
ELEVATE

Downtown Colorado Springs
A Vision for the Next Decade of Transformation, Vitality, and Connection





Downtown is the vibrant and inclusive heart of the Colorado Springs — where history, culture, and nature meet modern urban living. A hub of creativity, commerce, and civic life, it thrives through strong partnerships that foster sustainability, equity, and shared prosperity.

IN THE LAST DECADE

Downtown Colorado Springs has emerged as the cultural, economic, and civic heart of the Pikes Peak region through sustained private and public investment of over \$2.6 billion including new housing, public spaces, and sports and cultural venues. Downtown is the place people are choosing to live, work, visit, and invest.

Elevate Downtown builds on this momentum. As the Plan of Development for the next 10+ years, it establishes a clear, ambitious vision focused on economic vitality, livability, connectivity, and identity. The plan advances five interconnected goals that define Downtown's future.

- OVER \$2.6 BILLION IN INVESTMENT SINCE 2013
- COLORADO'S 2ND LARGEST CITY
- SEATED AT THE FOOT OF PIKES PEAK
- 70 MILES SOUTH OF DENVER
- LOCATED AT THE CONVERGENCE OF I-25 & HIGHWAY 24
- 2 HOURS FROM SKIING
- 18 MINUTES TO COS AIRPORT
- LOCAL, STATE & REGIONAL INCENTIVES

GOAL 1

THE HEART OF THE PIKES PEAK REGION

Fueling vibrancy and vitality



Invest
Hotels, office, small business, entrepreneurs

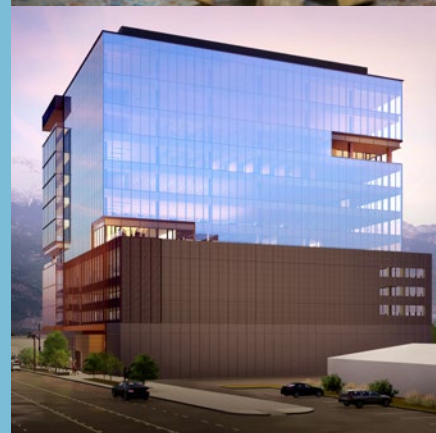
Activate
Day/night experiences

Support
Incentives, tools, and capital

Connect
Education, workforce, and civic life

With tourism serving as a cornerstone of Colorado's economy, Downtown deserves a new flagship events venue — one that can capture this energy, attract visitors year-round, and anchor continued growth in the heart of the city. Park Union rendering courtesy Norwood Development group.

- 3 HIGHER EDUCATION INSTITUTIONS
- OVER 1,100 HOTEL ROOMS
- 70+ INDEPENDENT RETAIL SHOPS
- 130+ PLACES TO EAT & DRINK
- 4.9 MILLION SF OFFICE SPACE



GOAL 2

THE REGION'S MOST VIBRANT & WELCOMING NEIGHBORHOOD

The region's front porch



Live
Diverse housing options, including ownership opportunities

Care
Clean, safe, and well-managed public spaces

Serve
Additional amenities for every day living

Welcome
A broader, more inclusive mix of residents

A full-service grocer would provide residents, workers, and visitors with convenient access to fresh food and daily amenities without needing to travel outside of Downtown. Image generated by ChatGPT.

- OVER 3,000 NEW MULTIFAMILY UNITS SINCE 2016
- 1,500 MORE MULTIFAMILY UNITS ANNOUNCED
- RESIDENTIAL POPULATION DOUBLED FROM 2024 TO 2025
- DOWNTOWN RESIDENT MEDIAN AGE 39.8 YEARS OLD
- 56% OF DOWNTOWN RESIDENTS ARE MILLENNIAL, GEN Z OR GEN ALPHA



GOAL 3

PEAK URBAN LIFE WITH UNMATCHED ACCESS TO NATURE

Where urban energy meets unparalleled outdoors



Activate
Safe, vibrant public spaces year-round

Connect
Waterfronts and the Legacy Loop

Transform
Underutilized spaces into welcoming places

Advance
Martin Drake site redevelopment

With an anticipated investment of over \$1 billion, the COS Creek Plan will reimagine these waterfront corridors as a central gathering places, driving economic growth, and enhancing quality of life

- 200+ ACRES PARKLAND
- 5 URBAN PARKS IN LESS THAN 1 SQUARE MILE
- ENCIRCLED BY THE LEGACY LOOP
- \$1 BILLION+ VISION FOR THE COS CREEK PLAN



GOAL 4

CULTURE POWERED BY CREATIVITY & SPORT

A nationally recognized creative economy



Celebrate
Arts, culture, heritage, and iconic destinations

Strengthen
The creative economy and local makers

Activate
Sports and signature events — from local to world-class

Energize
Streets, alleys, and public spaces with art, events, and experiences

Weidner Field has been the home of Colorado Springs Switchbacks FC since the stadium opened in 2021, anchoring professional soccer in Downtown and serving as a centerpiece for the city's growing sports and entertainment scene.

- 786 ARTS, CULTURE & LEISURE EVENTS
- HOME TO THE U.S. OLYMPIC & PARALYMPIC MUSEUM
- HOLD OVER 1/3 OF CULTURAL EVENTS CITYWIDE
- STATE CERTIFIED CREATIVE DISTRICT



GOAL 5

URBAN DESIGN SHAPED FOR HUMANS

Connecting people, places, and possibilities



- Connect**
Seamless transit, walkability, and active travel
- Prioritize**
Safe, accessible streets for all modes
- Activate**
Ground floors, sidewalks, and pedestrian-friendly alleys
- Optimize**
Parking and curb management for ease and flow
- Define**
District identity with cohesive design, signage, and wayfinding

A new multimodal transportation center could serve as a catalytic investment—expanding transportation options, increasing ridership, and strengthening connectivity throughout the city. Image generated by ChatGPT.

	DOWNTOWN	VS	CITY
WALK SCORE	88		36
BIKE SCORE	87		45
TRANSIT SCORE	59		19

- SILVER RANKING FROM THE LEAGUE OF AMERICAN BICYCLISTS
- 9,400+ PUBLIC PARKING SPACES
- 1/3 OF DOWNTOWN ROADS HAVE BIKE LANES



LOOKING AHEAD

Large clusters of vacant or underutilized land provide significant opportunities for substantial near-term development that will accelerate Downtown’s momentum.



PARK UNION

Park Union is a collection of vacant parcels anchored by the USOPM, a true-mixed use hub with about 4,000 residential units; 1 million square feet of new office space; 650 to 700 hotel rooms; and ground-floor retail.



DRAKE POWER PLANT

The 60+ acre Drake Power Plant site, a former coal-fired facility, presents a rare, once-in-a-generation redevelopment opportunity. Owned by Colorado Springs Utilities, the property will require careful environmental remediation, while maintaining a Downtown substation to ensure reliable energy infrastructure, positioning the site as both a catalyst for transformation and a critical asset for future growth.



ST. FRANCIS HOSPITAL AND GAZETTE

On more than 17 acres at the eastern edge of Downtown, the adaptive reuse and redevelopment of nearly 400,000 square feet of vacant space within the St. Francis Hospital and Gazette buildings aims to establish a new economic hub.



photo courtesy Sports Corp/Jason O'Rear

TOP 5 MOST DESIRABLE CITIES 5 OF THE LAST 6 YEARS
U.S. News & World Report

NO. 1 CITY FOR POST MILITARY CAREERS
LinkedIn, 2023

NO. 1 MOST NEIGHBORLY CITY IN THE US
NeighborBlog, 2024

NO. 2 MOST DESIRABLE MIDSIZE CITY
Clever Real Estate Survey, 2025

**NO. 3 MOST UP-AND-COMING FOR TECH TALENT
IN NORTH AMERICA**
CBRE, 2025

NO. 3 MOST INNOVATIVE SCHOOL - COLORADO COLLEGE
U.S. News & World Report, 2024

NO. 5 BEST CITY TO MOVE TO
Forbes, 2024

**NO. 7 BEST ATTRACTION FOR SPORTS FANS:
U.S. OLYMPIC & PARALYMPIC MUSEUM**
USA Today

NO. 10 BEST CITY TO START A CAREER
Elevate Leadership, 2024

NO. 12 MOST EDUCATED CITIES IN AMERICA
WalletHub, 2025

NO. 13 BEST DOWNTOWN IN THE USA
Attractions of America, 2022

NO. 14 BEST LARGE CITIES TO LIVE IN
WalletHub, 2025

**NO. 15 LINKED IN CITIES ON THE RISE: THE 25 FASTEST
GROWING US METROS FOR JOBS AND TALENT**
LinkedIn, 2025

TOP 50 BEST PLACE TO TRAVEL WORLDWIDE
Forbes, 2023

THE NEXT DECADE OF OPPORTUNITY AND ACTION

Elevate Downtown charts a bold course for what comes next. Over the next decade, Elevate Downtown will guide investments, partnerships, and policies to strengthen Downtown's role as the heart of the Pikes Peak region. It is a plan grounded in optimism, shaped by community input, and focused on creating a Downtown that is vibrant, welcoming, connected, and unmistakably Colorado Springs.

Want more info?

Resources, reports and the full Elevate Downtown Plan available at DowntownCS.com/Do-Business

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