

ARTESIA / WHO WE ARE



Colin Brothers
Founder



Daniel Forbes
Asset Manager



Don Palmer
Controller



Matthew Taylor
Investments
Denver / Salt Lake / Austin / Nashville



David McCuiston
Investments
Charlotte / Raleigh-Durham

ARTESIA / WHAT WE DO

→ Our team studied 30+ variables over 4+ decades across every major U.S. city to identify the potential for exceptional long-term growth.

→ We selected 7 markets that we intend to be in **permanently**:

→ We are laser-focused on location:

→ Market / the above process.

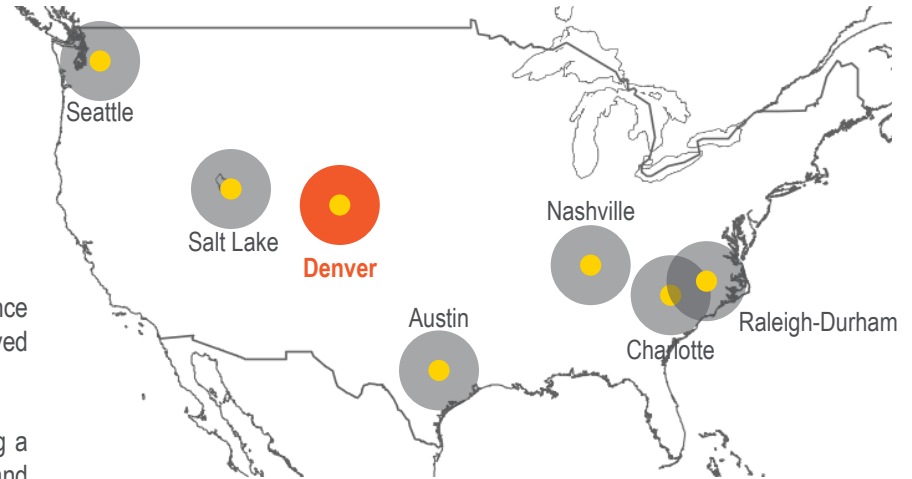
→ **Streets** / Why we love West Colfax:

→ Colfax is the original highway of Denver, once known as the “Golden Road” for the role it played after the 1858 discovery of gold in Denver.

→ It is a wide thoroughfare, capable of supporting a dense, community-accessible, urban node and providing excellent access to both the Front Range and Downtown Denver.

→ It has excellent transit accessibility with the 12-mile W Line which provides access between Golden and Downtown Denver, intersecting closest with Colfax near the site of Westland Town Center.

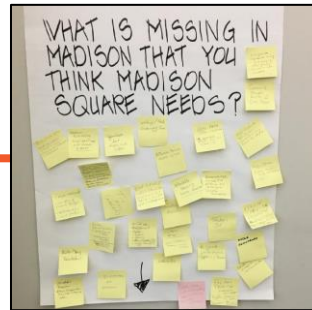
→ It has been under-loved for many decades but has recently rejuvenated on the interior of the corridor with investments in the West Colfax Arts District and development around Sloan’s Lake.



ARTESIA / HOW WE THINK

- We are never the smartest people in the room.
- We listen first and plan second.
 - Listen to the wants & needs of the community we are in.
 - Let the architectural team bring these needs to life.
- There are few opportunities for developments of scale in cities like Denver and they must be taken seriously as they become permanent fixtures of the community.
- A thoughtful, mixed-use community includes programming, accessible public amenities, exciting retail / hospitality offerings, office space, and residential opportunities which generate consistent demand for new retailers. If done successfully, the community offers engagement 18 hours/day, 7 days/week.
- An example of our planning process:

MADISON STATION / a 330,000 square foot strip mall built in the 50s/60s sitting on 32 acres located 7 miles from Downtown Nashville.



What is Missing?
(top two answers, top adjective)
18% Entertainment/Art Space
23% Green Space
Higher End Residential/Retail/Venues

Community Interest:
13% Accessible to Local Community
18% Green/Community Space
31% Better Restaurants/Retail
38% Unique Destination to Be Proud of



WESTLAND / LISTENING

→ The West Colfax 2040 Vision Plan: Top 10 Priorities.

1. Authenticity, aesthetics, and art (placemaking).
2. West end redevelopment.
3. Infrastructure and beautification improvements.
4. Walkability (infrastructure).
5. Parks, green “people” spaces, recreational / retail options (Car 25).
6. **Influence of Westland’s future.**
7. RTD land potential.
8. 360-degree view of corridor (nodes).
9. Whole corridor branding / promotion.
10. Efforts and incentives to attract and / or influence the desired mix of uses.

→ Westland Town Center is proximate to all of Jefferson County’s largest employers and represents the opportunity to create a western anchor to encourage development west of Wadsworth, creating a connected, vibrant arts district from Sheridan to Simms.

