

AUTUMN 2019 • ISSUE 1 • VOL 2

WATERTOWER PLACE


PUEBLO • COLORADO • USA



MURAL ART: **MONSTER IN THE OVEN** BY REFIC

FROM NUCKOLLS
TO ALPHA BETA

OVER 130 YEARS OF CREATIVITY &
INNOVATION IN THE HEART OF THE
GROVE IN PUEBLO, COLORADO



Older places provide
the distinctiveness
and character that
engender success.



OLDER BUILDINGS GIVE CITIES A
SENSE OF IDENTITY, HISTORY, AND
AUTHENTICITY—WHICH IS THE MOST
IMPORTANT COMPETITIVE ADVANTAGE
THEY CAN HAVE IN TODAY'S
ECONOMY.



Welcome to the Grove

Nestled between the Arkansas River and Santa Fe Avenue in Downtown Pueblo is a quiet pocket most commonly known as the Grove. This historic neighborhood is now becoming a new center for history, culture, arts & commerce.

From Nuckolls to Alpha Beta

Emmet Nuckolls and his son G. H. Nuckolls opened Nuckolls Packing Co. in 1891 near the Union stock yards, about one-half mile east of Bessemer Junction station.

The New Rational Factory

In the same spirit of architect Henschien and the founding Nuckolls family, the development team at Watertower Place understands the unique and important opportunity to create a new vertical urban village in the heart of downtown Pueblo. Instead of being a 'landlord' we want to build community where we are better together.

Destination for Ideas

From cities to small towns to suburban corridors, innovation spaces are transforming the landscape. Over the past 10 years, these spaces—such as research institutes, incubators, accelerators, innovation centers, maker spaces, co-working spaces, start-up spaces and more—have grown at a considerable pace across the United States and globally. Learn about the 1st Annual Food & Ag Summit held at Watertower Place.

The Future of Working

Pueblo has been a maker city for over 150 years. Whether you are a student with a novel idea or a retired senior tinkering in your garage, ideas and making flourish in our community.

Health is a Basic Human Right

Like many thought leaders in health and wellness, we also believe that health is a basic human right and our work at Watertower Place should reinforce and ensure that health is in reach for all Puebloans and the greater community by engaging closely with wellness leaders and groups across the region through partnership, investing, policy advocacy, learning and capacity building. We want everyone to be WHOLE in mind, body, spirit, and soul.

Creating Community, Jobs & the Future

Companies and organizations are calling Watertower Place their new home in Pueblo. An assessment of where we are today and how to reach us if you have any questions. This section also features the Floor Plans for each floor of Watertower Place.

VII



Photo: Gregory Howell • View of Spring Street in the Grove. Vantage point from the roof of the Ice House

THE FUTURE OF THE PAST

The Grove



Nestled between the Arkansas River and Santa Fe Avenue in Downtown Pueblo is a quiet pocket most commonly known as the Grove. It was the settling place for many different nationalities in Pueblo as they arrived from their home land. Italians, Yugoslavians, Czechoslovakians, Germans, Slovenians, and Hispanics made the Grove their home and the Steel Mill their life work. While the bars are a common recognition for the neighborhood today, the Grove's history revolves around deep blue culture, faith, and lots of water.

St. Mary's was the first of the three parishes to be founded in the Grove. In 1891 an abandoned broom factory was converted to a church meant to cater to the Germans, Slovenians, and Slovaks of Pueblo. Later, in 1911 around 200 Slovak families split from the church and constructed St. Anthony of Padua. St. Mary was then popular among Yugoslavians while St. Anthony was popular to Czechoslovakians. After the flood, St. Mary's was relocated to Blende.

The Grove welcomes you to the Neighborhood and encourages participation in the conversation where everyone has a voice. We embrace differences and find collaboration an effective means of empowering change on the sidewalks of Pueblo.

Come Home to the Grove.



MEAT PACKING & COLD STORAGE

Over 100 Years of Innovation from Nuckolls to Alpha Beta

Emmet Nuckolls and his son G. H. Nuckolls opened the Nuckolls Packing Co. of Pueblo in 1891 near the Union stock yards, about one-half mile east of Bessemer Junction station. In 1915 the family hired Norwegian Hans Peter Henschien to design the world's most sophisticated meat packing facilities using his 'rational factory' theory. According to the Pueblo Chieftain, the cost of construction was \$300,000 and the project took a year to complete.

In 1928 after the death of G.H. Nuckolls, the Board of Directors appointed the founder's granddaughters Marion and Della to serve as President, Vice President, and Treasurer of the family business. This appointment is now considered one of the first documented cases of women in the senior executive positions for a large food manufacturing facility in the USA. New research has also provided insight into Della Nuckolls strategic and instrumental leadership during WWII when the plant was closed (1943-46) due to tin rationing, meat production restrictions and price controls. Official company letters between Jay C. Hormel and Della in 1946 show the passion and effort of two industry leaders to start up operations again in Pueblo as part of post war business development and to feed America. For generations of ownership and management by the Nuckolls family, the plant expanded its marketplace as far south as Houston, Texas, well into eastern Kansas, and all through Colorado and New Mexico and Arizona. Nuckolls Packing Co. was the second largest employer in the region after the steel mill and generations of Puebloans continue to share a blue collar connection to the company and its stories. Daily business operations required supplies from a wide variety of providers. For example special ingredients in its packing process included special grade salt from Hutchinson, Kansas for tanning and a large amounts of sugar from New Orleans which was light brown in color and had the taste of molasses. The Nuckolls operation also put out three brands of lard, the Pike's Peak, the Columbine, and the Open Kettle rendered, the last named being the best and favored by bakers.

American Stores of Philadelphia purchased the Nuckolls Packing Co. in 1946 and operated a beef and lamb slaughterhouse until 1970, when it became Alpha Beta Acme Packing, part of the large Alpha Beta supermarket chain on the West Coast of the USA. Alpha Beta closed its doors in December 1980 after a labor dispute, leaving over 500 workers unemployed just before Christmas. Several attempts to reopen the plant failed and it went into foreclosure in early 1989.

THE NEW RATIONAL FACTORY & THE VERTICAL URBAN VILLAGE

Supporting the Arc of Ideation

The Norwegian architect who created the Nuckolls Packing Co. in 1915 was simultaneously venturing into the design and engineering world with his own private firm in Chicago. After completing the Pueblo plant in 1916, Henschien went on to complete more than 300 meat packing and cold storage facilities around the world and was considered the leader in designing and engineering complex operations requiring the careful integration of people and processes in order to achieve successful outcomes. His interpretation of the 'rational factory' required architectural and structural excellence with great flexibility to accommodate the requirements of future innovation demands. The lack of any load bearing walls was a game changer then and a huge opportunity now with over 250,000 sq ft for re-thinking.

In the same spirit of Henschien and the founding Nuckolls family, the development team at Watertower Place understands the unique important opportunity to create a new vertical urban village in the heart of downtown Pueblo. Instead of being a 'landlord' we want to build community where we are better together. This approach takes time and a lot of critical listening which is generally not the traditional pathway for a massive adaptive reuse and redevelopment project.



2019 FIRST ANNUAL FOOD & AG SUMMIT

Destination for Ideas & Learning



PUEBLO FOOD PROJECT: A STAKEHOLDER EFFORT TO CREATE A COMMUNITY DRIVEN ACTION PLAN

In October 2019, Watertower Place hosted the 1st Annual Food & Ag Summit at Watertower Place. The concept was driven by Colorado Senator Bennet and Walter Robb of Whole Foods and supported by an amazing local team comprised of Linda Libhart Tremblay (Mayor's Office), Mark Madic (Manager of Southern Colorado Innovation Link SCIL), Laura Solano (Office of the Mayor), and County Commissioner Chris Wiseman.

The event was a huge success with over 200 guests attending to learn how they can succeed in Pueblo's diverse food and agriculture economy. Weeks of careful planning took place with State, County and City Officials at Watertower Place to ensure a stellar event. We are already seeing the impact of the event and a number of new ventures are making Pueblo their home base for operations.

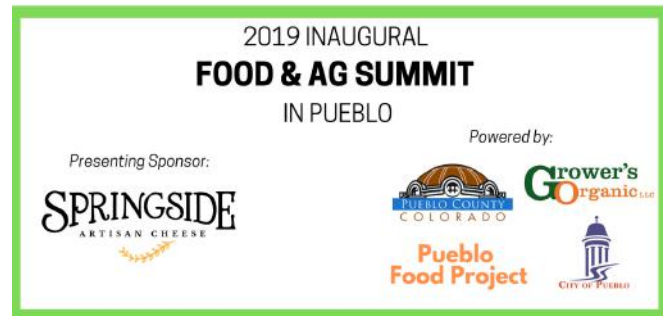
ARE YOU INTERESTED IN HOSTING YOUR NEXT EVENT AT WATERTOWER PLACE?

Gather, collaborate and inspire in a unique environment that reflects over 100 years of creativity and innovation in the heart of the Grove. Plan your next meeting at the only premier event destination which embraces Pueblo's unique history, culture and the arts. Experience the 'future of the past' while enjoying global contemporary culture infused with local personality and perspectives.

Watertower Place will unveil over 22,000 sq ft of event space on the top floor of the former meat packing facility in Spring 2020. This main event space with panoramic views of Pueblo and the surrounding mountains will be complimented by a host of unique spaces throughout the entire complex and surrounding grounds.

Event Coordinator • Gail Lowe

Email: gail@pueblowatertowerplace.com



Agenda:

8 am | **Doors Open**

8:30 am | **Business Pitch Competition**

9:50 am | **Opening Statements & Networking**

10:30 am | **Panel: Job Creation in Agriculture**

11:25 am | **Panel: Social Determinants of Health**

12:20 am | **Lunch**

1:00 pm | **Panel: Water**

1:55 pm | **Panel: Ag Tech**

2:45 pm | **Panel: Consumer Packaged Goods (CPG) & Pueblo Branding**

3:50 pm | **Pitch Winner Announcements**

Location:

Watertower Place
303 S. Santa Fe Ave.
Pueblo, Co 81003



Mark Madic (SCIL), Mayor Gradisar, Pitch Winner Cooper Watts (Fire Ice Cream)



BETTER. TOGETHER.

The Future of Working

Pueblo has been a maker city for over 150 years. Whether you are a student with a novel idea or a retired senior tinkering in your garage, ideas and making flourish in our community. For some makers it is their unique skill that drives their creative and entrepreneurial spirit, for others it is the dream of commercializing an idea and creating a company.

At Watertower Place we understand and appreciate the importance of developing inspiring spaces to create. Over the past two years we have been listening to the community and have formed strategic partnerships in education, business, arts, wellness,

nonprofit, government and agriculture. The former meat packing plant is now being transformed into a destination of ideas where the arc of ideation begins when you arrive at the front door.

Whether you are a new startup or an established company looking to launch a product, we offer a variety of options to help drive your business creation and development. Our shared and coworking spaces are designed to reduce capital expenditures and you only pay for what you need. Down the line we have long term leasing platforms available so you can use Watertower Place as a base for operations.

Watertower Place
OFFICE ON DEMAND

- Historic Industrial Venue in the Grove
- Affordable Private Offices featuring 106 Square Feet
- 10' High Ceilings on Second Floor
- Internet & Wi-Fi Services
- Stylish Office Furnishings & Amenities
- Near Innovation Hub, Makerspace & 3F Artist Studios
- Adjacent to Pueblo Riverwalk & Burgeon Fields
- Full refund if your cancel 24 hours prior to start time
- Loyalty Programs & Premium Business Services available

Office on Demand

The smart private office of your dreams!

OPEN 7 DAYS 7AM TO 7PM
305 S SANTA FE AVE - 2ND FLOOR - PUEBLO CO 81003

Shared Coworking Space

NONPROFIT ALLEY

WATERTOWER PLACE

3F
artists

WATERTOWER PLACE AS A WELLNESS DESTINATION

Health is a Basic Human Right

In 2018 it became evident that the creation of a new vertical urban village in the heart of Downtown Pueblo was not only unique, but required a clear understanding of what makes a community healthy and happy. What is it about a place that enables people to thrive and create new opportunities for themselves and others around them? At the outset the development team was introducing manufacturing and railroad enterprises to the former meat packing plant and encouraging entrepreneurs, makers and creatives to make Watertower Place their new home. Our ongoing efforts were regularly reinforced by the receipt of grants, awards, and accolades for our innovative solutions aimed at the thoughtful and effective adaptive reuse of a historic property. Our public tours also generated heightened interest in our approach and offered additional opportunities to listen to and understand the needs of the Pueblo community.

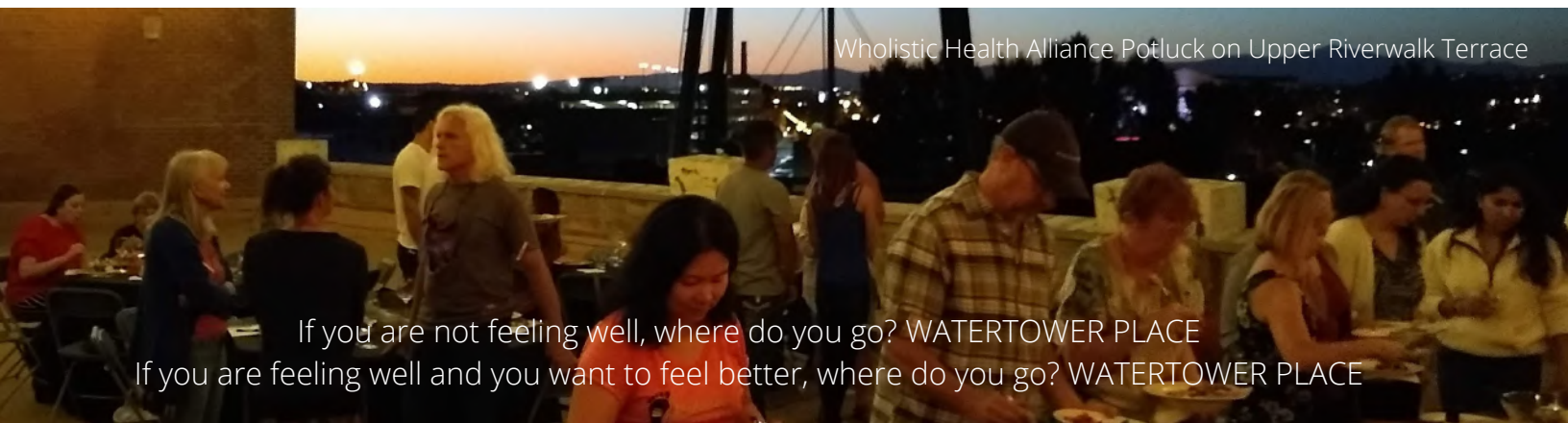
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Like other approaches taken at Watertower Place, we started conversations and listened to those on the front line of change in health and wellness. We want to be an integral part of the change taking place and after our very first tour with wellness entrepreneur Rachel Kutskill of Fit Instincts, we sensed a powerful opportunity to make Watertower Place a destination for wellness and happiness. Over the past year a core focus group was launched with the intention, as Rachel Kutskill said so poignantly, 'to revolutionize the healthcare industry.' These early efforts to create a new wellness destination have paid off with a variety of pathways forward. Pueblo is now home to the first Colorado Chapter of the National Wholistic Health Alliance which started in Boston five years ago. This network of wellness providers offers the ideal synergy and experience required to open a Community Clinic under the auspices of the National Wholistic Health Alliance. Their vision is to educate, engage and empower communities to be healthier. The main mission is to create a strong network of holistic health practitioners which is intimately connected with the community, and to build bridges with the mainstream health care, with the consumer at the center of all our endeavors.

In addition to the Community Clinic, you will discover wellness initiatives all throughout Watertower Place from master gardening programs to beekeeping on our rooftops. The Pueblo Food Market on the ground level will focus on food accessibility with our seasonal Organic Farmers' Market and our culinary partners at Pueblo Community College will identify and reinforce nutritional opportunities through their cooking and educational demonstrations. Our goal is that each visitor who walks through the doors of Watertower Place learns something new during their stay and feel empowered to take this experience back to their home, school, church or place of business to share with others.



Wholistic Health Alliance Potluck on Upper Riverwalk Terrace

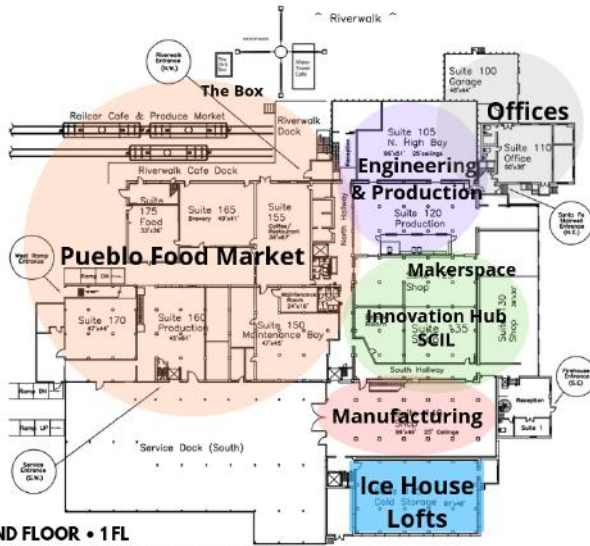


If you are not feeling well, where do you go? WATERTOWER PLACE

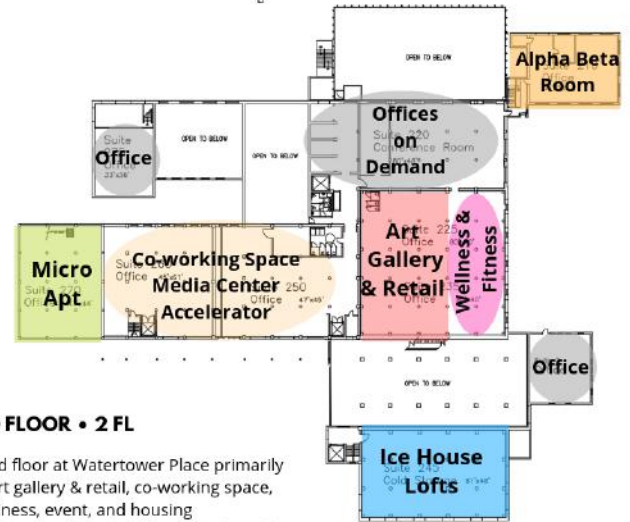
If you are feeling well and you want to feel better, where do you go? WATERTOWER PLACE

THE LAYOUT OF THE NEW RATIONAL FACTORY

The Floor Plans



GROUND FLOOR • 1 FL
 The ground floor at Watertower Place serves as the nexus where history, culture & the arts converge. Here you will find numerous food establishments, retail, innovation hub, light manufacturing, engineering & production, and housing.



SECOND FLOOR • 2 FL
 The second floor at Watertower Place primarily features art gallery & retail, co-working space, office, wellness, event, and housing opportunities. Our historic Alpha Beta Room is available now for rental and can accommodate from 60-75 people.



THIRD FLOOR • 3 FL
 The 3rd floor at Watertower Place is home to our Artist Creative Zone, Terraces & Urban Garden, office, prime restaurant and fitness space. The floor also offers a private bridges to the Ice house Lofts & Micro Apartments.



FOURTH FLOOR • 4 FL
 The fourth floor features 22,000 sq ft of dedicated special event and meeting space. Facilities include two large event halls, 8 break out rooms, VIP rooms, lounges, kitchens, terraces, audio visual and IT offices in the mezzanine. Opening Autumn 2019.

GET TO KNOW THE STORY



Large storyboards on the ground level highlight the history, culture, commerce & the arts of Watertower Place from Nuckolls to Alpha Beta.

BUILDING THE FUTURE OF WATERTOWER PLACE

Facts & Figures

Construction Cost of \$149,000,000 in Today's Dollars
Eleven Adjudicated Water Wells
Two Railroad Lines
Quarter of a Million Square Feet on 6-Acres

Condition at Purchase

No Electricity →
No Natural Gas →
No Water Service →
No Comms Service
50% Burnt-Out →
Missing / Leaking Roof →
Vagrant Nuisance →
Not 1 Window or Door →
No Riverwalk Connection →

Where We Are Today

Over 1 Mega Watts of Electrical Service
Multiple High Pressure Gas Lines
Two 8" City Water Lines
Three High Speed Communications Svcs
New high-tech Fire Sprinkler System
New Roof and Walkout Rooftop Decks
Removal of 1,000,000 pounds of Trash
New Windows and Doors in Process
Riverwalk Connection in Design Phase

General Information about Watertower Place

- Sits directly off of I-25 at exits 98A & 98B with an average of 60,000 vehicles per day as measured by the CDOT monitoring station directly in front of the building in 2016
- Located on the Historic Arkansas Riverwalk Pueblo (HARP) at South Santa Fe Avenue & Gateway Park
- Quarter of a million square feet on 6 acres
- Artist Zone and Gallery on 3F
- 6 restaurants/breweries are currently lobbying Watertower Place for space.
- Cheese Manufacturing, butcher, and coffee shop in process on-site.
- 20,000 sf conference room on the upper floor
- 5 different rooftop terraces/walkout patios.
- Vertical gardening, Trees Please, Bee Cool bee ecosystem, and many other sustainable components.
- Upper floors consist of real estate, healthcare, financial consulting, engineering, and other office tenants planning their buildout.
- Educational partners include Pueblo Community College & Colorado State University Pueblo

The Pueblo region continues to act as the hub for Southern Colorado. It is anticipated that population will continue to grow at an average rate. Investment continues to be made in the downtown core, which will result in significant development into tourist related activities. Pueblo's innovative partnership between state and county governments and Colorado State University-Pueblo will continue to flourish as the nation's first cannabis research center at a regional, comprehensive institution and the first-ever academically-based conference and research journal on cannabis. The award winning Creative Corridor will continue to serve as an agent of discovery and change by amplifying the narrative of Pueblo's unique history, culture and the arts.

Watertower Place

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www.pueblowatertowerplace.com



Meetings & Events

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