



## TNTs Exploding

The Non-Traditionals, TNTs, are exploding in metro Denver. They are the dominant new demographic in America and will dramatically affect the future of community development. Comprised of seniors, singles, minorities and couples, TNTs want the choices and convenience associated with a diversified community. TNTs are the reconstituted urban family that PEAK PR first discussed in its study "The Invasion of the TRUFFLES," which can be accessed at [peakpr.com](http://peakpr.com), along with our follow-on study, Metro Denver's New POP Culture, commissioned by Transit Alliance.

# Metro Mega-Corridors Emerge — Race is on to Attract TNTs

By Ken Parks, partner  
PEAK Public Relations

Some day the dust will settle from our most recent over-the-handlebars economic experiences. In the meanwhile, something becomes clear as you step back and look at metro Denver from a distance.

It's changing.

What once was a downtown with a variety of bedroom cities and towns in orbit about it, now is comprised of six emerging mega-corridors of commerce that will become their own distinct and diverse centers of economic and social power. To thrive, these mega-corridors will need to stay on track through some pretty rough trails.

While the future of FasTracks and many other transportation initiatives are up in the air, these mega-corridors are forming. However, to win the race to accommodate the metro Denverites of the future, they will need clusters of denser, more vertical and more convenient 3D development.

As TNTs, "The Non-Traditionals," singles, seniors, couples and minorities, take over the U.S. quicker than a Wall Street roller coaster ride, watch for continuing changes in the make-up of these mega-corridors. TNTs want a richly diverse place to live that is close to work and provides them with a wide variety of choices. As a region, the question is looming — can we interconnect these corridors of commerce by completing a multi-modal transportation system? If we do, the region will benefit greatly. Regardless, though, the mega-corridors will emerge.



While these emerging mega-corridors are redefining our metro geography, they also pose some new challenges to those involved in community development. Communication and PR are receiving growing emphasis as jurisdictions and developers work together to help people understand the benefits of reshaping our community to better suit the needs of the people of the future.

## Our Six New Mega-Corridors

These are the six emerging metro Denver mega-corridors of commerce:

1. The Metro Denver Spine
2. The DIA City
3. Jeffco & Denver West
4. Boulder County
5. I-225 & I-70
6. The Southeast Metro

For a brief summary about each, see the next page.



## Situation

As it matures, Colorado is turning decidedly to in-fill redevelopment to manage growth.

## Task

Assist development teams, governments and communities with their rapidly shifting communications needs.

## Action

Coach development teams in devising winning programs and campaigns.

## Results

Engage communities, governments and developers in public-private partnerships that help create vibrant, sensible and sustainable urban centers.

# Metro Denver's Six Emerging Mega-Corridors

## The Metro Denver Spine

Stretching from downtown Denver to Highlands Ranch, this is the thin, ever-denser nucleus of our emerging international mega-plex. In the 1960s, the Denver Tech Center, DTC, tipped the scale to the southeast and soon a race ensued between Denver's two downtowns, which now have begun to merge via improvements made to I-25 and the introduction of rail service.

Herein lies the central wealth and power of much of the modern West.

## The DIA City

The re-developing Stapleton International Airport, now known as Stapleton, was called "Stapleton's Follie" by its opposition when the airport was first proposed.

Now it lies close to the core of metro Denver as one day DIA will.

Urban re-development has begun to engulf much of the west side of DIA, which itself is the size of Manhattan Island in New York City.

Adams County makes up the lion's share of this vast area roughly the size of the State of Rhode Island. Brighton, the county seat, will house a 2,000-employee consolidated administration campus, along with 1,400+ new-energy related jobs. Likewise, the prospects of Aurora, Commerce City and other jurisdictions in this corridor have risen significantly in the recent past.

This is Metro Denver's Great Northeast!

Along with greatly improved roads, the area boasts enviable rail service and is a hop-skip-and-a-jump from DIA, the 10th busiest airport on earth — and growing.

## Jeffco & Denver West

Not so long ago the foothills were the home of farmers and ranchers, but, then came large federal and federally funded institutions that changed the landscape by bringing roads, some jobs and a whole bunch of commuters to the area.

Jefferson County, with its wide variety of terrain and open space, lies west of and parallels the metro spine.

For now, the core of this vast and diverse corridor is developing near Denver West, a campus-style commercial center with a growing satellite of urbanized options that include Lakewood's Belmar; Union Blvd. and the Denver Federal Center; the Rooney Valley; the historic downtowns of Golden and Arvada and more. Long home to mostly commuters, this area is becoming a center of new-energy (e.g. NREL) and other forward-focused industries — bringing needed jobs to the corridor.

## Boulder County

Boulder is a bastion of culture, innovation and new thinking that appeals to many.

Buffered from Jeffco by long-planned open space and road alignments, Boulder is its own distinct place, separated geographically if not somewhat cosmically from the rest of the metro. But, surreal as Boulder might seem, it depends on metro Denver for much and vice versa. The area stretches from Interlocken to Longmont, The City of Boulder to I-25.

## I-225 & I-70

Fitzsimons Redevelopment Authority, a partnership between the City of Aurora, University of Colorado, Forest City and others is creating the Fitzsimons Life Sciences District, a world-class corridor. Fitzsimons will greatly advanced the vision of Denver, Aurora and others for a rehabilitation of the I-70/I-225 convergence area, as will the vast Stapleton redevelopment. This is a growing commercial and civic powerhouse with the depth it will take to reshape the aged infrastructure of the area.

## The Southeast Metro

Parker Road serves as a magnet for commercial growth. A rather vast service area is developing from I-225 to the Town Parker and spreading farther than you might imagine. State-owned land envisioned for development in the area, combined with a vast array of projects on the drawing board, will see this area rise as a growing influence in metro Denver.

*Learn more at [peakpr.com](http://peakpr.com) or call us at 303.691.1801.*

## Our Top-10 Services

These are the top-10 communications and PR services that our clients are requesting these days:

1. Facilitation – The CUBE
2. Contacts
3. Community Outreach
4. News Media Relations
5. Spokesperson Training
6. Public-Private Partnerships
7. Special Events
8. Research, Writing, Editing & Proofreading
9. Publishing
10. Web-Related Communication

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