

Glendale 180 Project Back On Track

by Laura Lieff

After several years of changes and setbacks, the *Glendale 180* project is moving forward with a new real estate developer and a new timeline. *Lincoln Property Company*, a Dallas-based international real estate firm, is slated to break ground on the 268,000 square-foot mixed-used development in December 2020. An experiential retail, entertainment, hotel, and office destination, Glendale 180 will be the largest cohesive entertainment district in Colorado. It will also be among the first in the state to offer an open container law that allows for the common consumption of alcoholic beverages throughout the development. Further setting the project apart, Glendale 180 is expected to be the only entertainment district in Colorado where tenants have the ability to remain open until 4 a.m.



"The combination of Glendale's central location and its reputation as a commercial-driven municipality makes Glendale 180 a desirable destination for the region's growing population and businesses alike," says Lincoln Property Company Vice President Hunter Brous. "We're grateful to the City of Glendale for their partnership throughout this process and are eager to activate this new district with retail, dining, and entertainment experiences that are next to none."

Founded in 1965, Lincoln Property Company is considered one of the most respected and diversified service firms in the United States. A key reason behind the City of Glendale's decision to select the company for the Glendale 180 project was the firm's experience with developing *The Star*, near Dallas, Texas, that is home to an entertain-

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ment district and the Dallas Cowboys' headquarters and training facility.

"After visiting The Star, it was clear that Lincoln Property Company understood the sports/entertainment connection and would capitalize on the relationship between Infinity Park and Glendale 180," says Glendale City Manager Linda Cassaday.

Experience Glendale

Featuring over 21,000 square feet of office space, over 134,000 square feet of restaurant and retail space, a 160-key hotel, and a 43,000-square-foot movie theater, Glendale 180 will also include free structured parking, an outdoor climbing wall, and a central outdoor plaza designed to support year-round programming.

"With Glendale 180 we are creating an experience and a gathering place," Cassaday explains. "Major holidays will be celebrated there and people can look forward to food fairs, festivals, concerts, and fitness events. In short, we are creating a new downtown Glendale with this project."

Bordered by Virginia Avenue to the north, Cherry Creek South Drive to the south, and Cherry Street to the east, Glendale 180's dynamic, pedestrian-friendly design includes direct access to the Cherry Creek trail. Glendale Deputy City Manager Chuck Line says that a path will be developed to accommodate pedestrians and bicyclists, and that the green space will become an integral part of the project as a whole.

New Tenants

For those wondering why Glendale 180 has taken so long to come to fruition, Cassaday says that the City of Glendale was waiting for the right developer who really understood what the project was all about. Line adds, "The City could have sold the property to a big box store but we chose not to do that because it wasn't going to serve Glendale well. Instead, we held out for an entertainment district and we are glad we did."

As for the retail tenants, two have signed on so far: *Alamo Drafthouse Cinema* has leased 43,000 square feet and *Food Hall by Hospitality Alliance* has leased 25,000 square feet, including 10,000 square feet of patio space, for their first Colorado location.

Boasting the "best cinematic experience in the world," Alamo Drafthouse celebrates cinema by pairing their movie-going experience with quality food and drinks. Each location is fitted with multiple types of projection equipment to accommodate both new and classic films. They show a variety of movies and the menu features burgers, pizzas, salads, snacks, and desserts prepared fresh from locally sourced ingredients. Additionally, every Alamo Drafthouse location highlights and promotes the best local craft breweries.

With offices in Las Vegas, New York, and Dallas, Hospitality Alliance is a consultancy and management group comprised of experts in different areas of the hotel and food and beverage industry. They are responsible for the *Plaza Hotel Food Hall* in New York City and the *Discovery District* redevelopment of AT&T's new headquarters in downtown Dallas. The company also assists with concept development, leasing, construction project management, hiring,

and training.

Vintage Glendale

While the experiential entertainment dis-

trict is new in many ways, in other ways it's bringing Glendale back to its roots. During the 1960s and 1970s, the city was home to a variety of now vintage establishments that attracted the masses. *Colorado Mine Company* (home of the "Fool's Gold" which was Elvis' favorite sandwich), *Cork 'N Cleaver*, *Celebrity Sports Center* (owned by Disney), *Cooper Theater*, *The Riviera* (The Riv), *Soda Straw*, *Sportspage*, *The Lift*, and *Tommy Wong's Island* are long gone but fondly remembered. Additionally, *Andy's Smorgasbord* became *Shotgun Willie's Country Western Bar* which is now *Shotgun Willie's Show Club* and, almost five decades later, *Bull and Bush Pub and Brewery* is still a favorite.

"With this project, Glendale will regain its position as the premier entertainment hub of the metro area and we're confident that we've found the right partner in Lincoln Property Company to turn that vision into a reality," says Glendale Mayor Mike Dunafon. "From an exciting retail tenant mix and a central location to unprecedented trail access and more, Glendale 180 will usher in Colorado's next generation of entertainment-based experiences."

For more information, visit www.glendale.co.us.

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