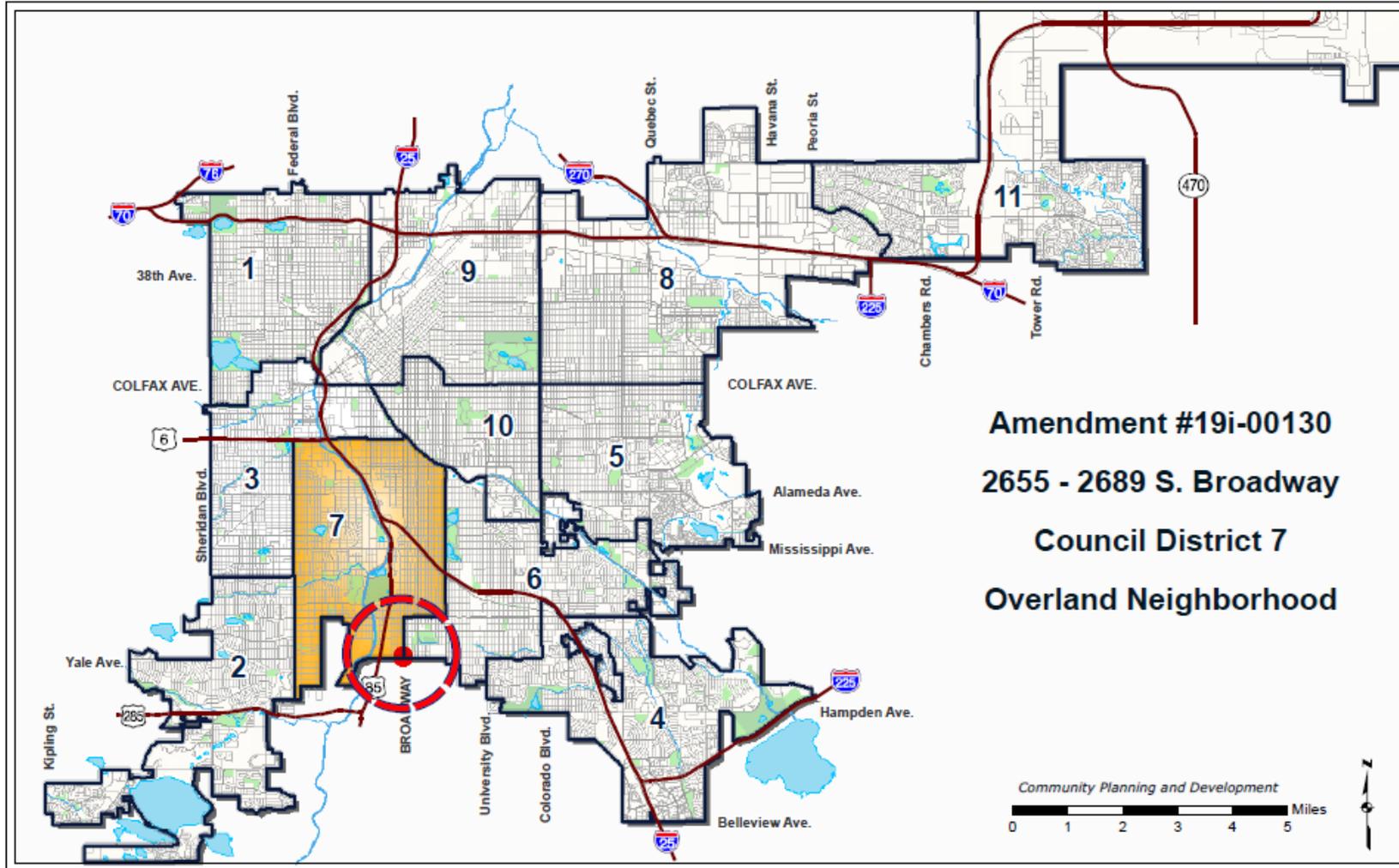




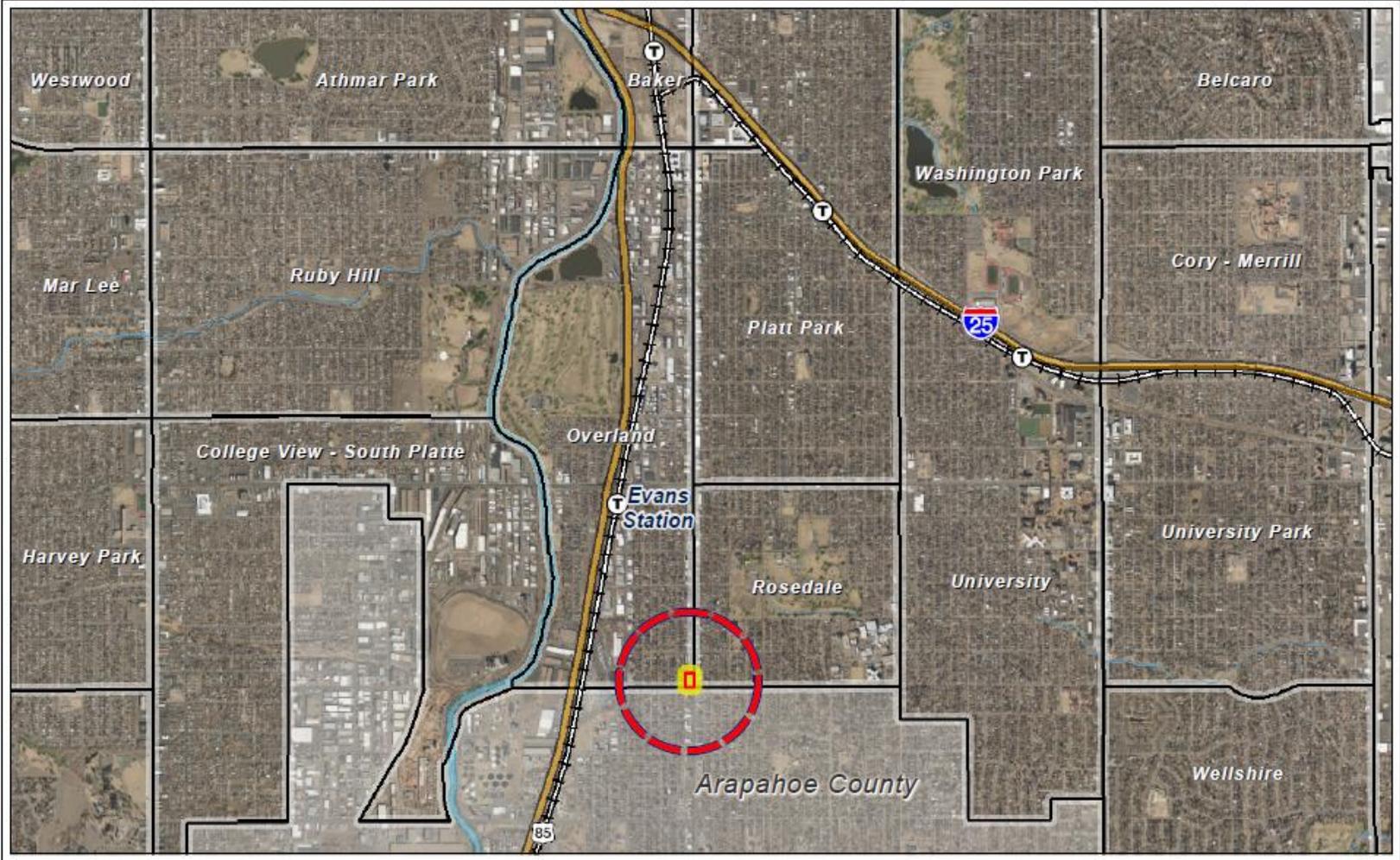
# Official Map Amendment

#2019I-00130 rezoning 2655-2671 & 2675-2689 South  
Broadway Street from U-MX-3, UO-1, UO-2 to U-MS-5, UO-  
1, UO-2

# Council District 7



# Overland Neighborhood



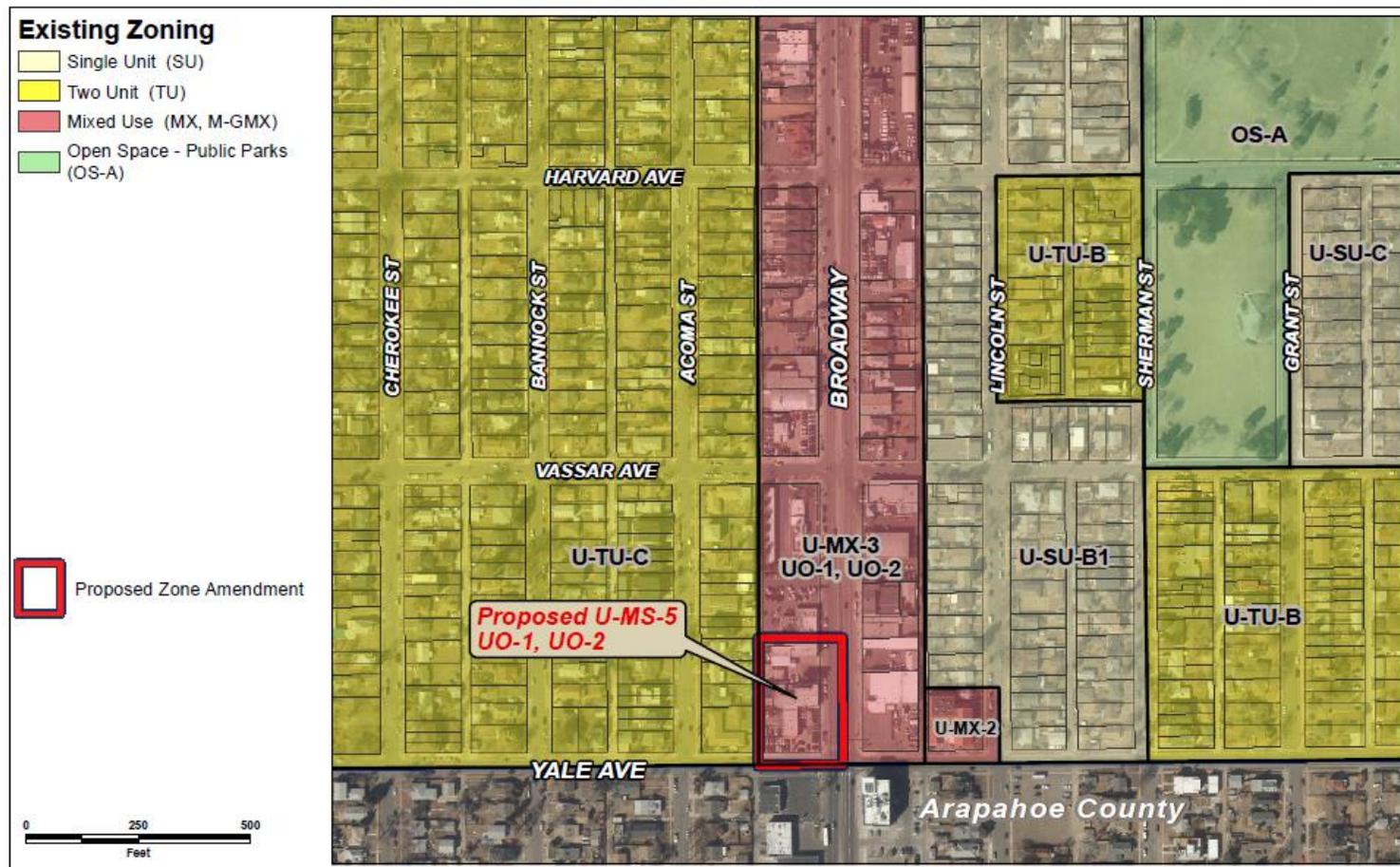
# Request U-MS-5, UO-1, UO-2



## U-MS-5, UO-1, UO-2

- Urban Context - Single-unit and two-unit residential, commercial either embedded or on mixed-use arterials or main streets
- Main Street, 5 stories (70 feet)
- Shopfront, Town House Building Forms
- UO-1 – Adult Uses Overlay
- UO-2 – Billboard Overlay

# Existing Context: Zoning



- Subject site: U-MX-3, UO-1, UO-2
- North & East – U-MX-3, UO-1, UO-2
- South – Englewood MU-B-2 (Mixed use Arterial Business)
- West – U-TU-C

# State Home Park Mountain View Plane

- Allowed height 76 feet

# Billboard Overlay

## UO-2 Billboard Use Overlay



# Existing Context: Land Use



- Subject Property: Commercial
- North & South: Commercial
- East - Industrial
- West: Single-, Two- and Multi-unit Residential

# Existing Context – Form/Scale (Subject Property)



# Existing Context – Form/Scale (Subject Property)



# Process

- Informational Notice: 09/23/19
- Planning Board Notice Posted: 12/02/19
- Planning Board Public Hearing and Unanimous(7-0)  
Recommendation of Approval : 12/18/19
- LUTI Committee: 01/07/19
- City Council Public Hearing: 02/18/19

# Public Outreach

- RNOs
  - Overland Park Neighborhood Association; Rosedale Harvard Gulch Neighborhood Organization; Southwest Denver Unidos; Inter-Neighborhood Cooperation (INC)
- No comment letter from a Registered Neighborhood Association
- No other comment letter

# 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

# Review Criteria

1. Consistency with Adopted Plans
  - Comprehensive Plan 2040
  - Blueprint Denver (2019)
  - Overland Neighborhood Plan (1993)
  - Housing an Inclusive Denver (2018)
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 2040

- Equitable, Affordable and Inclusive Goals 1 & 2, Strategies A
- Strong and Authentic Neighborhoods Goal 1, Strategies A, B & D
- Environmentally Resilient Goal 8, Strategies A, B & C

# Blueprint Denver (2019)



- Future Context - Urban
  - Low and mid-scale Residential and Mixed Use along Community Corridors
  - Grid Streets, Regular blocks with alleys

# Blueprint Denver (2019)



Map Date: November 20, 2019

- Future Place – Community Corridor
  - Mix of office, commercial, residential
  - Linear Orientation
  - Height – up to 5 stories
- Street Classifications
  - South Broadway: Main Street Arterial
  - Yale Avenue: Undesignated Local

# Blueprint Denver (2019)

## Future Growth Strategy Community Centers and Corridors

- Anticipated to see around 25% of new housing growth and 20% of new employment growth by 2040

*Most growth is guided to regional centers, community centers and corridors, select districts and high and medium-high intensity residential areas. Other areas of the city are still expected to see some growth, though more limited growth*



# Overland Neighborhood Plan (1993)

- Land Use and Zoning, LZ-2: *“Encourage commercial and industrial businesses to invest in beautification programs for their own business and also invest in neighborhood clean-up programs”* (P. 13).
- Economic Development, ED3: *“Encourage an integrated business signage program for the Broadway business corridor”* (p. 41).
- Economic Development, ED4: *“Support joint marketing efforts within the business community”* (p. 41).
- Economic Development, ED5: *“Secure funding for an Urban Design Corridor Study for the Broadway Business corridor”* (p. 41).

# Housing An Inclusive Denver (2018)

- A goal of the plan is to create affordable housing in vulnerable areas and in areas of opportunity that have strong amenities such as transit (p. 56).

# Review Criteria

1. Consistency with Adopted Plans
2. Uniformity of District Regulations
  - Request furthers the uniform application of zone district
3. Further Public Health, Safety and Welfare
  - Allows the redevelopment of a property that is consistent with the desired character as described by the city's adopted land use plans and allows an increase in the number of affordable housing units and the mix of housing types on an enhanced transit corridor.

# Review Criteria

## 4. Justifying Circumstances

- Changed or Changing Conditions
  - New residential density within walking distance of the Broadway Community Corridor.
  - Increased site plan review activity in proximity to both the Broadway and Evans transit stations.
  - Reconstruction of 17 blocks of street from 2010 to 2013 widening the roadway, creating a raised center median, providing major streetscape improvements like new sidewalks, coordinated street furniture, bike racks, pedestrian lighting and landscaping of the entire corridor.
- Adopted Plans:
  - Blueprint Denver 2019 recommending a Community Corridor place type on a Main Street Arterial street and high capacity transit street with a recommended building height of up to 5 stories.
  - Housing an Inclusive Denver Plan in 2018 recommending creating affordable housing in areas of opportunity that have strong amenities such as transit.

Therefore, the proposed map amendment is justified to recognize these changes.

# Review Criteria

5. Consistency with Neighborhood Context, Zone District Purpose and Intent
  - The Urban Context is characterized by single-unit and two-unit residential uses with small-scale commercial sometimes embedded with residential areas. More often commercial uses are located along mixed-use arterials or on main streets.
  - The general purposes of the Urban Main Street zone districts:
    - to promote safe, active and pedestrian-scaled commercial streets through building forms that clearly define and activate the public street edge,
    - to enhance the convenience, ease and enjoyment of transit, walking, shopping and public gathering, and
    - to improve the transition between commercial development and adjacent residential neighborhoods.
  - The U-MS-5 district applies to collector and arterial street corridors where a building scale of 1 to 5 stories is desired.

# CPD Recommendation

CPD recommends **approval**, based on finding that 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