



# VICTORY | CROSSING

Where the energy of world-class sport, entertainment  
and commerce connect.

# VICTORY | CROSSING

sport | retail | hotel | office

## Project Mission

We're committed to create an environment that drives business, piques curiosity and improves the lives of those who live and work in the community by harnessing the emotion of the competitive sports and recreation enthusiast from Colorado and around the globe in order to create a one-of-a-kind, large-scale, mixed-use destination that brings together world-class sports and recreation facilities, indoor and outdoor event space and mixed-use, office, retail and commercial flex space.

# The Vision

A destination where the energy of sport, recreation and commerce cross.

Victory Crossing, ideally located in metropolitan Denver's quickly growing northeast corridor, is one of the most innovative public-private partnerships in the nation. Gathered on one 900-acre site sits a 20,000-seat sports and entertainment stadium, more than 20 youth and practice fields with accompanying sports academy, a city's government offices, and a visitor's center dedicated to preserving Colorado's natural beauty all within a mere eight miles from both Denver International Airport and downtown Denver and one mile north of the

Stapleton redevelopment project.

The Victory Crossing venture is a partnership between Kroenke Sports & Entertainment (KSE) and the City of Commerce City, Colo. Commerce City is just that — one of the region's oldest municipalities, opening a new chapter and becoming a business development success story in the making. Restaurants. Hotel. Shops. Offices. Victory Crossing will include nearly 200 acres of retail and commercial opportunity.

The experience at Victory Crossing will change by the hour, depending on type of event at one of

the many venues which often occur simultaneous to one another. There will be concert goers, sports players and fans, families, daytime office population, city personnel, hotel patrons and neighborhoods that visit Victory Crossing and so it is with all these stakeholders in mind that we have come up with our thoughts and ideas.



## HIGHLIGHTS

- A 250 acre regeneration initiative
- 1-1.5 million square foot, mixed-use development, including:
  - Expansive and varied retail
  - Amenity rich hotels
  - Corporate offices
  - Sports destination complexes
  - Supermarket
  - Landscaped parks
  - 2 minute shuttle to planned Light Rail Station
- National Wildlife Refuge Center
  - Visitor Center attracts over 50,000 per year for 27-square mile wildlife refuge
  - Thriving wildlife including up to 250 bison
- Dick's Sporting Goods Park Stadium and Field Complex:
  - 20,000 seat stadium home to the MLS Colorado Rapids
  - Hosts over 1.6 million visitors annually
  - Host site for 2014 World Lacrosse Championships
  - 24-state of the art soccer fields host 6,000 people
  - Multitude of concerts annually
  - Civic and Government Complex including an existing 100,000 SF of office building and plans for a second Phase and a XXX-seat amphitheater



# Putting it All in One Place

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## PROJECT STATS

### RETAIL AND ENTERTAINMENT

- 100 +/- acres total
- Retail from 1,000 to 30,000 sq. ft.
- Urban street retail, sports related services and restaurants surrounding the Victory Plaza District and Stadium
- Larger format retail and grocer at 56th & Central Park within the Central Park District
- Pad & strip retail along Merchant District

### SPORTS DESTINATION

- Complimentary sports uses to existing 20,000 seat stadium, 24 elite soccer fields and KSE
- Indoor fields, specialized training and camps totaling 500,000 sq. ft.
- Regional impact developments unique to the Rocky Mountain region
- Facility ranges of 25,000 – 250,000 sq. ft. of sport and/or amusement related use

### HOSPITALITY

- 100 – key hotel
- 250 – key hotel & conference center driven by development with regional impact

### OFFICE

- 275,000 sq. ft. of corporate, sports and boutique offices
- Build-to-suit pads of 20,000 to 60,000 sq. ft.

### CIVIC AND GOVERNMENT

- 15 acres dedicated to City offices and amphitheater
- 100,000 sq. ft. of existing office
- Phase II office plan of up to 90,000 sq. ft.

### TRANSPORTATION

- Planned shuttle to Light Rail installation and connection to Downtown & Denver International Airport



# Establishing a Unique Development

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Sitting on the doorstep of downtown Denver, Victory Crossing will boast XXX yearly visitors.





# Accessibility & Connectivity

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DOWNTOWN DENVER



QUEBEC STREET

VICTORY LANE

VICTORY CROSSING

DICK'S SPORTING GOODS PARK COMPLEX  
HOME OF THE MLS COLORADO RAPIDS

ROCKY MOUNTAIN ARSENAL  
NATURAL REFUGEE

TO	MILES	MINUTES	MODE
Denver International Airport	10	15	Car Rail
Fitzsimmons	XX	XX	XX
Stapleton	XX	XX	XX
Downtown Denver	9	12	Car
Denver Tech Center	XX	XX	XX
XXX	XX	XX	XX





# A Wide Array of Attractions

A venue which is cosmopolitan and uniquely Colorado.

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# Making it Happen

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## Delivering results.

Promoting KSE. Need copy.



\*NOTE:  
This page should describe what  
KSE brings to the table. i.e.  
Arsenal, TKG is 10th largest land  
holder in the country.

Maybe add team/venue logos?



IG JOHNSON ARCHITECTS

- Opening of Dick's Sporting Goods Park **COMPLETE**
- Opening of Commerce City Civic Center and 24 Elite Youth Soccer Fields **COMPLETE**
- Full Entitlement & Design Guidelines Approved (2012) **COMPLETE**
- Stapleton Breaks Ground on new home construction North of Northfield **SUMMER 2012**
- Widening of 56th Avenue to \_\_\_\_\_ **FALL 2012**
- Phase I Retail , Sports, Hospitality **2013-2014**
- Expansion of Central Park Blvd. to 56th Avenue **2014**
- Projected finish of Light Rail **2015**



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[victorycrossing.com](http://victorycrossing.com)

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*Kroenke Sports & Entertainment*

