

CELEBRATING *sixty years*

Greenwood Village will be celebrating its 60th anniversary as a city on September 8, 2010. To commemorate the 60th anniversary of the Village, the *Newsletter* will look back at some of the people, issues, and events that are part of the heritage of this special place. The hard work and service, and the joys and struggles contributed by people the past 60 years have created our legacy, our quality of life in Greenwood Village.

1970s

JOHN MADDEN AND GREENWOOD PLAZA BUSINESS PARK

While the Denver Technological Center (DTC) was being developed on the east side of I-25, a developer by the name of John Madden began to embark on implementing his vision for quality commercial development and art on the west side of the Village.

John came to Denver from Omaha, Nebraska, where he learned to be a contractor while in business with his uncle. He first bought land near Orchard Road and Quebec Street for a Mr. Steak Restaurant. The land eventually became what is known today as the nationally acclaimed Greenwood Plaza business park.

Since 1970, John Madden Company has headquartered in Greenwood Village bringing his nationally recognized innovative approach to master planning, development, and construction of numerous buildings in the Village such as Orchard Falls, Tuscany Plaza, Harlequin Plaza, Comfort Dental Amphitheatre (formerly



John Madden, left, stands by Gladys Carson and her family, along with former mayor Dave Hull in a 1994 ceremony at William McKinley Carson Park. The Carson Farm, previously bought by Gladys for \$339, was purchased by Madden for \$3 million to develop the Greenwood Plaza business park.

Fiddler's Green), Carrara Place, Triad, Plaza Tower One, Greenwood Athletic Club, and Fiddler's Green Center.

Trademarks of John Madden's buildings are distinctive because of his use of outdoor art and building materials such as travertine marble. Madden learned to love art growing up in Omaha, where he worked summers at the Joslin Memorial Museum, first as a guard, then as a
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The 1970 groundbreaking of the Triad buildings, located in Greenwood Plaza, were the first office buildings built by developer John Madden.

docent and in construction. Madden credits his passion for art all the way back to seventh grade and a trip to Florence with his wife, Marjorie, who would often travel with a marble broker to purchase tiles for his buildings.

One of Madden's accomplishments included his creation of the Museum of Outdoor Arts, an organization now managed by his daughter, Cynthia Madden Leitner. The Museum of Outdoor Arts, previously located in the Village, is now located at the Englewood Civic Center. The Museum of Outdoor Arts displays



Outdoor art and travertine marble from Italy are trademarks of John Madden's buildings.

many indoor and outdoor art sculptures at various Madden buildings throughout the Village, and is also the owner of the Comfort Dental Amphitheatre.

John Madden has been witness to the formation of Greenwood Village from the beginning and his contributions to building the Village community continues, even while he and his wife enjoy retirement.

In 2008, the Madden Company's progress included the completion of Palazzo Verdi, the first new green building in the Village, as part of the development of the Village Center and its nearly 98 acres around the Arapahoe Light Rail Station. The building includes a 55-foot-tall lobby and atrium featuring three monumental artworks on permanent display by Colorado artists. A 48-foot chandelier illuminates a 42-foot wide labyrinth modeled after the world-famous original located at the Chartres Cathedral in France. First floor amenities also include the Madden Museum of Art which displays distinctive pieces of art from around the world, and a full service Italian restaurant, Mangia Bevi, by renowned caterer Epicurean, bringing the finest taste of Italy to tenants and the visiting public.

John Madden's passion for development and art has created a unique brand for the Greenwood Plaza business park. Every time he does a building, he embellishes it. It is apparent that more striking marble is yet to come in Greenwood Village in the future. *JVM*



A chandelier and labyrinth are unique features at Madden's Palazzo Verdi.