



Project
Stapleton

Location
Denver, Colorado

Project Description

Stapleton, a mixed-use, master planned community currently under development on the site of the former Stapleton International Airport, is the largest infill redevelopment project in the United States. Conceived from the start as a sustainable community, Stapleton was designed to integrate jobs, housing, and the environment. It includes an urban tapestry of diverse and distinctive homes, walkable, tree-lined streets, neighborhood stores, nearby offices, schools and parks. The 4,700-acre community is planned for 12,000 homes, three million square feet of retail, 10 million square feet of office, 500 acres of industrial land, transit connections to Denver International Airport and Downtown, and 1,200 acres of parks and open space. Approximately 40 percent complete, Stapleton is projected to build-out by 2020.

Dates
2000-2004

Program
4,700 acres
12,000 homes
3 million sq. ft. of retail
10 million sq. ft. of office
500 acres of industrial land

Relevance
Brownfield
Redevelopment
New Urbanism
Mixed-Use
Placemaking
Sustainability

Scope
Market Research
Product Development
Marketing Strategy
Sales Operations

Team
Project Developer
McStain Neighborhoods

Project Architect
Braun + Yoshida

Master Developer
Forest City Stapleton, Inc.

Master Planner
Calthorpe & Associates
EDAW

Role

McStain Neighborhoods was an associate developer in the redevelopment and completed 281 single-family homes and row homes from 2001 to 2004. As a principal, Jeff Kingsbury's role was leading market research, product development, marketing strategy and sales management to optimize the return on McStain's \$84 million investment. In addition, Greenstreet was responsible for the marketing and sale of the first live/work product in Stapleton.

Recognition

Award for Excellence, Urban Land Institute
Best in American Living Award, *Professional Builder*

