



**DENVER**  
THE MILE HIGH CITY

3300 East 1<sup>st</sup> Avenue

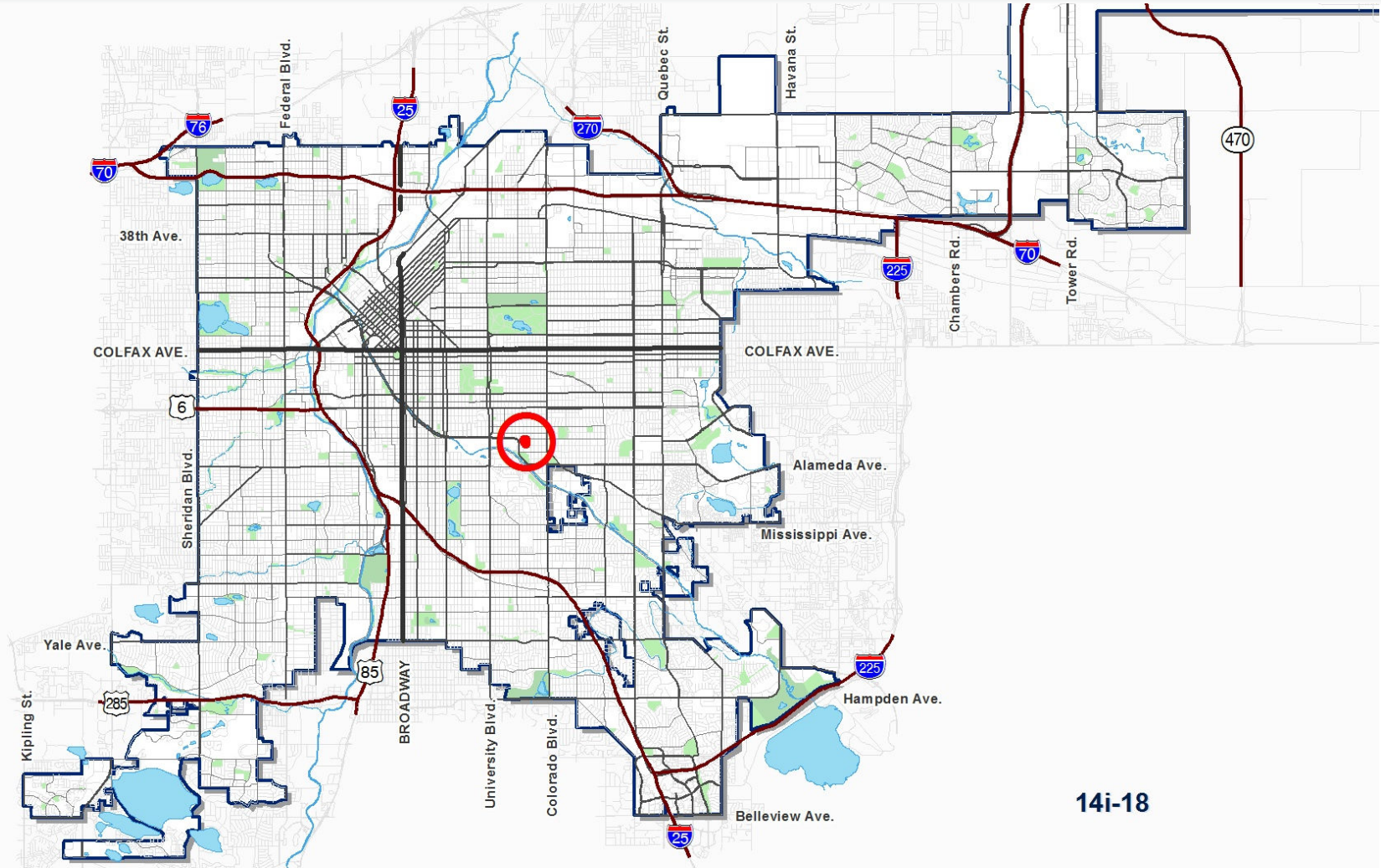
C-MX-5 to C-MX-8

FOR CITY SERVICES VISIT | CALL  
**DenverGov.org** | **311**



**DENVER**  
THE MILE HIGH CITY

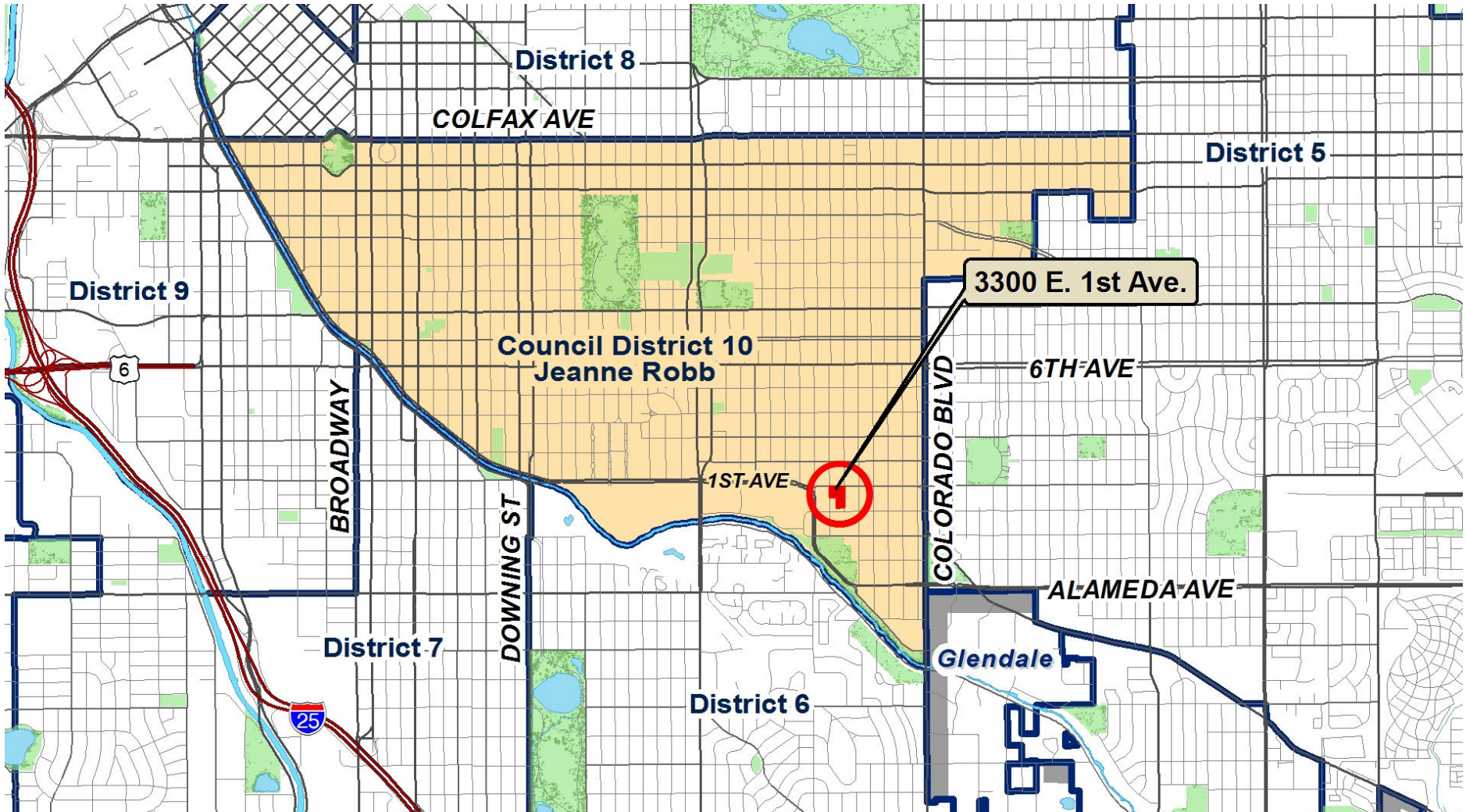
# 3300 East 1<sup>st</sup> Avenue C-MX-5 to C-MX-8





**DENVER**  
THE MILE HIGH CITY

# Council District 10

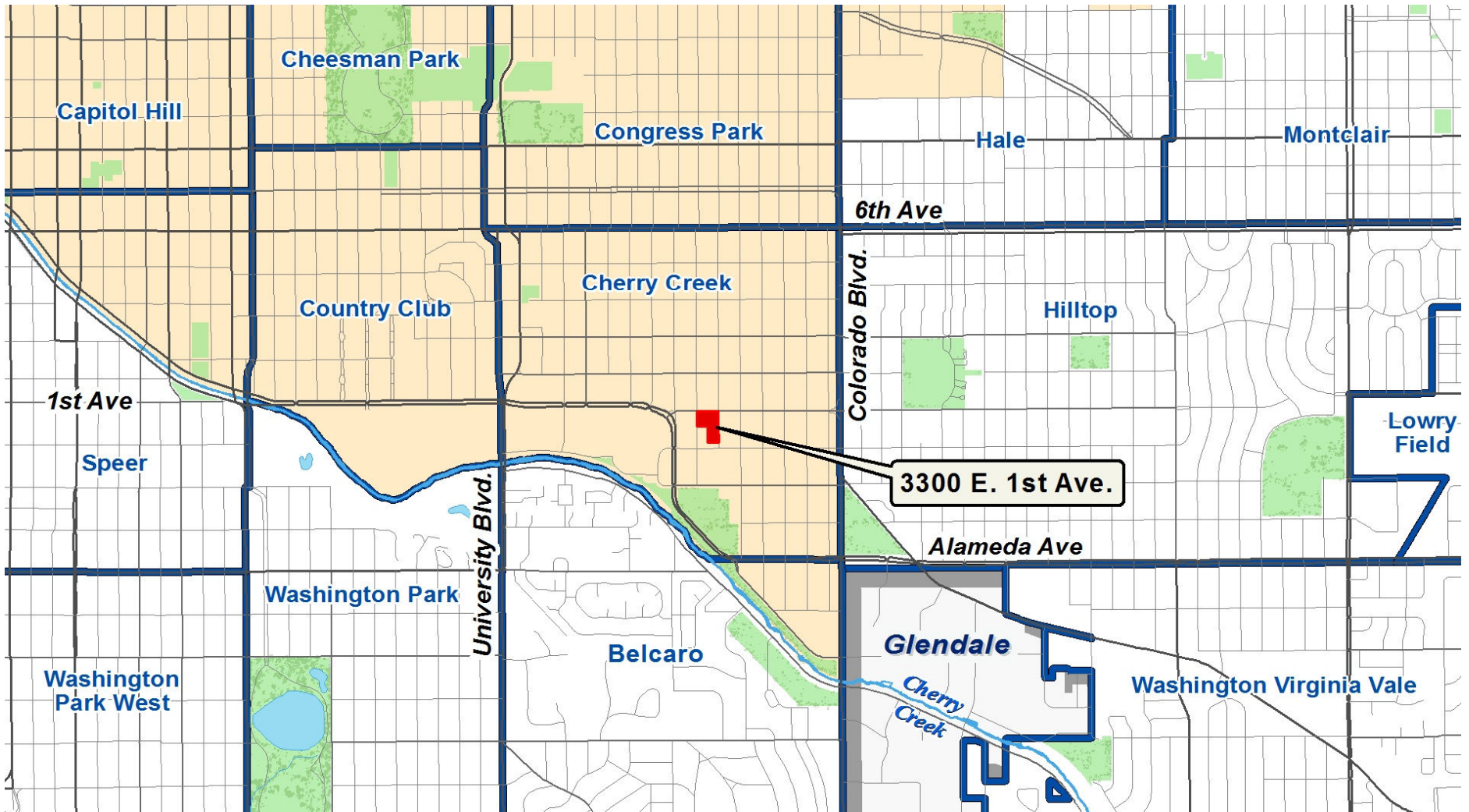






**DENVER**  
THE MILE HIGH CITY

# Cherry Creek Statistical Neighborhood

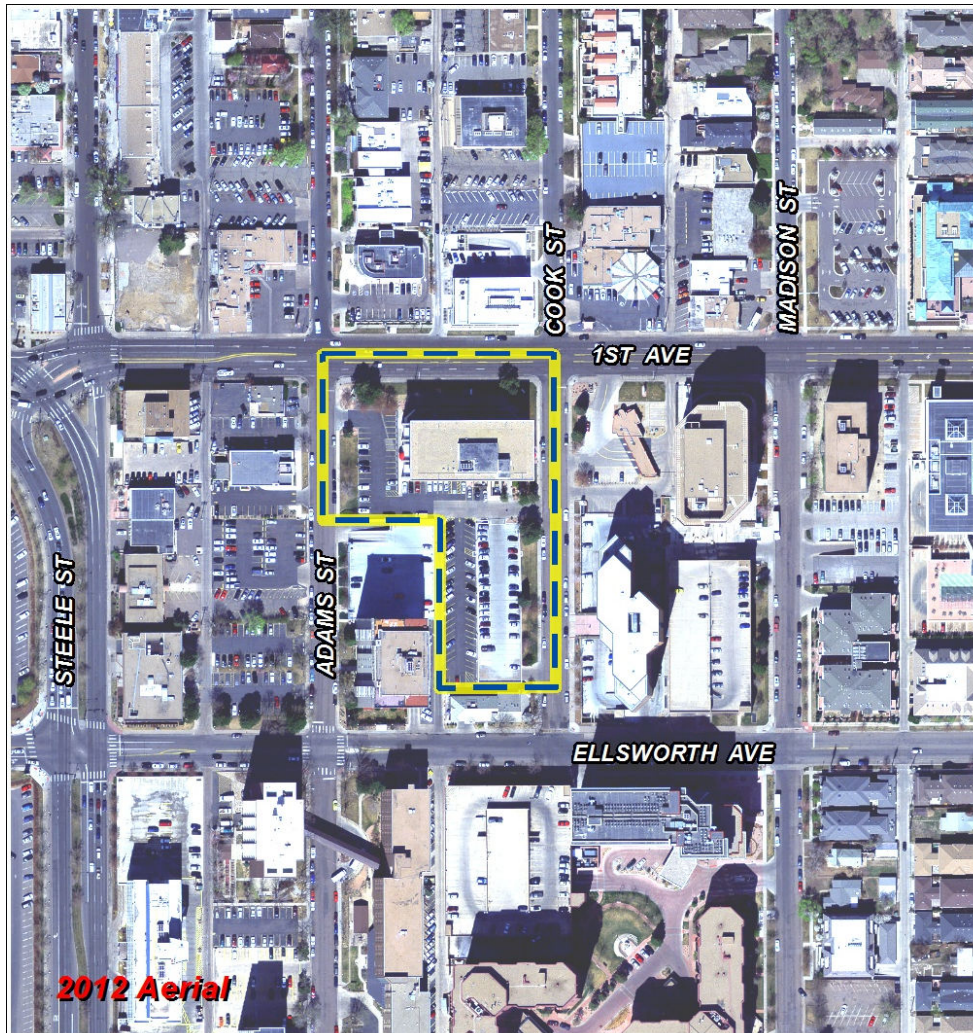






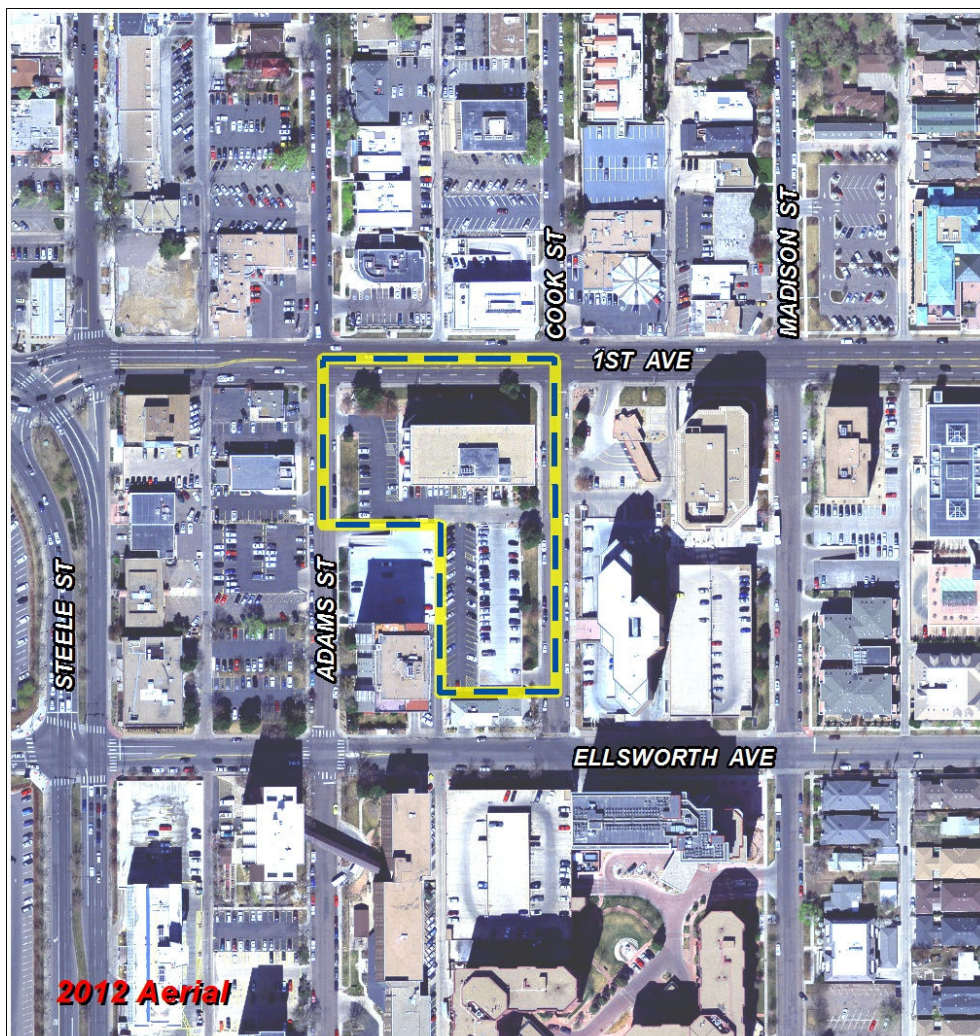
**DENVER**  
THE MILE HIGH CITY

# Location



- 1 Block east of 1<sup>st</sup> Avenue and Steele Street & the Cherry Creek Shopping Center
- South of Cherry Creek North
- 7 blocks west of Colorado Boulevard





- Property:
  - 1.8 acres, 79,584 SF
  - Existing Office Structure and Structured Parking
  - Current office, bank use & Parking
- Property Owner:
  - Key 3300 Investment, LLC requesting rezoning to construct an 8-story residential structure where the parking garage is located
- Rezone from C-MX-5 to C-MX-8

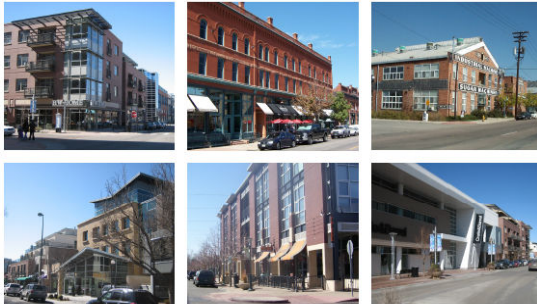


**DENVER**  
THE MILE HIGH CITY

# Request: C-MX-8 Urban Center Neighborhood Context – Mixed Use – 8 stories maximum height

Article 7. Urban Center Neighborhood Context  
Division 7.1. Neighborhood Context Description

## DIVISION 7.1 NEIGHBORHOOD CONTEXT DESCRIPTION



### SECTION 7.1.1 GENERAL CHARACTER

The Urban Center Neighborhood Context consists of multi-unit residential and mixed-use commercial strips and commercial centers. Multi-unit buildings are typically Rowhouse, Courtyard Apartment and Apartment forms. Commercial buildings are typically Live-Work, Shopfront, and General Commercial forms. Multi-unit residential uses are primarily located along residential collector, mixed-use arterial, and local streets. Commercial uses are primarily located along main and mixed-use arterial streets.

### SECTION 7.1.2 STREET, BLOCK AND ACCESS PATTERNS

The Urban Center Neighborhood Context consists of a regular pattern of block shapes surrounded by an orthogonal street grid. Orthogonal streets provide a regular pattern of pedestrian and vehicular connections through this context and there is a consistent presence of alleys. Block sizes and shapes are consistent and include detached sidewalks, tree lawns, street and surface parking, and landscaping in the front setback.

### SECTION 7.1.3 BUILDING PLACEMENT AND LOCATION

All building typically have consistent orientation and shallow front setbacks with parking at the rear and/or side of the building.

### SECTION 7.1.4 BUILDING HEIGHT

The Urban Center Neighborhood Context is characterized by moderate to high building heights to promote a dense urban character. Lower scale structures are typically found in areas transitioning to a less dense urban neighborhood.

### SECTION 7.1.5 MOBILITY

There are high levels of pedestrian and bicycle use with the greatest access to multi-modal transportation system.

DENVER ZONING CODE  
June 25, 2010

| 7.1-1



Article 7. Urban Center Neighborhood Context  
Division 7.2

7.2.2.2

SECTION 7.1

7.2.3.1

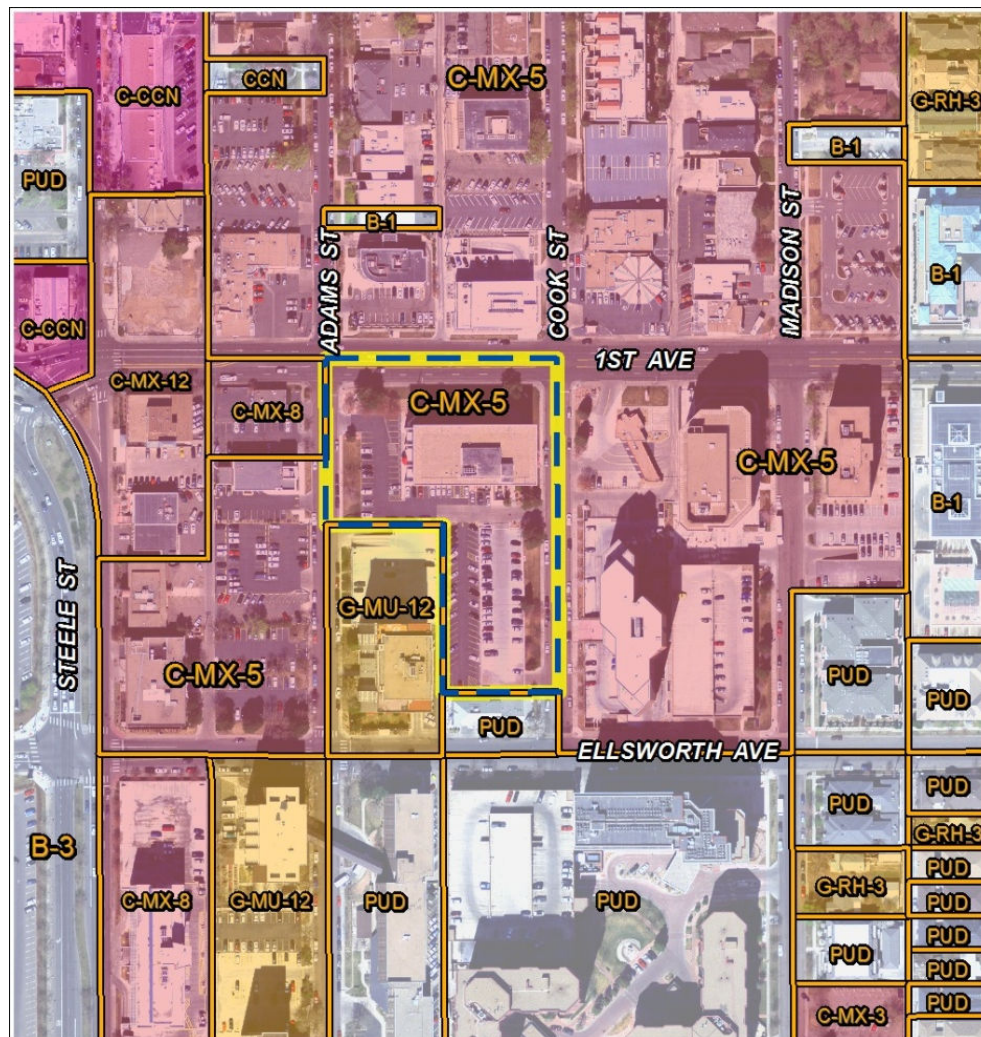
7.2-2 |

DENVER ZONING CODE  
June 25, 2010



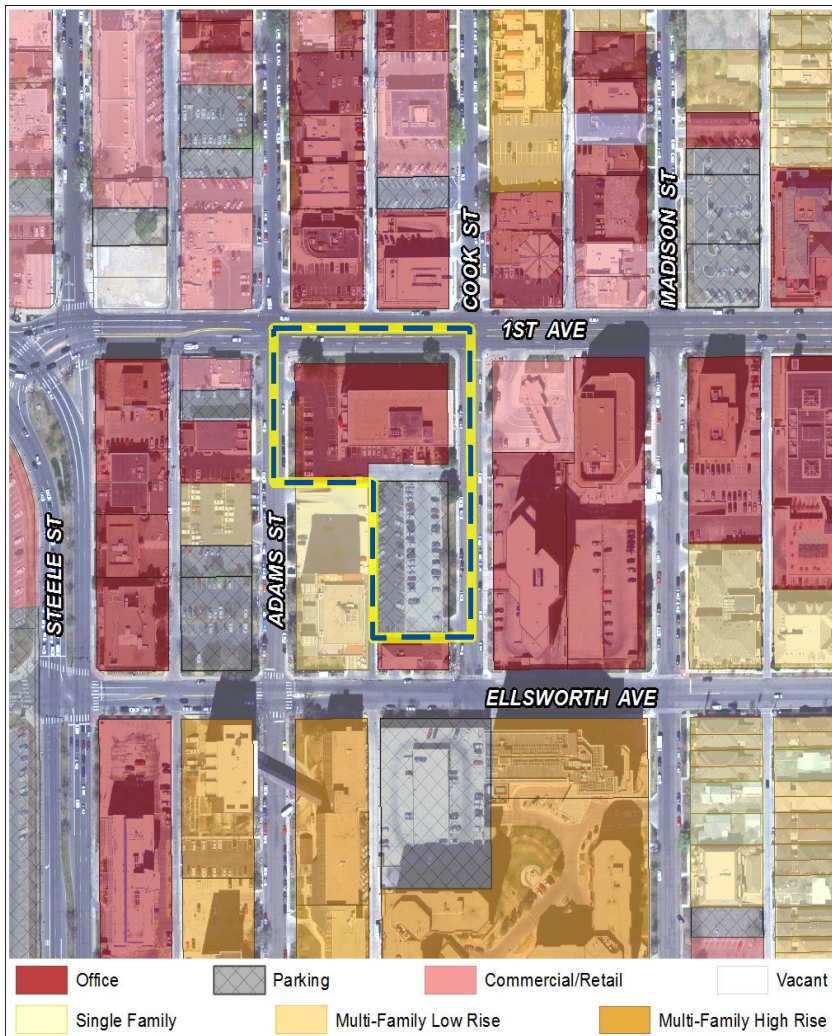
- **Zoning** - C-MX-5
- **Land Use** – Office & Commercial, with accessory structured parking
- **Building Form/Scale** – Widely varying from 1-8 story Commercial Structures on 1<sup>st</sup> Avenue to 9-15 story Multi-unit structures on Ellsworth Avenue

# Existing Context – Zoning



- C-MX-5 on north and east; C-MX-5 & C-MX-8 on west; and G-MU-12 and PUD (1 story) on the south side of subject property

# Existing Context – Land Use



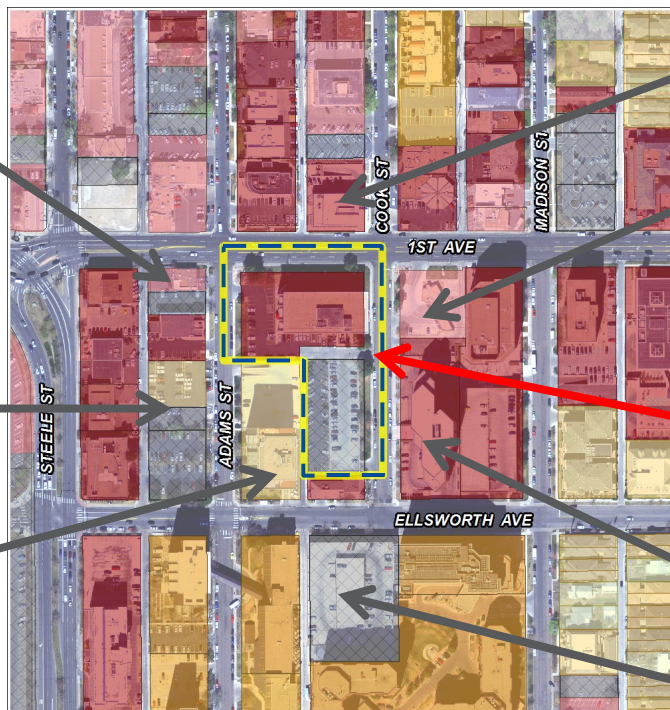
- Existing Commercial/Office land use
- Surrounding Commercial/Office/ Multi-unit Residential land uses





**DENVER**  
THE MILE HIGH CITY

# Existing Context – Building Form/Scale



Office	Parking	Commercial/Retail	Vacant
Single Family	Multi-Family Low Rise	Multi-Family High Rise	

- Planning Board – June 4, 2014
- LUTI – June 24, 2014
- City Council – August 18, 2014
- Public Outreach
  - RNOs
    - Cherry Creek East Association; Harman Neighborhood Association; Cherry Creek Steering Committee; Inter-Neighborhood Cooperation; Denver Neighborhood Association, Inc.
  - To date, six letters of support

## Denver Zoning Code Review Criteria

1. Consistency with Adopted Plans
2. Uniformity of District Regulations
3. Further Public Health, Safety and Welfare
4. Justifying Circumstances
5. Consistency with Neighborhood Context, Zone District Purpose and Intent



## Denver Zoning Code Review Criteria

### 1. Consistency with Adopted Plans

- Comprehensive Plan 2000
- Blueprint Denver: A Land Use and Transportation Plan
- Cherry Creek Area Plan (2012)

### 2. Uniformity of District Regulations

### 3. Further Public Health, Safety and Welfare

### 4. Justifying Circumstances

### 5. Consistency with Neighborhood Context, Zone District Purpose and Intent



# Review Criteria: Consistency with Adopted Plans

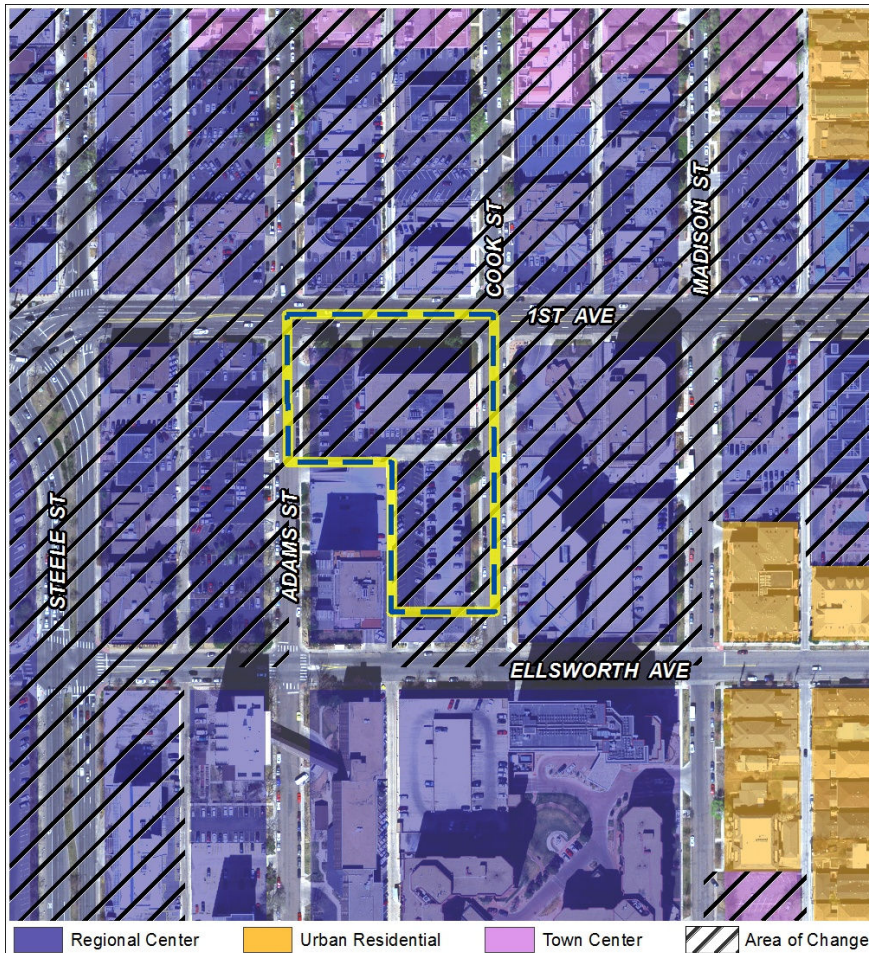
## Comprehensive Plan 2000

- **Environmental Sustainability Strategy 2-F - Preserve Land by promoting infill development** within Denver at sites where services and infrastructure are already in place. (p. 39)
- **Land Use Strategy 1-H - Encourage development of housing that meets the increasingly diverse needs of Denver's present and future residents** in the Citywide Land Use and Transportation Plan. (p. 58)
- **Land Use Strategy 3-B - Encourage quality infill development** that is consistent with the character of the surrounding neighborhood; that offers opportunities for increased density and more amenities; and that broadens the variety of compatible uses. (p. 60)
- **Economic Activity 4-B - Maintain the Cherry Creek Shopping Center, Cherry Creek North and other nearby areas as the premier retail destination** in the Denver metro area and the Rocky Mountain region. (p. 135)

# Review Criteria: Consistency with Adopted Plans

## Blueprint Denver (2002)

- Land Use Concept:
  - **Regional Center** - “a balance of retail, employment and residential uses covering a fairly large area and dense enough to encompass both the dominant use and a wide variety of other uses” ...
  - “Cherry Creek is an example of a regional center where a major shopping center is at the core of many other uses concentrated in a small area.”
  - **Area of Change** - “The goal for Areas of Change is to channel growth where it will be beneficial and can best improve access to jobs, housing and services with fewer and shorter auto trips.”





# Review Criteria: Consistency with Adopted Plans



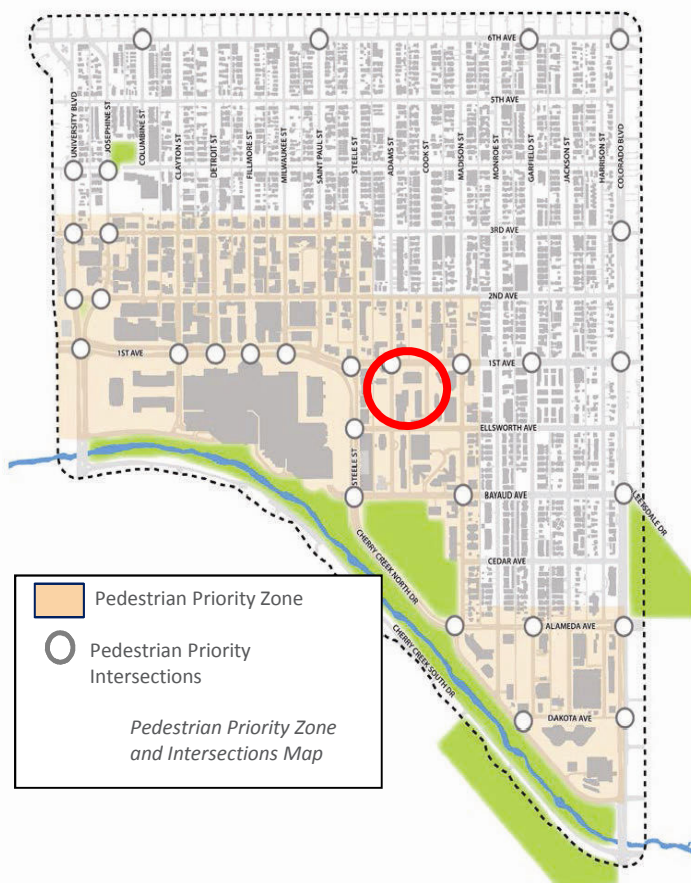
## Blueprint Denver (2002)

- Future Street Classification:
  - **1<sup>st</sup> Avenue – Mixed Use Collector**
    - Streets designed to provide a greater balance between mobility and land access within residential, commercial and industrial areas.
  - **Cook & Adams Streets – Undesignated Local Streets**

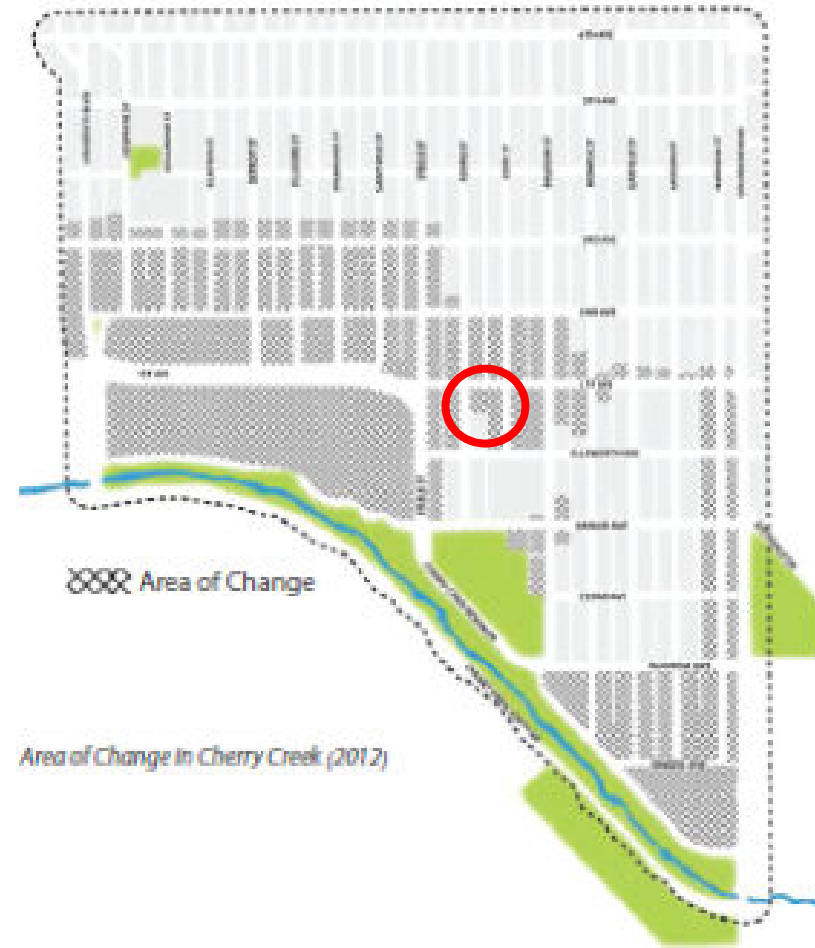
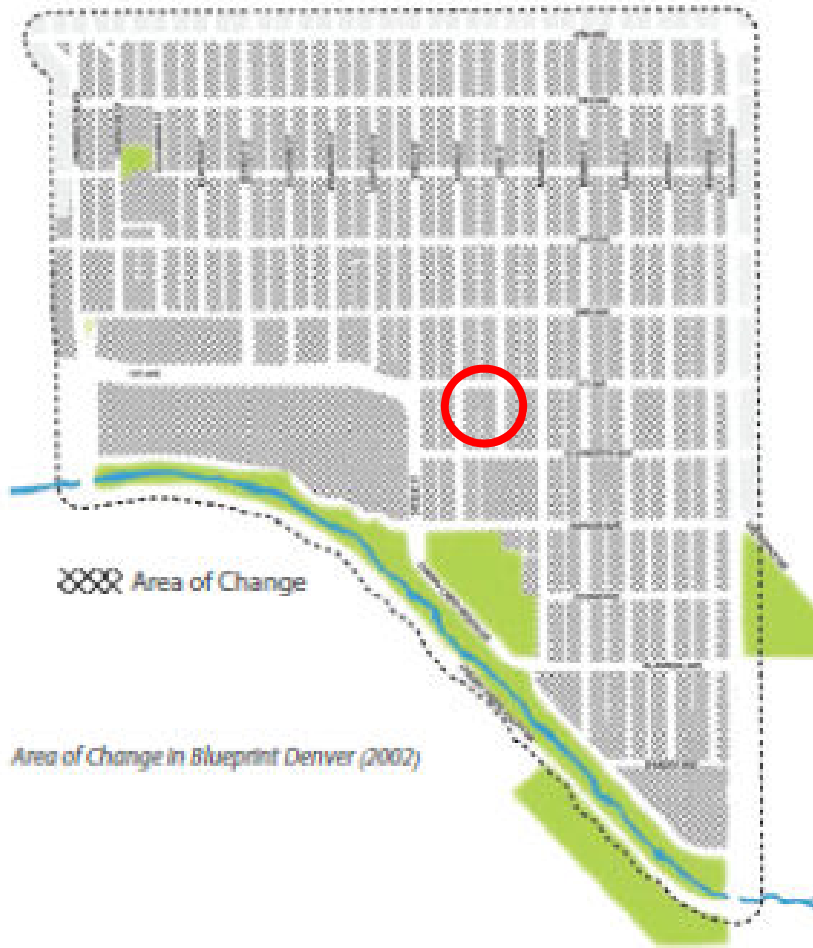
# Review Criteria: Consistency with Adopted Plans

## Cherry Creek Area Plan

- **Framework Plan**
  - Key recommendation - a walkable Cherry Creek = Pedestrian Priority Zone
  - Updated Blueprint Denver Map of Areas of Change
- **Subarea Strategies**
  - Subarea Recommendations to supplement Framework Plan
  - Recommends Maximum Building Heights

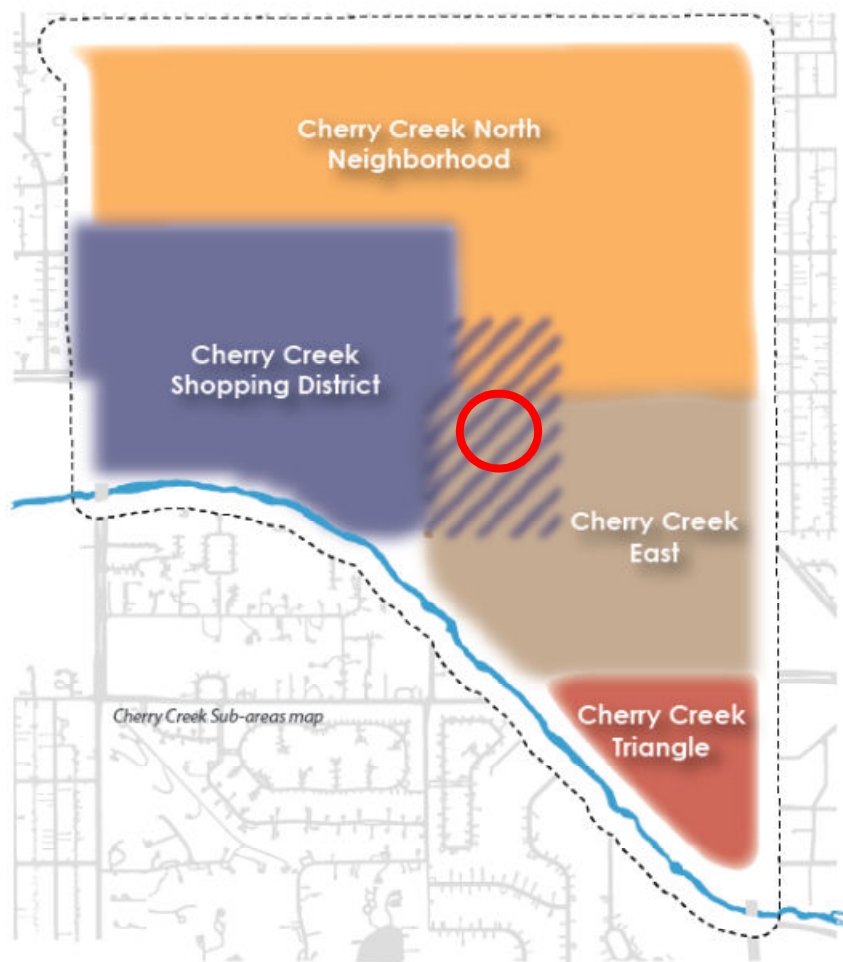


# Review Criteria: Consistency with Adopted Plans





# Review Criteria: Consistency with Adopted Plans



## Cherry Creek Subareas

Property is located where the Cherry Creek Shopping District subarea overlaps with the Cherry Creek East subarea

Subarea Recommendations include:

- Build on success. Continue to develop vacant and underutilized parcels.
- Improve pedestrian-friendly character of 1<sup>st</sup> Avenue.
- Respect the existing scale...The mixed use area between Steele and Madison will remain the most intensely developed portion of the neighborhood
- Encourage private reinvestment along perimeter streets

# Review Criteria: Consistency with Adopted Plans



Maximum building heights map - Cherry Creek Shopping District

- 12 Stories
- 8 Stories
- CCN Transition\* - see graphic below
- 5 Stories
- 4 Stories
- 3 Stories
- Other subareas



\*CCN Transition - 8 stories at 2nd Ave and 4 stories at 3rd Ave

## Denver Zoning Code Review Criteria

### 1. Consistency with Adopted Plans

- CPD finds the proposed rezoning is consistent with Comprehensive Plan 2000, Blueprint Denver: A Land Use and Transportation Plan, and the Cherry Creek Area Plan

### 2. Uniformity of District Regulations

### 3. Further Public Health, Safety and Welfare

### 4. Justifying Circumstances

### 5. Consistency with Neighborhood Context, Zone District Purpose and Intent





# Review Criteria

## Denver Zoning Code Review Criteria

1. Consistency with Adopted Plans
2. Uniformity of District Regulations
3. Further Public Health, Safety and Welfare
4. Justifying Circumstances
  - Changing Conditions - The land or its surrounding environs has changed or is changing to such a degree that it is in the public interest to encourage a redevelopment of the area or to recognize the changed character of the area.
  - CPD finds this criteria is met as the proposed rezoning will acknowledge the changing character of the area and will accommodate the planned reinvestment in the area,
5. Consistency with Neighborhood Context, Zone District Purpose and Intent

## Denver Zoning Code Review Criteria

1. Consistency with Adopted Plans
2. Uniformity of District Regulations
3. Further Public Health, Safety and Welfare
4. Justifying Circumstances
5. Consistency with Neighborhood Context, Zone District Purpose and Intent
  - Urban Center Context is characterized by multi-unit residential and mixed use commercial strips and centers in a variety of building forms.
  - The C-MX-8 zone district is intended to promote mixed, diverse neighborhoods with a variety of residential and commercial building forms.

CPD recommends **approval**, based on finding all review criteria have been met

1. Consistency with Adopted Plans
2. Uniformity of District Regulations
3. Further Public Health, Safety and Welfare
4. Justifying Circumstances
5. Consistency with Neighborhood Context, Zone District Purpose and Intent