

National Western Center Land Use, Transportation and Infrastructure Committee

Denver Zoning Code Text Amendment #5:

Establish CMP-NWC-C, CMP-NWC-G, CMP-NWC-F, CMP-NWC-R

Rezoning Proposal 2019i-00104:

From I-A, UO-2; I-B, UO-2; I-MX-5, UO-2 to
CMP-NWC-C, UO-2; CMP-NWC-G; UO-2; CMP-NWC-F, UO-2;
CMP-NWC-R, UO-2

Date: 07/30/2019

Initiated by:

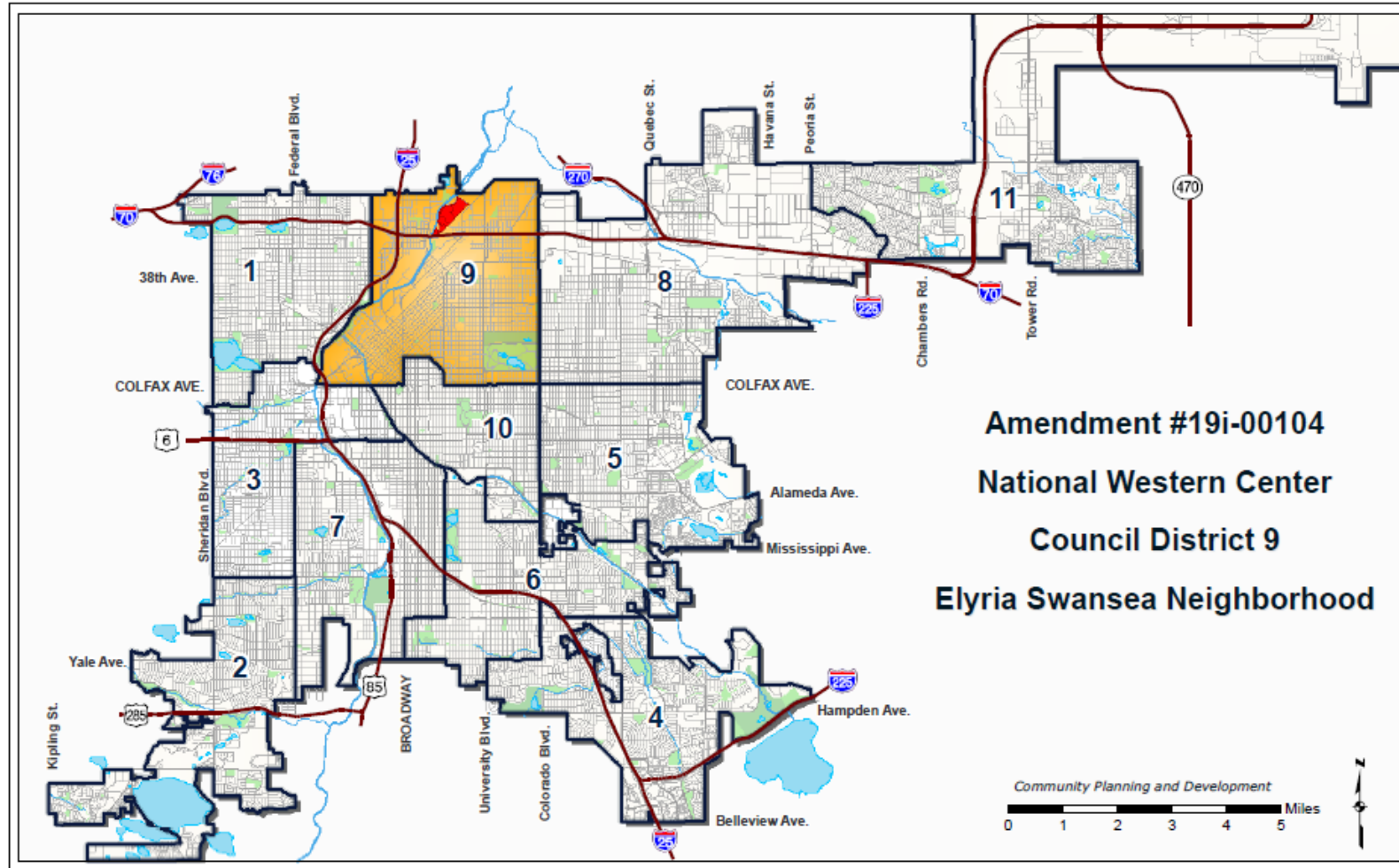
Text Amendment

- Denver Community Planning and Development (CPD)
- Mayor's Office of the National Western Center (NWCOC)

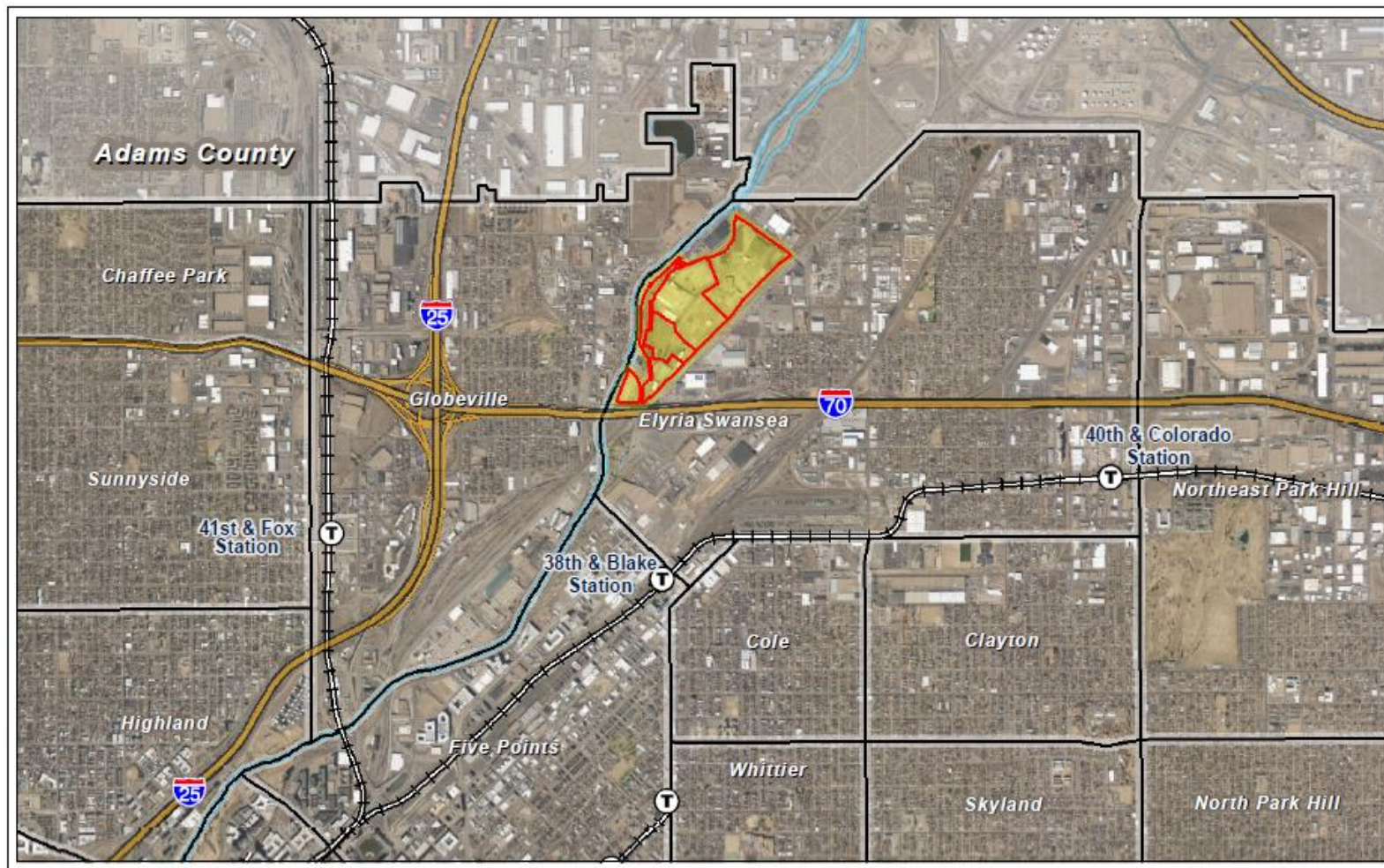
Map Amendment

- Denver Community Planning and Development (CPD)

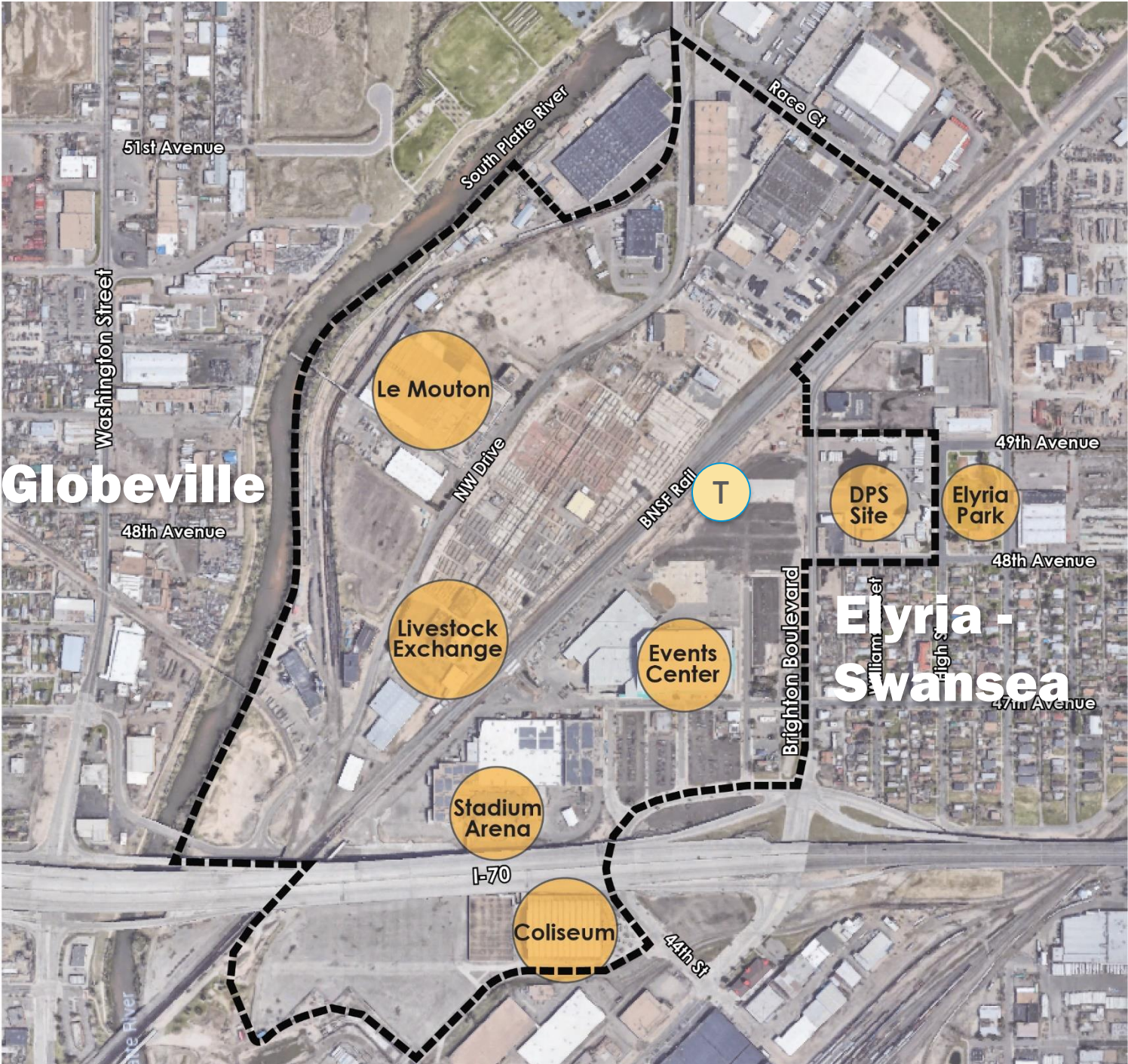
Council District 9



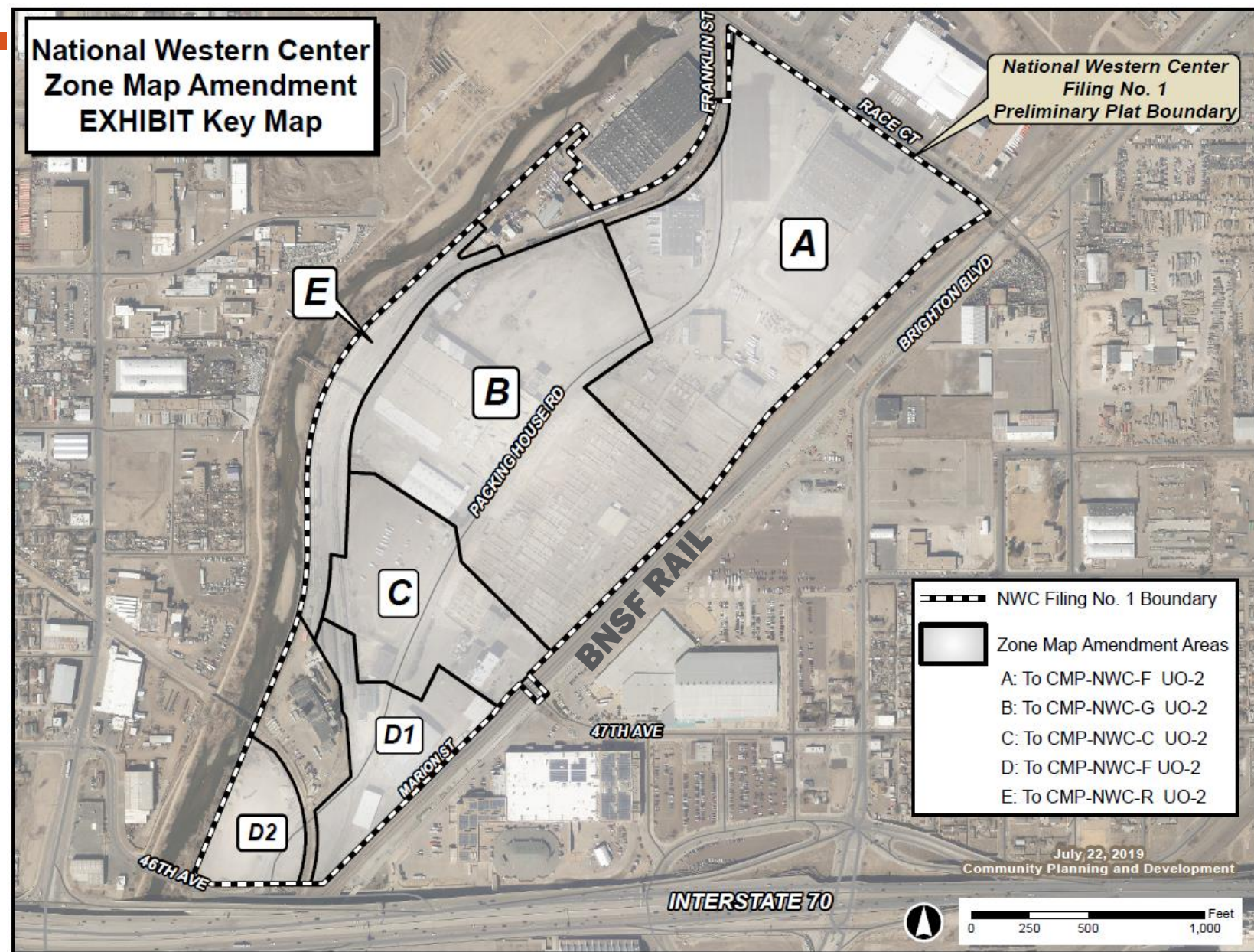
Elyria-Swansea Statistical N'hood



Campus Area



Rezoning Area



Vision/ Placemaking

- Rail consolidated
- Wastewater pipes buried
- New street network established
- Facilities constructed/renovated
- Bridges to Globeville created
- RTD Rail Stop/Pedestrian bridge constructed
- Riverfront open space amenity constructed

Existing



Campus Illustrative Plan (NWCO)

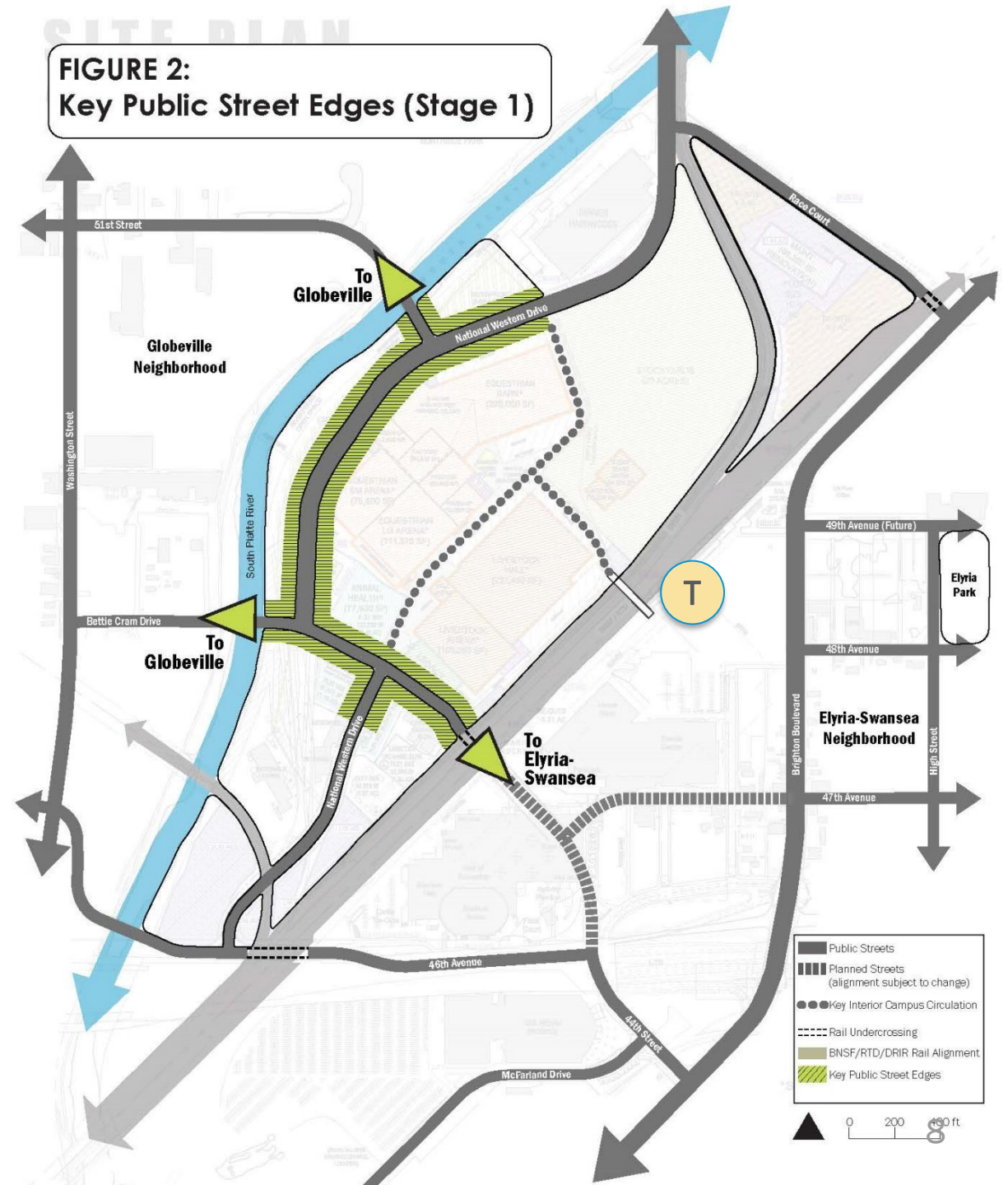


Emphasis on Street Edge Character

- Prioritize street level interest and pedestrian comfort
- Especially along key neighborhood connectors



**FIGURE 2:
Key Public Street Edges (Stage 1)**



River Edge Standards

South Platte as a Primary Street

- Setbacks
- Limitations on high impact land uses
- Transparency on walls facing the river

**FIGURE 3:
River Edges (Stage 1)**



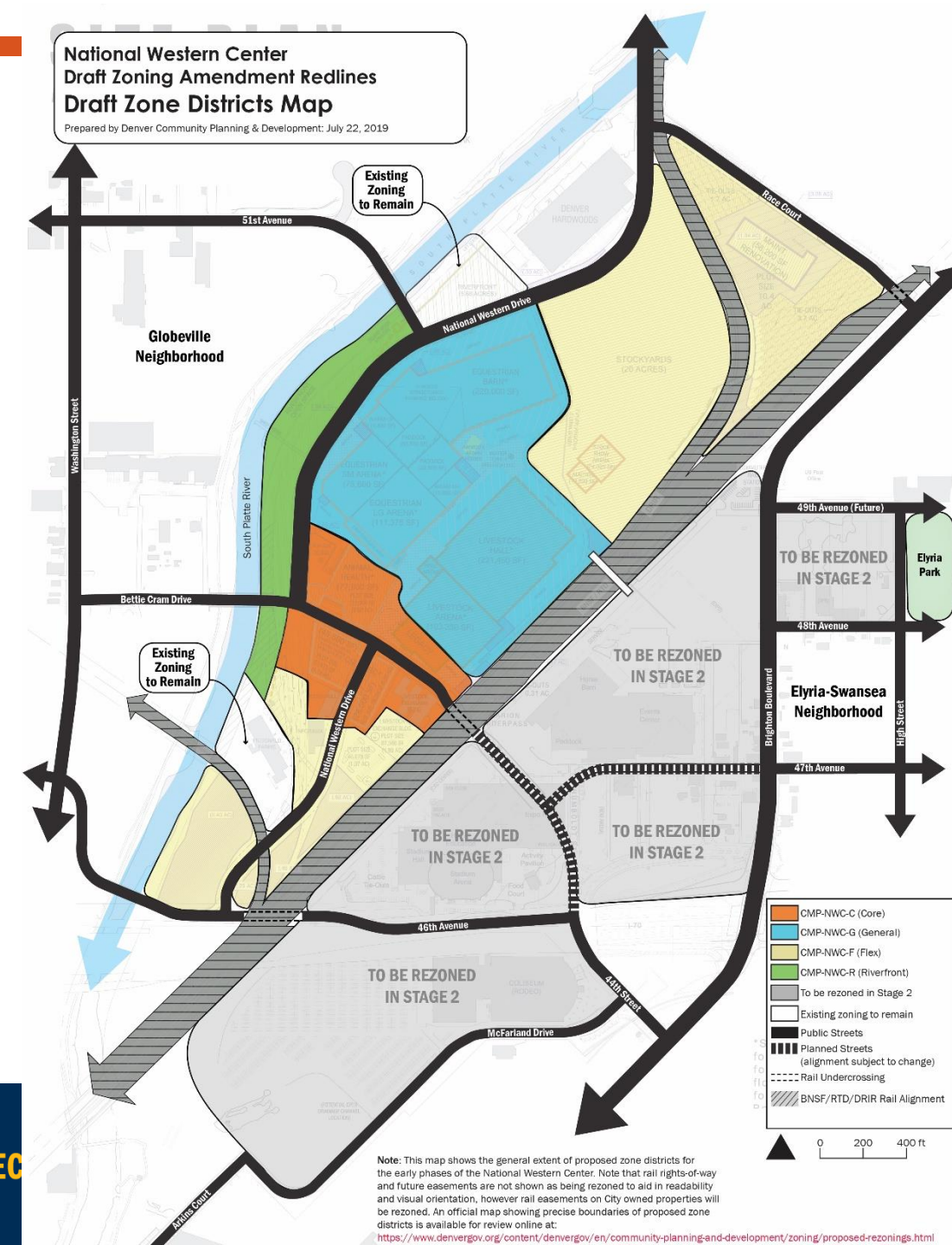
Proposal: 4 New Campus Districts

Campus-National Western Center-**Core**

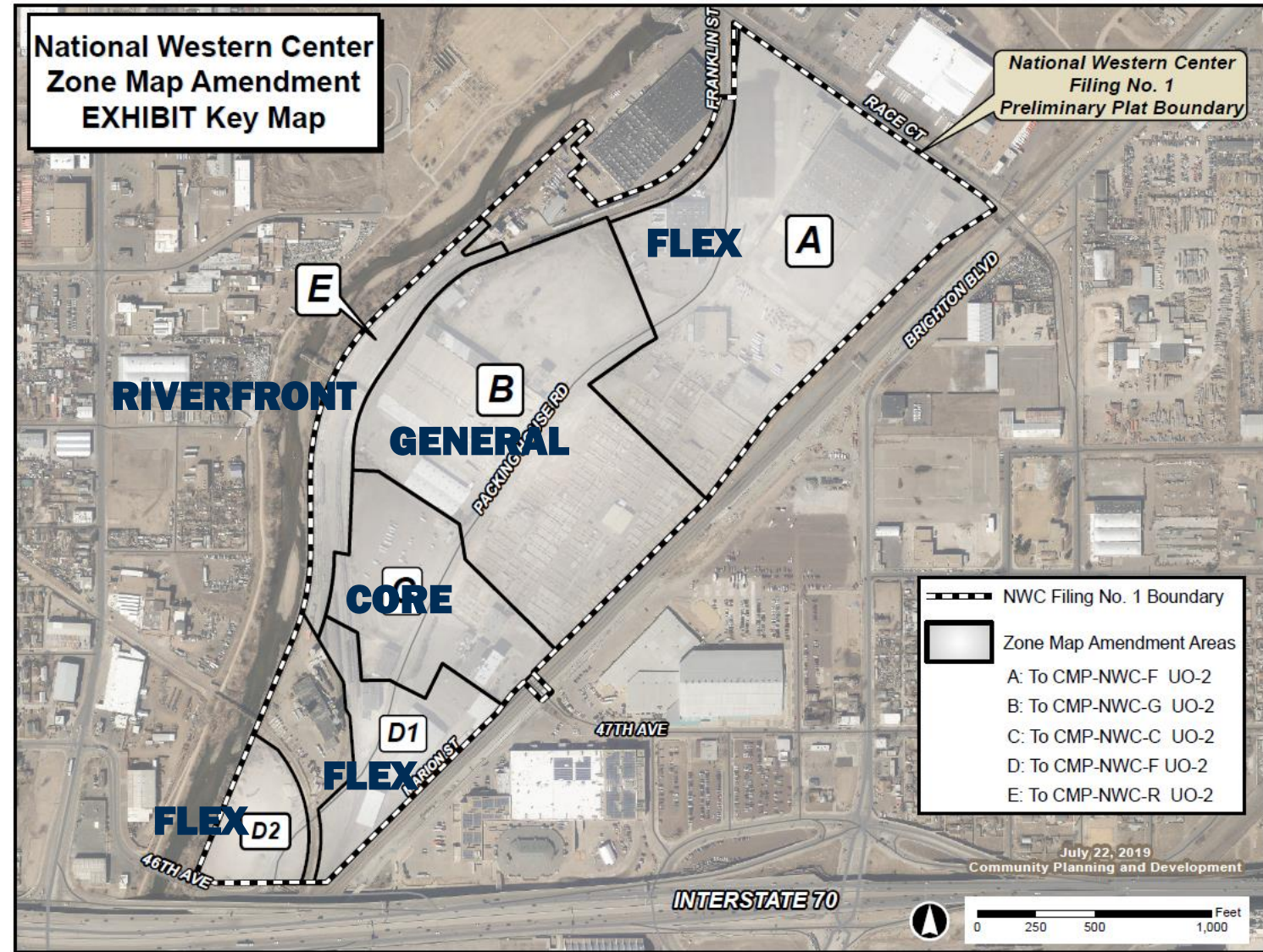
Campus-National Western Center-**General**

Campus-National Western Center-**Flex**

Campus-National Western Center-**Riverfront**



Proposal: 4 New Campus Districts



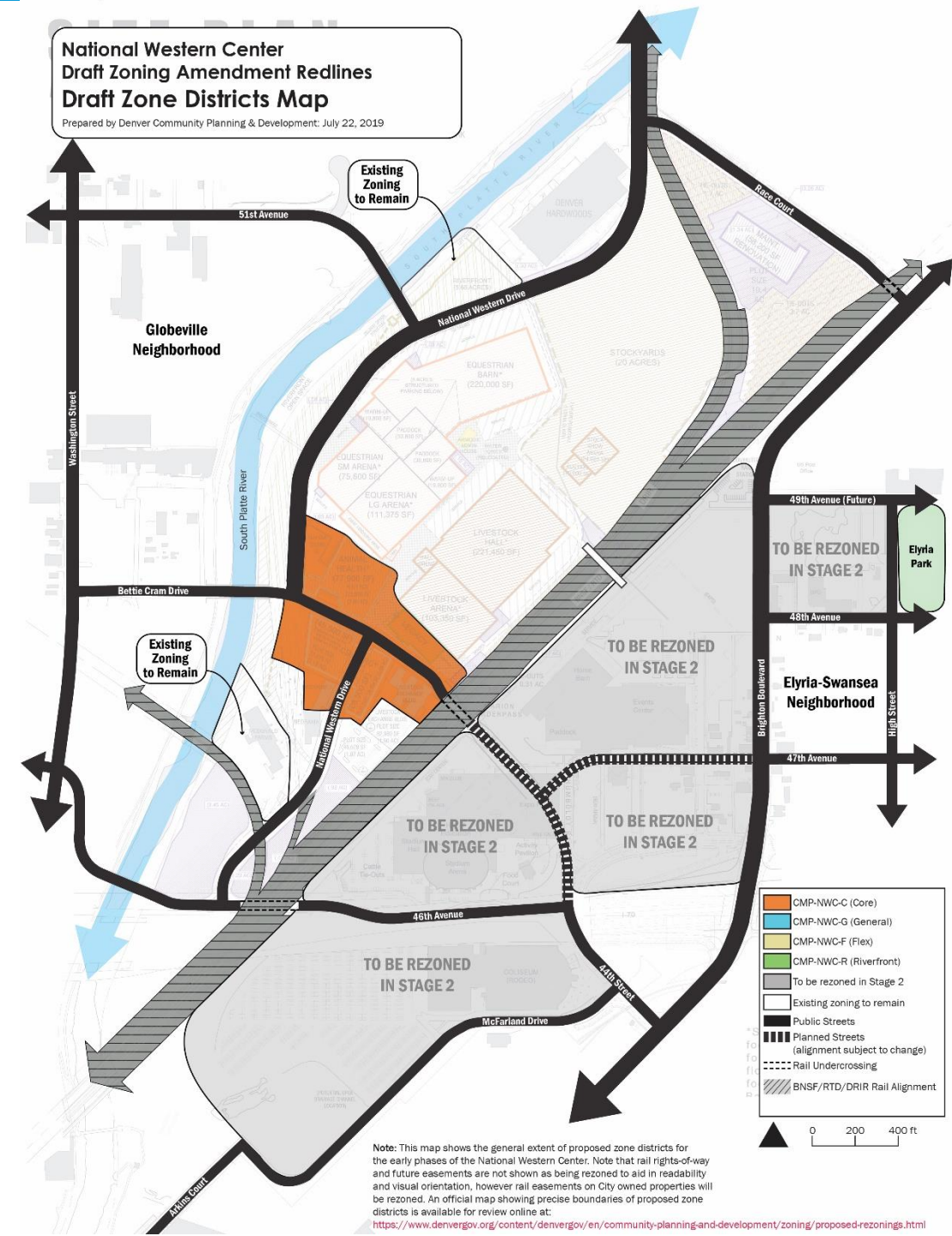
Proposal: CMP-NWC-C (CORE)

Street Edge Character and Placemaking

- Build-to Zones
- Transparency
- Parking Setbacks
- Active Use Requirements

Land Uses

- Flexible



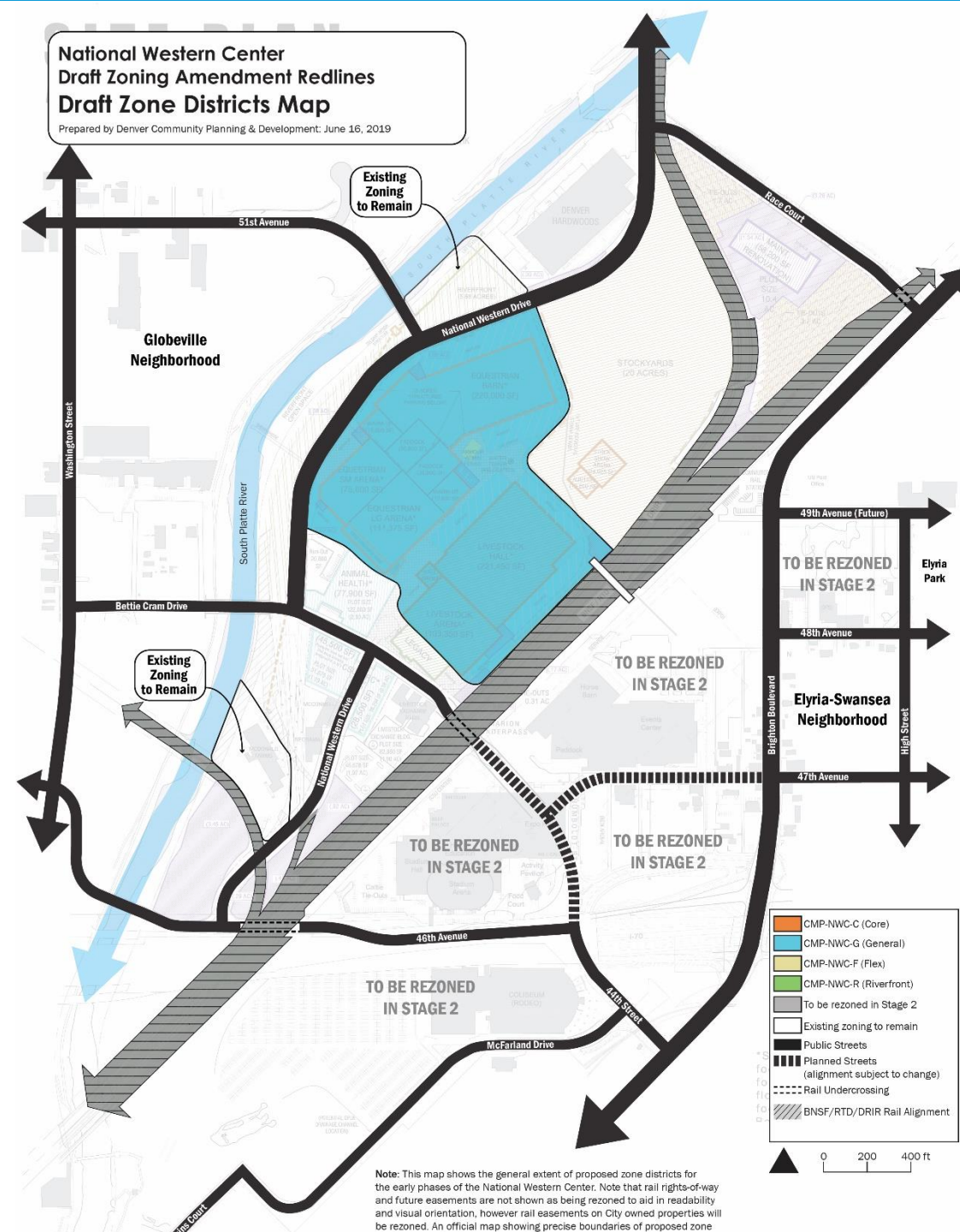
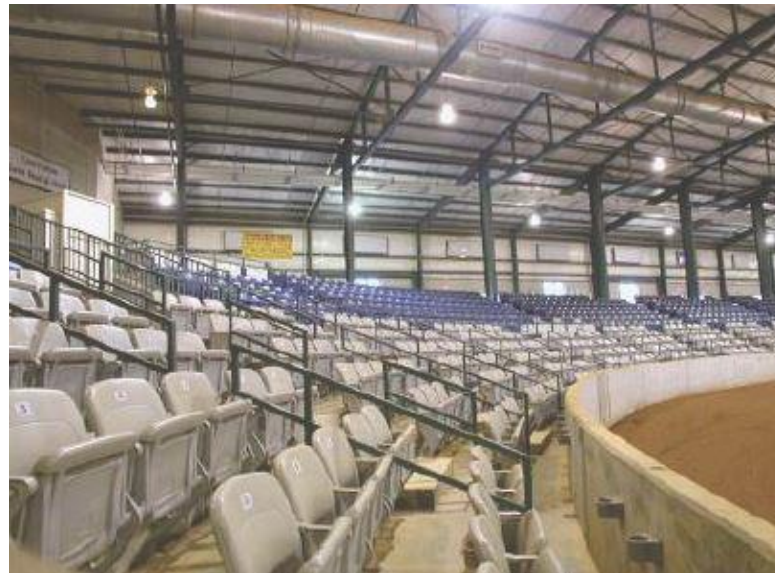
Proposal: CMP-NWC-G (GENERAL)

Street Edge Character

- Build-to Zones
- Transparency
- Active Use Requirement

Land Uses

- More Flexible



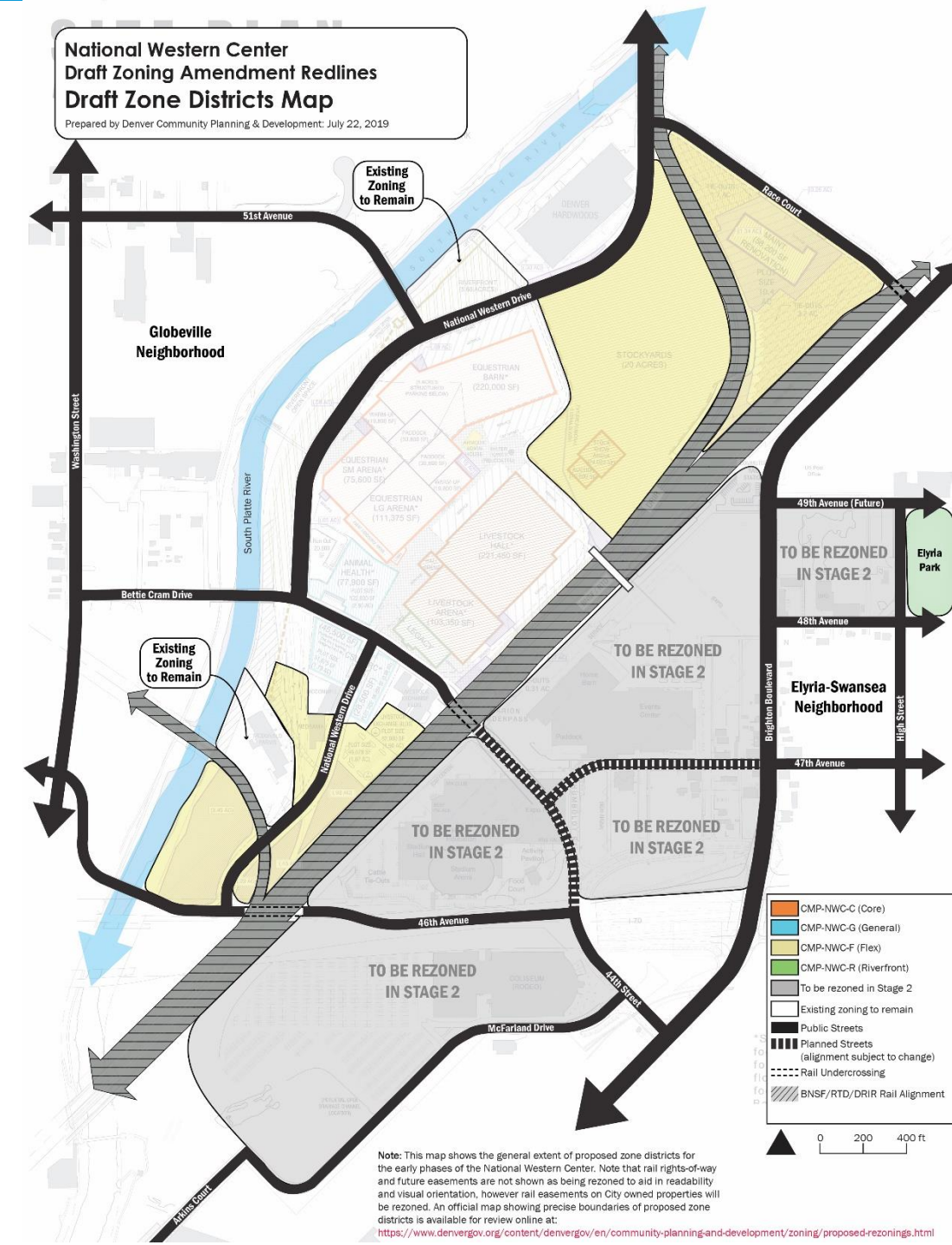
Proposal: CMP-NWC-F (FLEX)

Street Edge Character

- Landscaped edge
- Flexible building location

Land Uses

- Most flexible



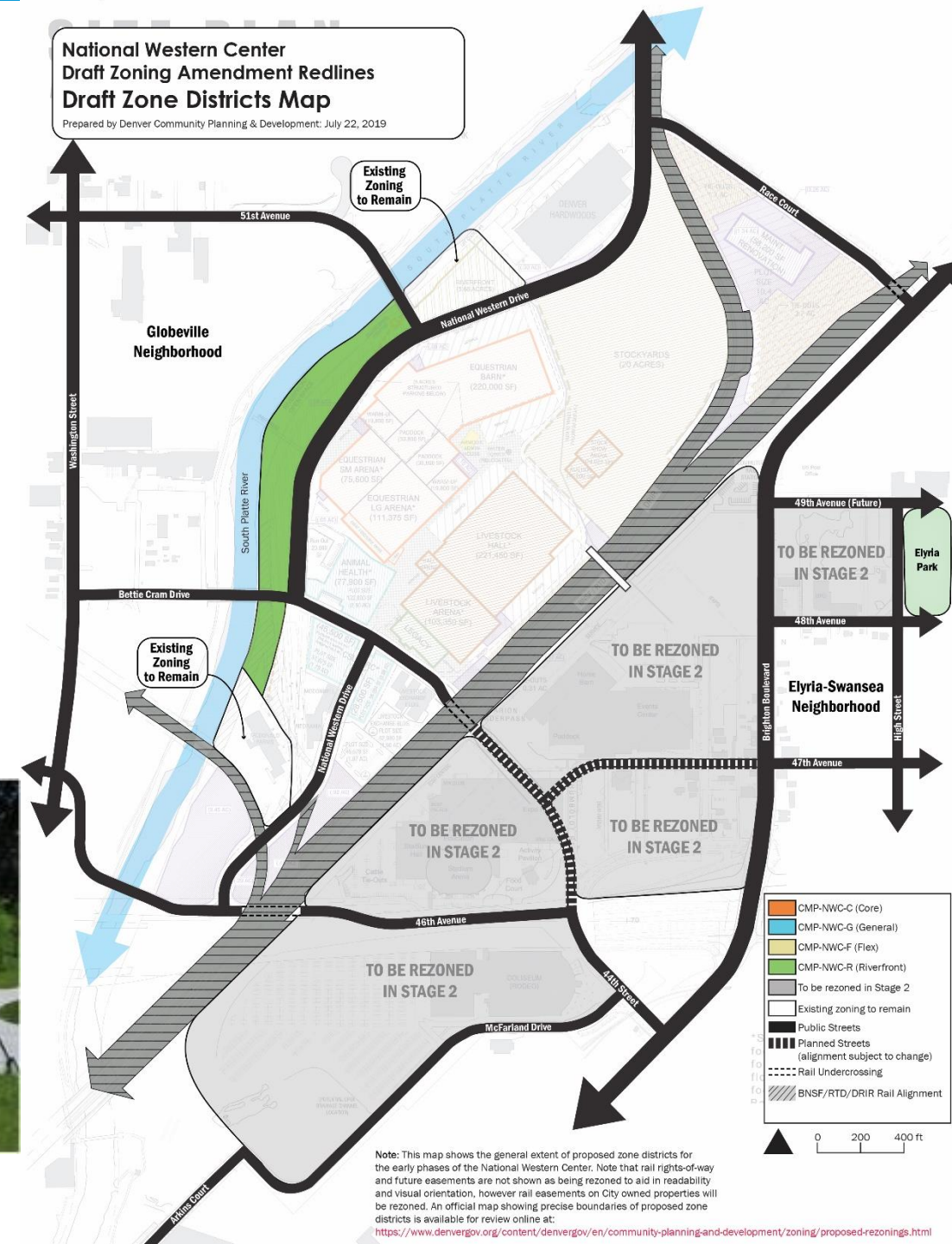
Proposal: CMP-NWC-R (RIVERFRONT)

Street/River Edge Character

- Transparency requirements
- Surface parking location restrictions
- Limited height
- Maximum building coverage

Land Uses

- Limited



Signs



Baseline Regulations

- Carry over requirements for existing CMP-NWC district

District Sign Plan

- Enable District Sign Plan option
- Establish criteria, procedures, mechanism, etc.

Parking

- No parking minimums or maximums to preserve ultimate flexibility
- Campus operator provides parking and access alternatives to meet event needs



REZONING PROPOSAL/ MAP AMENDMENT

Proposal: CMP-NWC-C, G, F, R UO-2



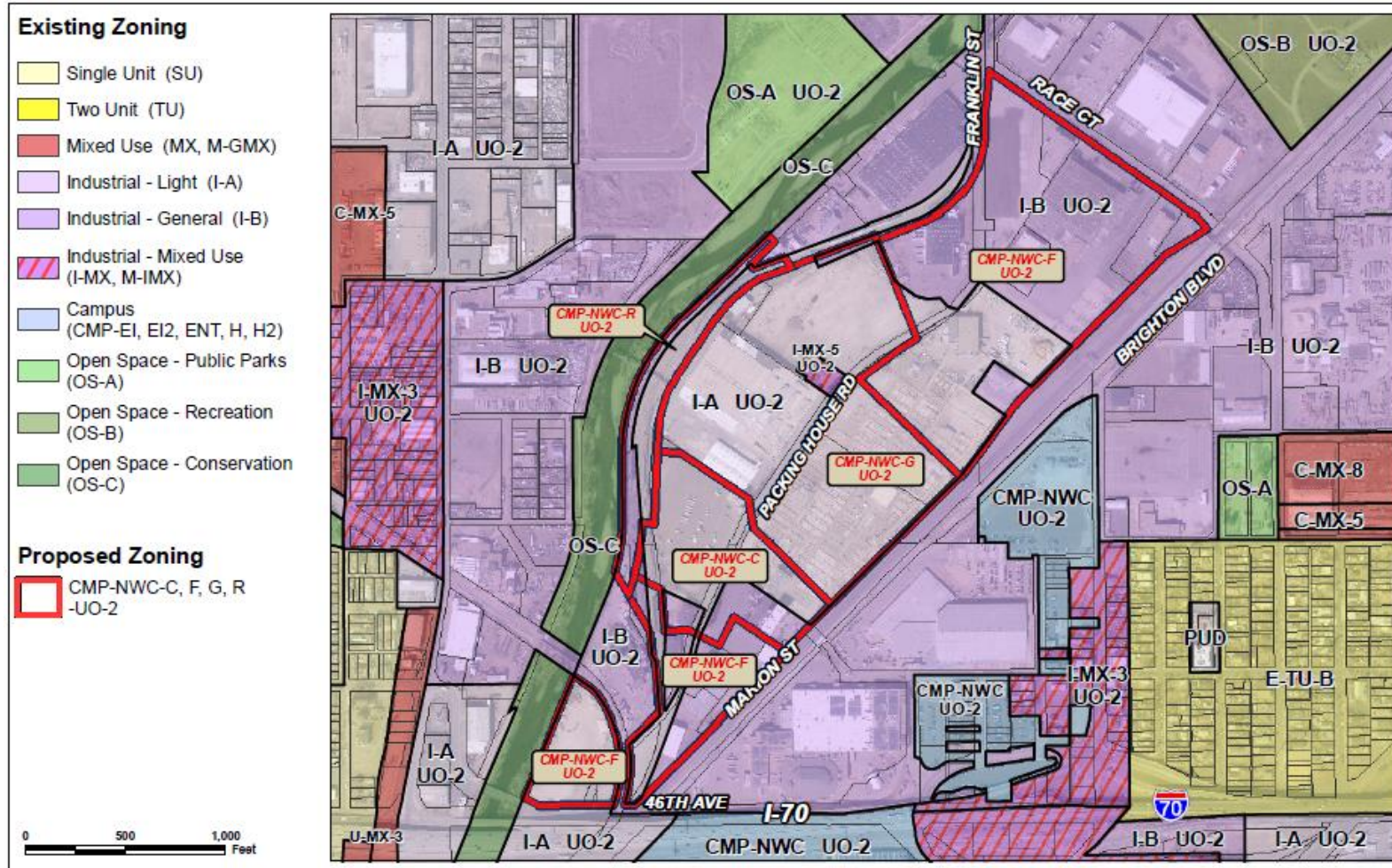
Apply 4 new Campus-National Western Center districts created by the text amendment.

Billboard Overlay (UO-2) is retained

Existing Context Overview

- Zoning
- Historic Structures
- Design Standards and Guidelines
- Land Use
- Building Form/Scale

Existing Zoning



Site:

- I-A, I-B, I-MX-5

Surroundings:

- I-B, CMP-NWC, OS-C

Historic Structure



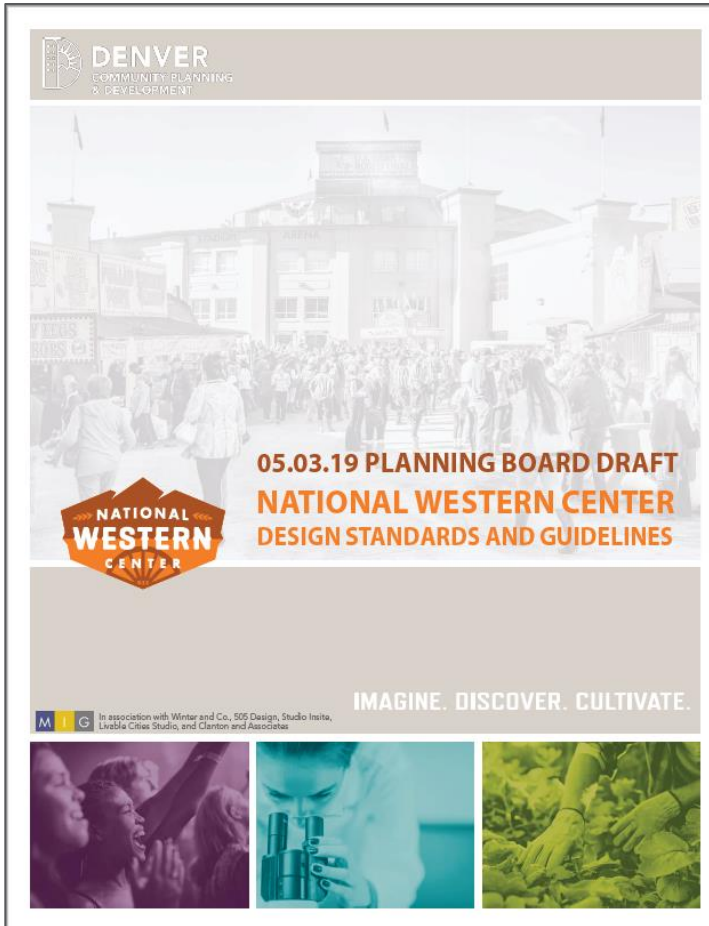
Site:

- Armour Building

Surroundings:

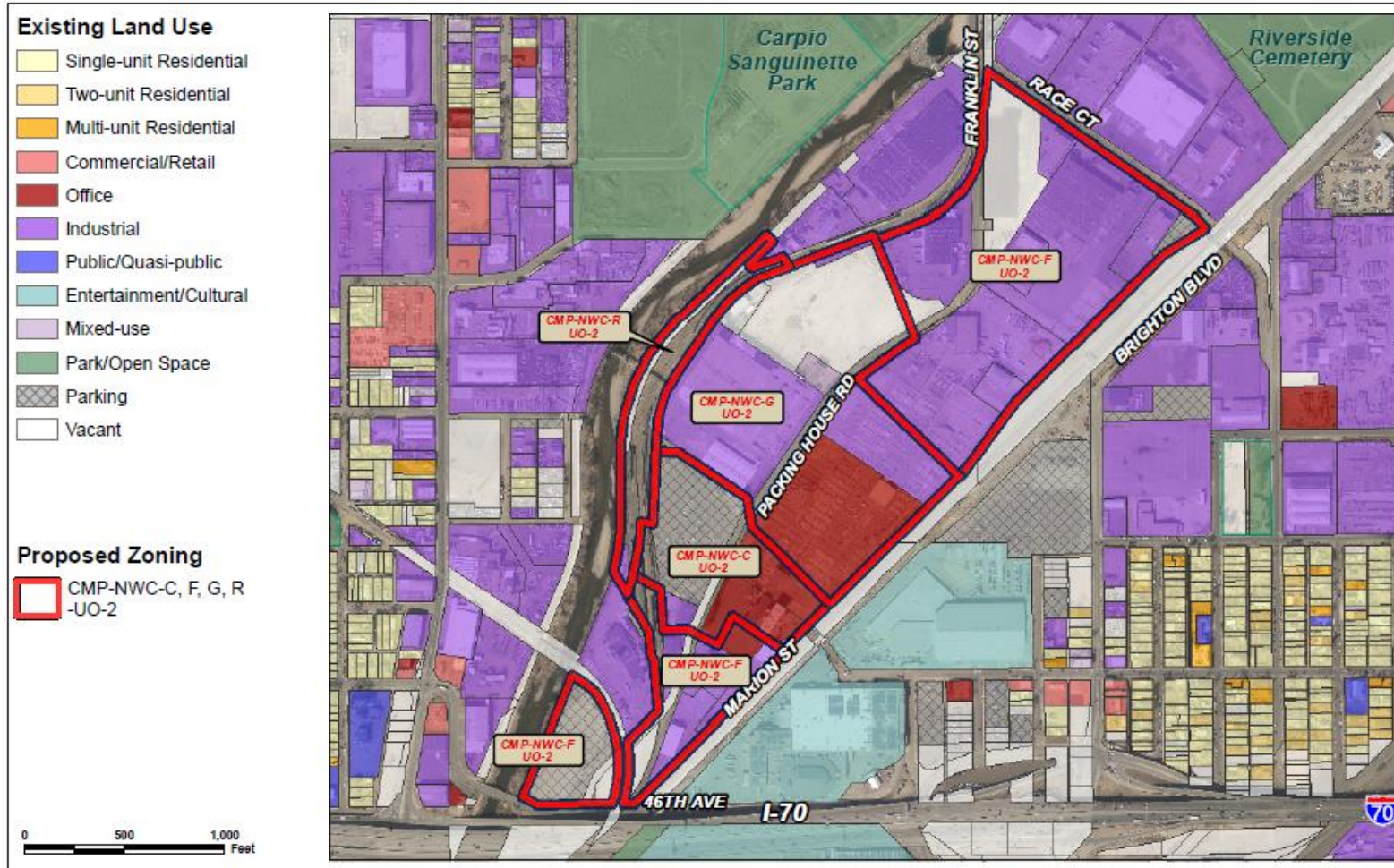
- 1909 Stadium Arena

Design Standards and Guidelines



- Currently in draft format
- Available for review
- Adoption by CPD to follow zoning amendments

Existing Land Use



Site:

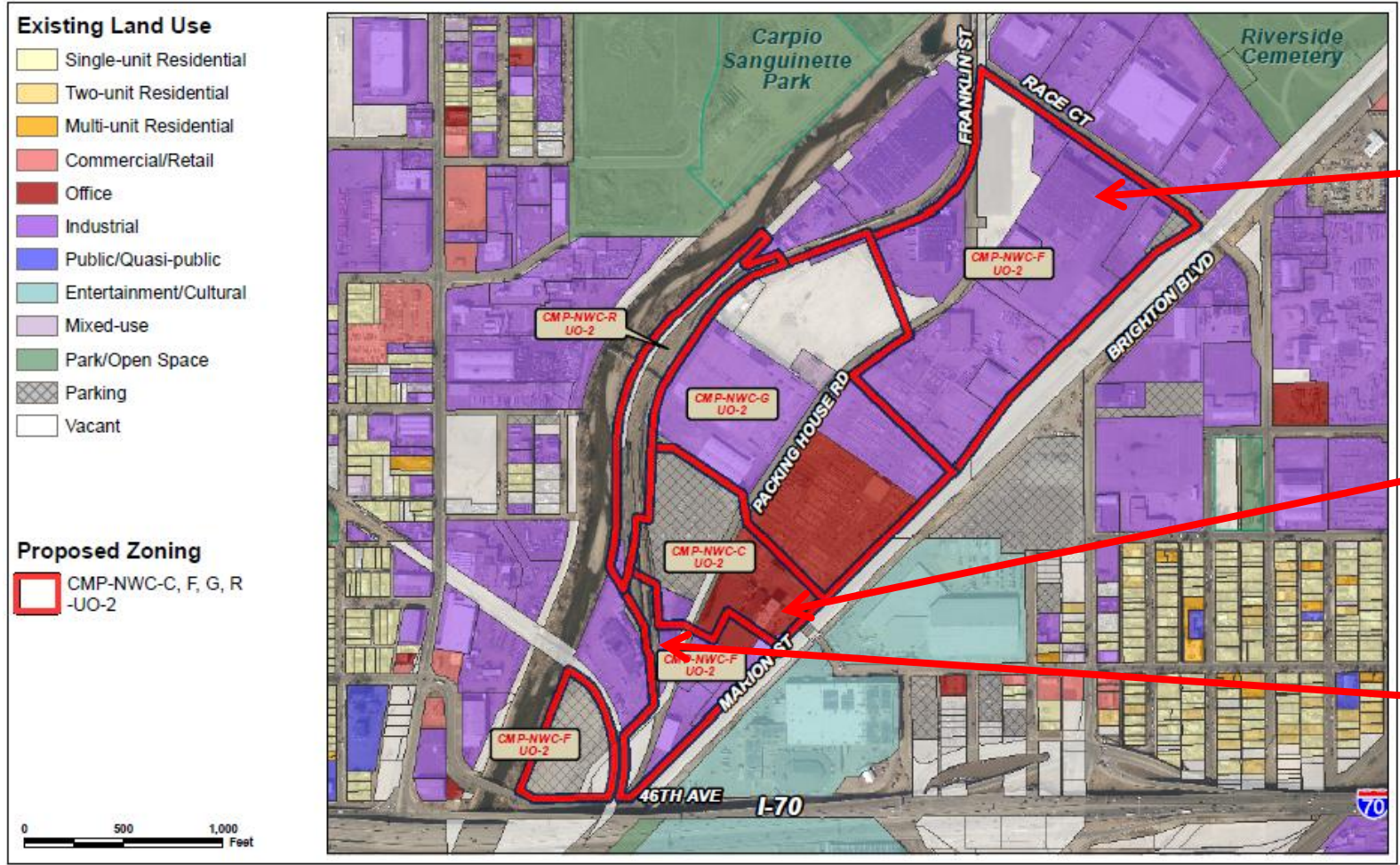
- Vacant properties
- Parking
- Office/Retail
- Industrial

Surroundings:

- Industrial
- Parking
- Entertainment/Cultural

Existing Context – Building Form/Scale

Site



Process Highlights

Meetings/Discussion/Notices

- 1 community open house
- 4 presentations to NWC CAC
- 2 presentations to INC-ZAP
- Numerous discussions with property owners
- Planning Board info item
- Councilmember briefings
- Notices to property owners/RNO'S

Public Drafts

- Zoning Strategy Report published in late January 2019
- Public Review Draft Redlines 1: 5/3/19
- Public Review Draft Redlines 2: 6/4/19
- Planning Board Draft Redlines: 6/24/19

Review Criteria

Denver Zoning Code Review Criteria for Legislative Rezoning

1. Consistency with Adopted Plans
2. Uniformity of District Regulations
3. Further Public Health, Safety and Welfare

Review Criteria

Denver Zoning Code Review Criteria for Legislative Rezoning

1. Consistency with Adopted Plans

- Comprehensive Plan 2040
- Blueprint Denver 2019
- Globeville Neighborhood Plan
- Elyria and Swansea Neighborhoods Plan
- National Western Center Master Plan

2. Uniformity of District Regulations

3. Further Public Health, Safety and Welfare

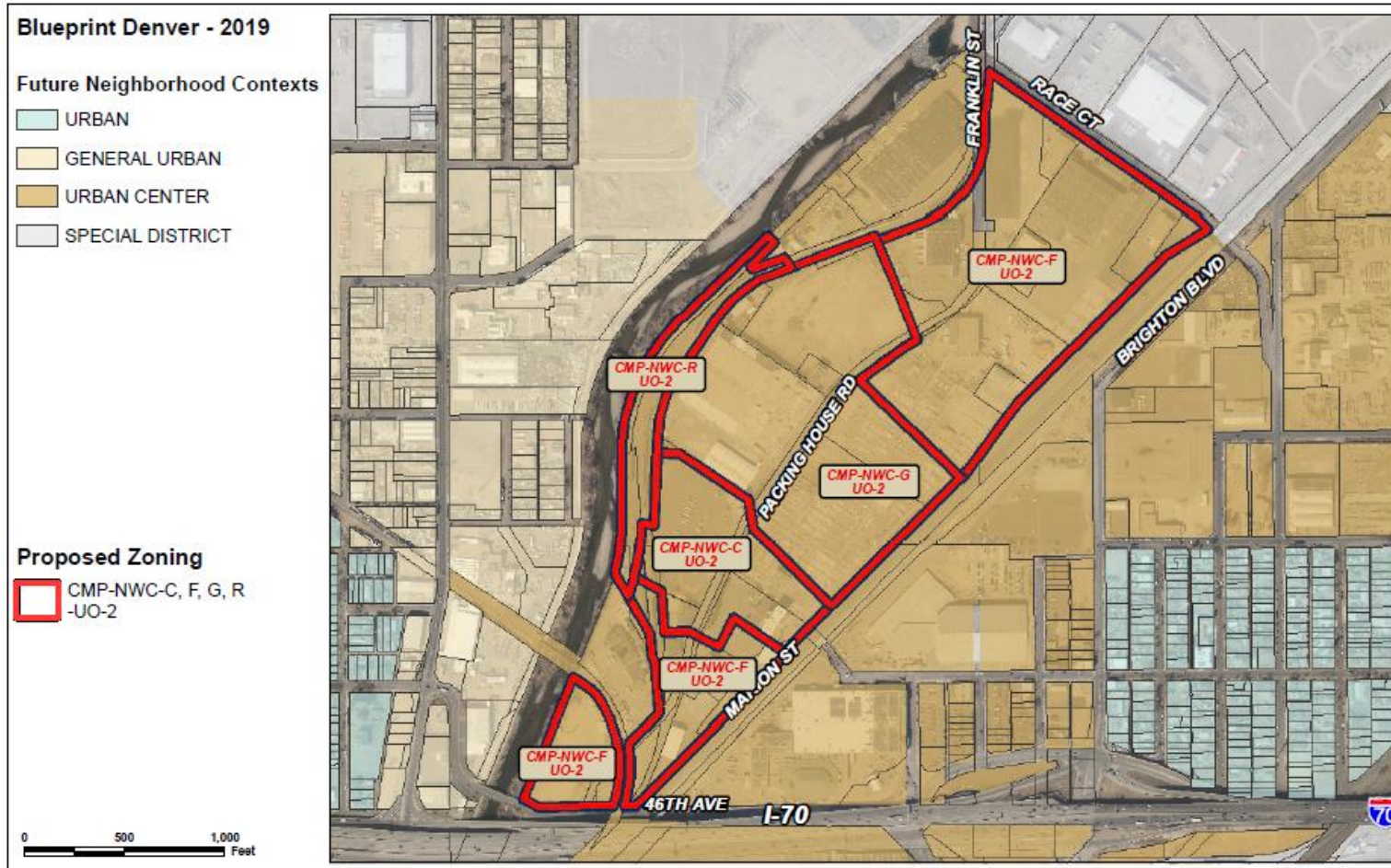
Review Criteria: Consistency with Adopted Plans

Comprehensive Plan 2040

- *Strong and Authentic Neighborhoods Goal 1, Strategy A – Build a network of well connected, vibrant, mixed-use centers and corridors. (p. 35).*
- *Strong and Authentic Neighborhoods Goal 2, Strategy C – Create people-oriented places that embrace community character with thoughtful transitions, aspirational design and an engaging public realm. (p. 35).*
- *Strong and Authentic Neighborhoods Goal 9, Strategy A – Encourage design and new development to improve public safety. (p. 35).*
- *Economically Diverse and Vibrant Goal 7, Strategy B – Advance cultural tourism and expand the city’s diversity of innovative industries. (p. 47).*
- *Environmentally Resilient Goal 5, Strategy A - Promote the value of Denver’s only river and expand its role in creating great neighborhoods, improving flood management and expanding natural habitat. (p.53).*

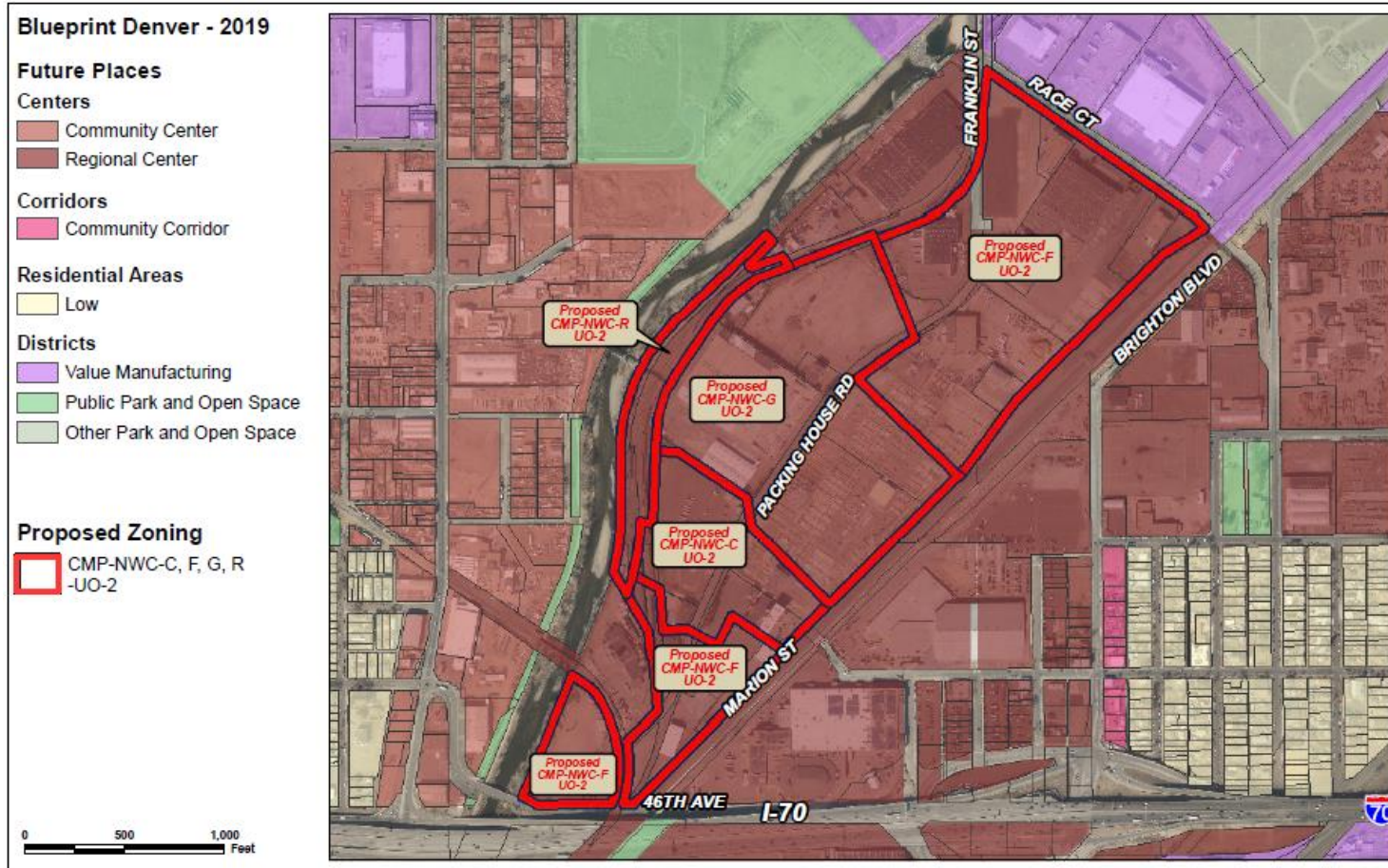


Consistency with Adopted Plans: Blueprint Denver 2019 – Neighborhood Context



- **Urban Center**
 - This context contains high intensity residential and significant employment areas. Development typically contains a substantial mix of uses, with good street activation and connectivity. Residents living in this context are well served by high-capacity transit and have access to ample amenities and entertainment options.

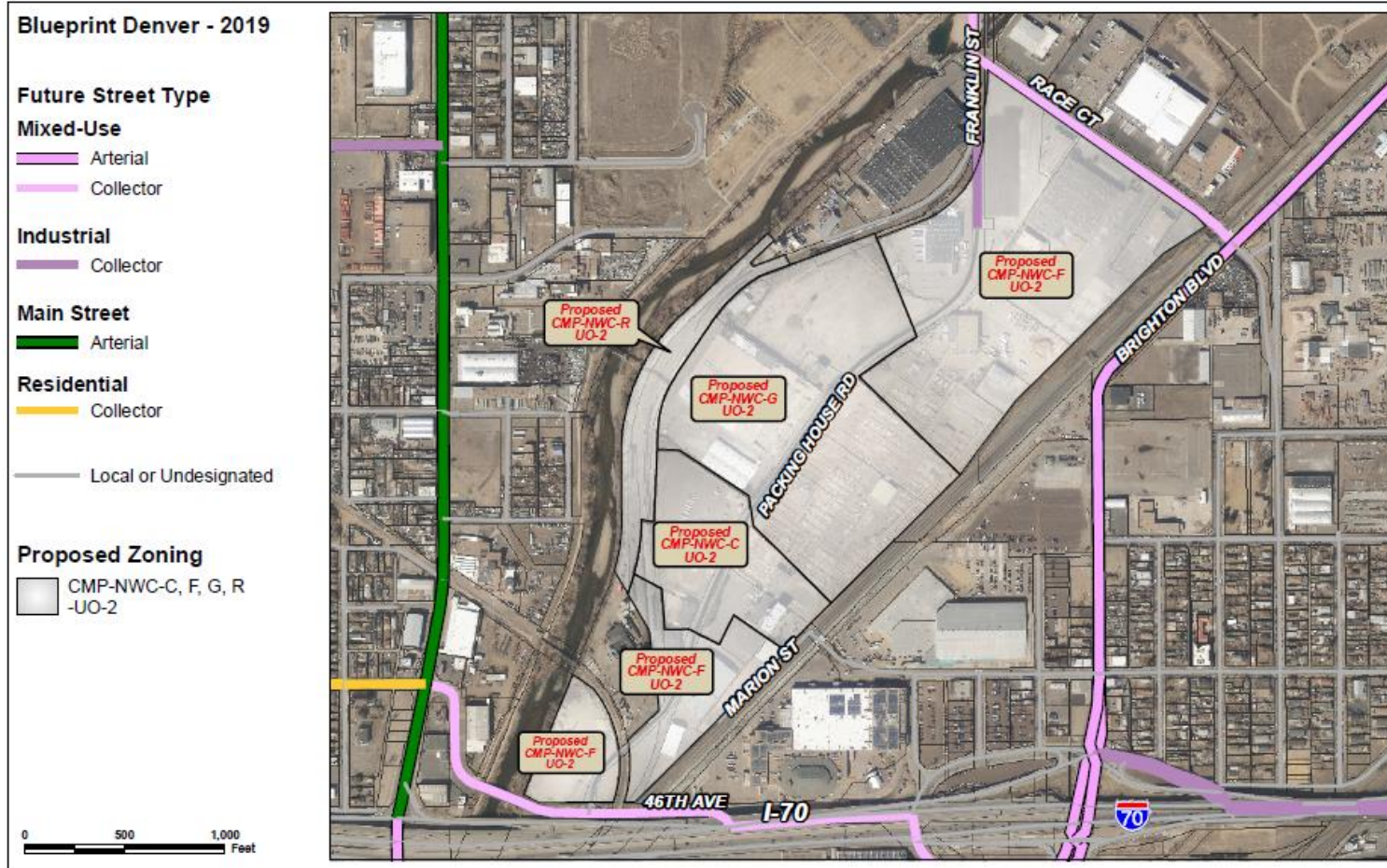
Consistency with Adopted Plans: Blueprint Denver 2019 – Future Place Type



- **Regional Center**

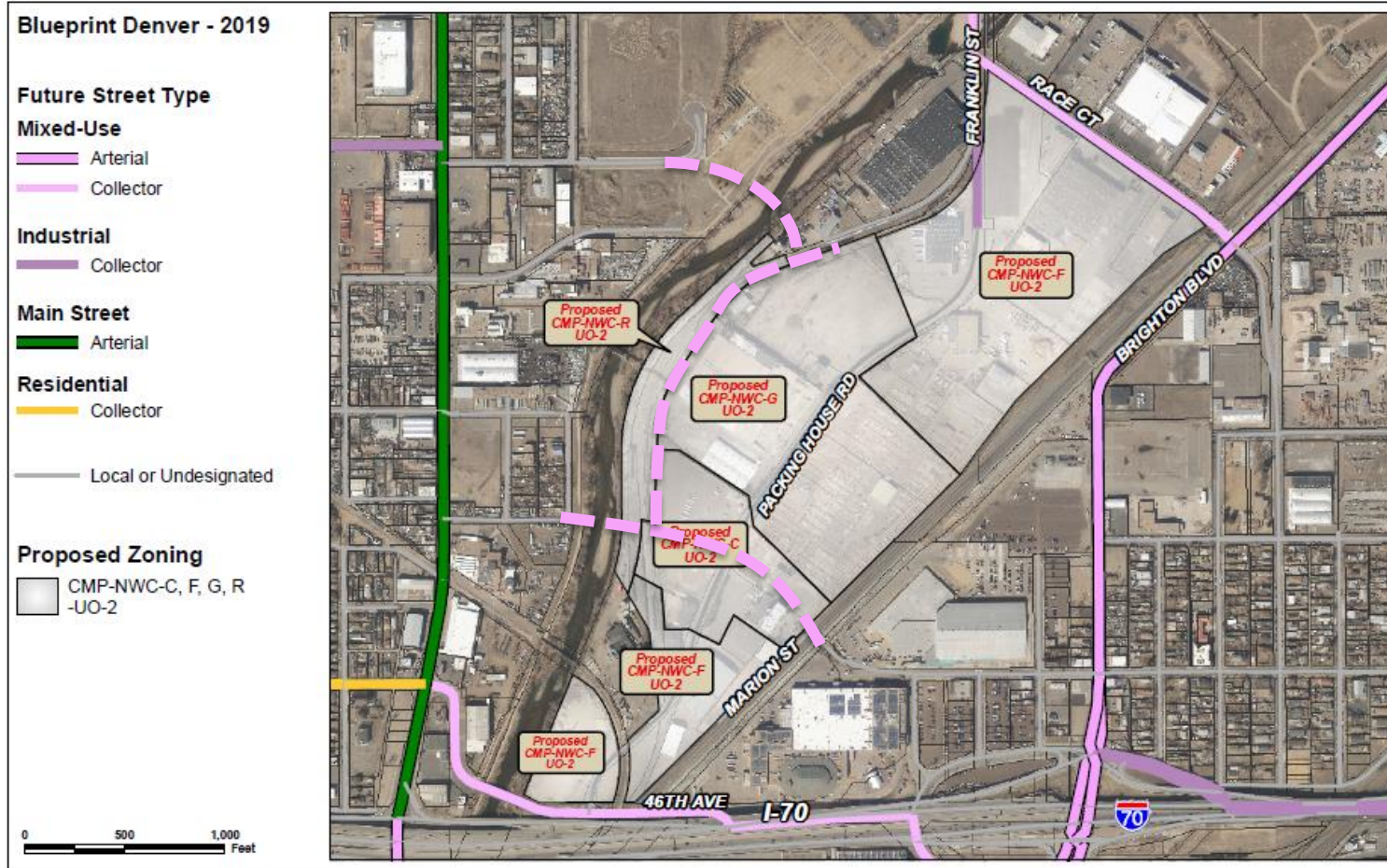
- Contains a high mix of **uses**...larger scale mixed-use buildings are common. Structures should respond in form and mass to the streets and public spaces around them. High degree of urbanism with continuous build frontages to define the public realm. **Heights are generally the tallest in the context** and transition gradually with the center to the surrounding residential areas”

Consistency with Adopted Plans: Blueprint Denver 2019 – Street Types



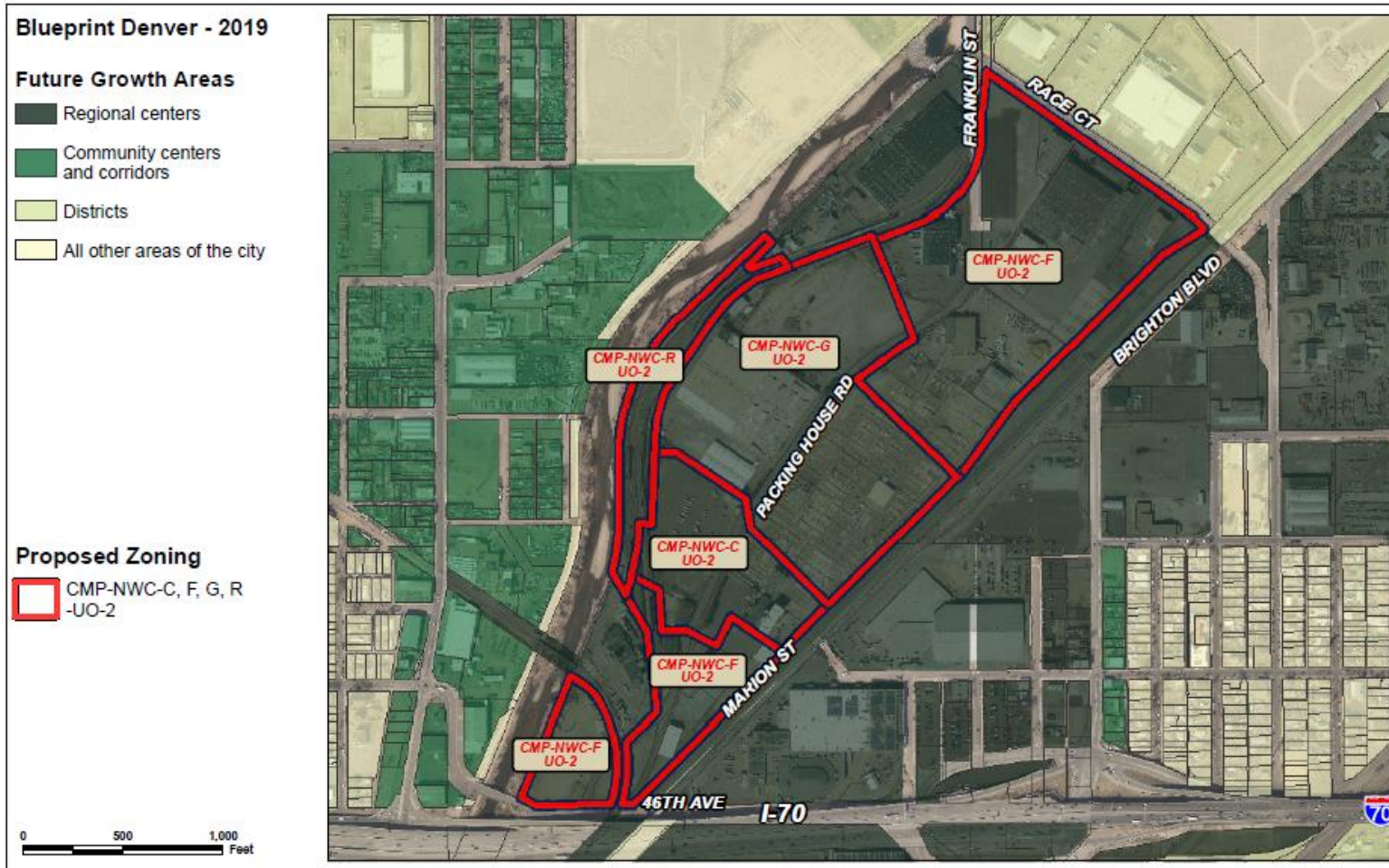
- **Industrial Collector**
 - characterized by manufacturing but may contain other uses. Buildings are generally low-rise and may be setback to accommodate site specific needs.
- **Mixed Use Collector**
 - Varied mix of uses including retail, office, residential and restaurants. Buildings are pedestrian-oriented, typically multi-story, usually with high building coverage with a shallow front setback. A street wall is present, but may vary.

Consistency with Adopted Plans: Blueprint Denver 2019 – Street Types



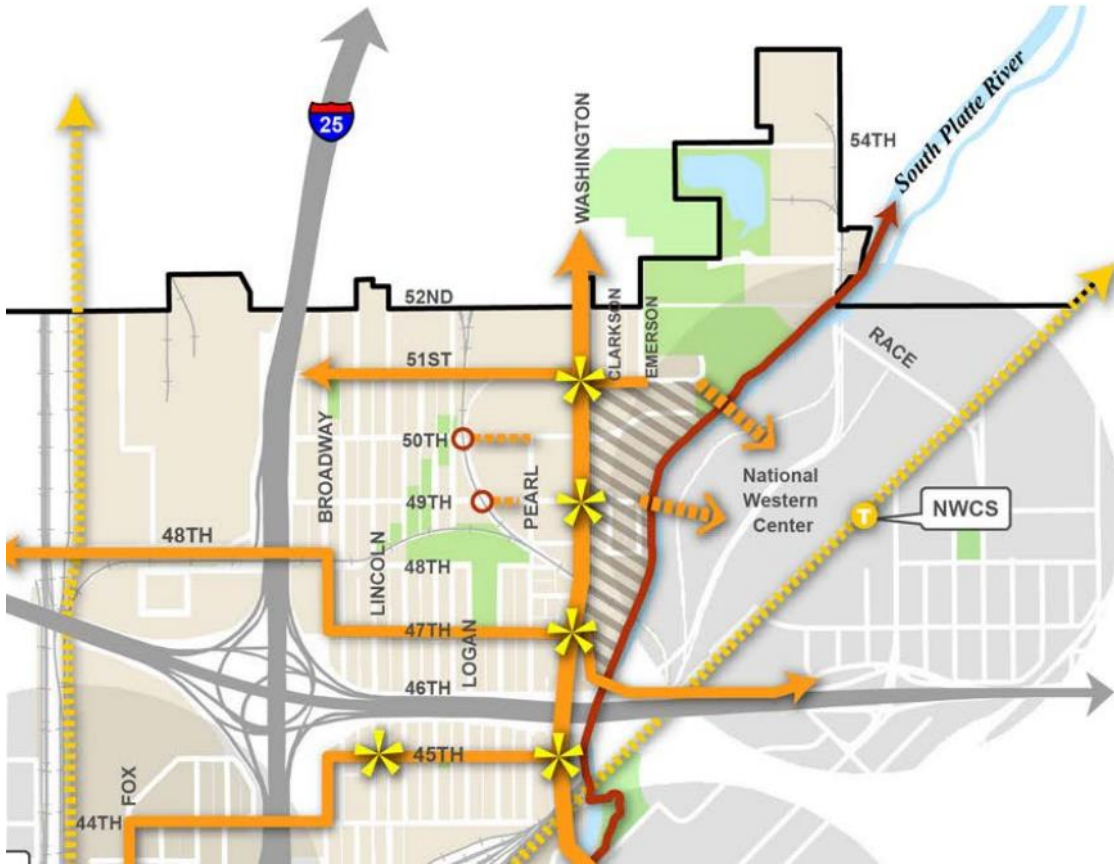
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Consistency with Adopted Plans: Blueprint Denver 2019



- Growth Areas Strategy
 - Regional Center
 - 50% percentage of employment growth and 30% of housing growth by 2040

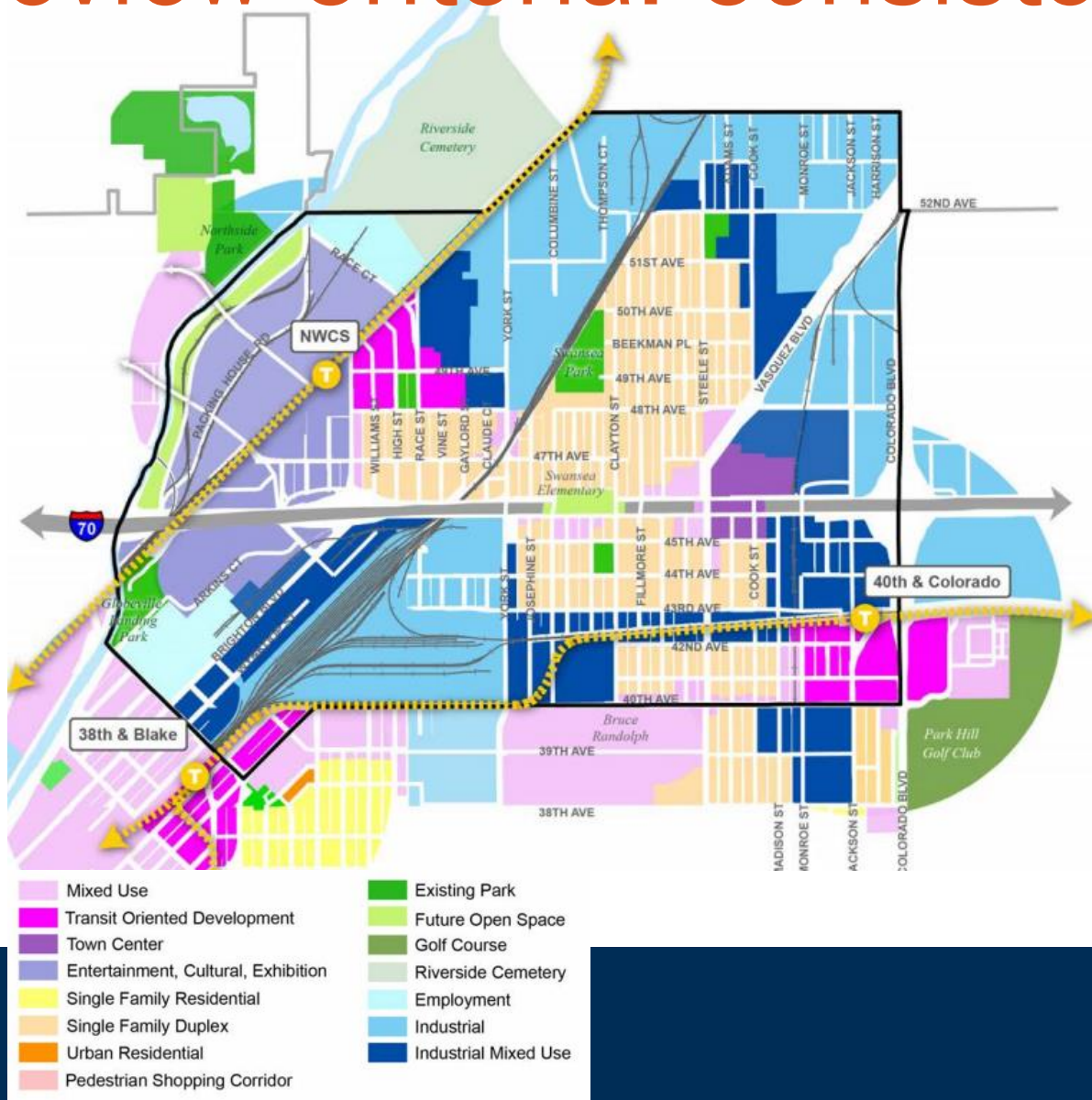
Review Criteria: Consistency with Adopted Plans



Globeville Neighborhood Plan

- **B15C:** Provide Better Access to Community Resources in Surrounding Neighborhoods. Ensure that there is safe, accessible, all-age, multi-modal access to the following key facilities in surrounding neighborhoods, including the **National Western Center**
- **C6.** Introduce New Multi-modal Connections Over the River to the National Western Center.

Review Criteria: Consistency with Adopted Plans



Elyria and Swansea Neighborhoods Plan

- *Land use concept:*
“Entertainment, Cultural and Exhibition”
- A.2 Promote Heritage Tourism and historic integration
- B.8 Establish maximum building heights to support a variety of land uses and community places and to accommodate the redevelopment of the National Western Center.
- E.34 Improve Neighborhood Access and Mobility to the NWC and the River

Review Criteria: Consistency with Adopted Plans



National Western Center Master Plan

- Proposed rezoning meets the Guiding Principles, and very directly addresses:
 - *Engage river and nature*
 - *Community and neighborhood integration*

Review Criteria

Denver Zoning Code Review Criteria

1. Consistency with Adopted Plans

- Comprehensive Plan 2040
- Blueprint Denver: A Land Use and Transportation Plan (2019)
- Small Area Plans
- Others, as applicable: e.g., General Development Plan

2. Uniformity of District Regulations

3. Further Public Health, Safety and Welfare

Next Steps

- City Council First Reading: August 12
- City Council Second Reading: September 9
- Design Standards and Guidelines Adoption: Late September

CPD Recommendation

- Staff recommends that the LUTI Committee **move** Denver Zoning Code Text Amendment #5 to City Council
- Staff recommends that the LUTI Committee **move** Rezoning Proposal #2019I-00104 to City Council