Aurora desired including density, intensity and design in a mixed-used development to make it a vibrant and vital part of Aurora. A project of this size commonly incorporates an overarching vision or theme to identify the area as it grows. For Centrepoint, five distinct districts were incorporated into the master plan, each themed to express the individuality of the area while remaining true to the greater whole. The districts are linked together by a curving main street, which morphs in design to mirror the district it lies in at any given point.
- **The Orchard Town Center** in Westminster Colorado at 1-25 and 144th Avenue; The Orchard Town Center is a 215 acre open-air lifestyle and entertainment venue that features a mix of fashion, destination and department store retail, along with 500 units for housing, as well as options for office and hotel space. It is a unique, pedestrian-friendly lifestyle village that will offer residents and visitors alike exceptional options in shopping, dining and entertainment in an environment that invites lingering, relaxing and socializing.

Another factor contributing to the appeal and convenience of mixed-use neighborhoods is the passage of the FasTracks initiative. By approving the measure in 2004, residents of the metro Denver area embraced both a more transit-orientated lifestyle and urban way of living.

"Transit-oriented design is becoming a key element in mixed-use areas which are characteristically more pedestrian-friendly than non mixed-use areas," said Kieffer. "The metro Denver area will eventually see the impact of mixed-use zoning, as mixed-use areas make transit more efficient and convenient."

Although more immediate in Denver's future is April's celebration of Doors Open Denver, an annual, free event offering residents and visitors the opportunity to experience Denver's architectural gems over one weekend of self-guided and expert-led architecture tours. The event is produced by the Denver Office of Cultural Affairs and Norris Design will proudly partake in this experience by opening its office doors to the public for tour. The weekend coincides with Landscape Architecture Month, also recognized in April.

About Norris Design

Founded in 1991, Norris Design is a leading planning and landscape architecture design firm with offices in Denver, Colorado, Indianapolis, Indiana and Tucson, Arizona. The company is experienced in amenity-based community planning, mixed-use master-planning, urban design, environmental design, park and recreational design, and landscape architecture. Norris Design offers an innovative approach to preservation of natural resources, helping to shape successful living, working and recreational spaces for people and communities around the world. For more information, visit www.norris-design.com.

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