



Meeting Minutes

Meeting Name: FNE Area Plan Amendment Steering Committee Meeting #1

Date/Time: Wednesday, October 27, 2021 - 12:30am – 1:20pm

Participants: Ann White, Charles Foster, Katherine Tinsley, Blanca Madrid Sarah Nurmela, Scott Robinson, Lilly Djanians, Brian Connolly

1. Welcome and Introductions

2. Presentation by City Staff, Lilly Djanians from Community Planning and Development

- a. Reviewed targeted area of the plan amendment as initiated by the relocation of Pepsi Bottling Plant from Brighton Boulevard to DIA
- b. Pepsi Bottling Plant will bring 475-525 jobs
- c. Plan Amendment is required to accommodate this particular use
 - i. Boundary of the amendment are roughly identified by 72nd Ave to the north, High Point Boulevard to the South, Argonne St to the west, and Himalaya St to the east.
- d. The changed trajectory of the light rail stop beyond the FNE Area Plan's horizon has signaled that this area might be appropriate for a different type of land use
- e. Any redevelopment of 5 acres or more will be accompanied by a Large Development Review (LDR)
- f. Rezoning would be necessary to accommodate manufacturing or light-industrial use
- g. Consistency with the FNE Area Plan recommendations:
 - i. The FNE area plan recommends rezoning Former Chapter 59 properties into the Denver Zoning Code.
 - Current zoning on site is former Chapter 59 and rezoning out of former Chapter 59 into Denver's current zoning would be consistent with the plan's recommendations.
 - ii. Far Northeast residents identified existing high-profile employers such as DEN and Panasonic as key assets to build upon, or follow suit with similar development, as a strategy for attracting jobs.
 - Pepsi Bottling Plant would be consistent with this recommendation, as a large-scale industry that brings jobs to FNE.
 - iii. The plan recommended that we use major regional transportation infrastructure including I-70 and Peña Boulevard to attract businesses.
 - Pepsi has strategically chosen this location due to its proximity to I-70 north of 72nd Ave.
 - iv. The plan recommends that we coordinate with the City's Department of Economic Development for tenant recruitment.
 - The site location and search were coordinated by DEDO.
 - v. Plan recommends that we establish new districts through market driven growth.
 - A market analysis will be facilitated with this amendment process.
- h. Anticipated modifications to the area plan will include:
 - i. Placetypes and land uses
 - ii. Mobility network
 - iii. Employment opportunity
 - iv. All changes will be confirmed with the steering committee, the public, and will be analyzed to reflect market analysis
- i. A virtual public meeting is anticipated in mid-December
 - i. Information will be shared with the public via FNE Plan Amendment [website](#)



3. Steering Committee Questions/Comments

- a. In an already tight job market, how will Pepsi's facilitate recruiting jobs?
 - i. Pepsi offers competitive salaries and benefits
- b. How will Pepsi participate in the community, and what will be community benefits?
 - i. Steering Committee will put Pepsi's rep in touch with community organizations
- c. How will recruiting be facilitated?
 - i. Steering committee recommends facilitating job fairs with the FNE community, and providing information sessions with local RNO's
- d. Can FNE community have top priority to these jobs, especially given their proximity to the facility?
- e. What type of agglomeration is expected as a result of Pepsi coming here?
 - i. Typically, its bottling facilities, and food and beverage
 - ii. CPD will aim to identify additional agglomeration potential



Meeting Minutes

Meeting Name: FNE Area Plan Amendment Steering Committee Meeting #2

Date/Time: Tuesday February 8, 2022 4:00pm – 5:00pm

Participants: Charles Foster, Blanca Madrid, Lilly Djanants, Alexandra Haggarty, Rachel Shindman

1. Presentation by City Staff, Lilly Djanants from Community Planning and Development

- a. This plan amendment is applied only to the Northeast corner of the DIA neighborhood
 - i. The boundary is defined by the Large Development Review
 - ii. Pepsi Bottling Company is relocating to DIA from its current location on Brighton Blvd
 - iii. The new bottling plant will employ about 500 workers at its new location
- b. The 2019 Adopted Plan provides great guidance and even supports large manufacturing facilities and recommends attracting large employment centers to the Far Northeast.
 - i. To operate a manufacturing plant at this location, this property needs to rezone from Former Chapter 59 to the current Denver Zoning Code of Industrial Mixed-Use
 - ii. Rezoning approval needs to be supported by the Neighborhood Plan
- c. CPD conducted a market analysis to understand the anticipated market demands in this area
 - i. Immediate area shows strong support for industrial uses north of 64th Ave
 - Industrial jobs pay higher salaries when compared to the hospitality sector, with an average salary of \$30/hr for industrial wages vs \$12.60/hr for hospitality
 - ii. The report points out that there Denver has limited greenfield sites to support this scale of manufacturing and this area's proximity to I-70- and DEN makes it a desirable location for industrial growth
 - iii. The market report also shows that hospitality is still expected to see growth along Tower Rd.
 - iv. Projected development at DIA may serve as a catalyst for development at DEN properties
- d. Feedback from public meetings and steering committee focused on job recruitment and community engagement with Pepsi Co.
 - i. Pepsi Co. to provide community job fairs and info sessions in advance of recruitment for the plant
 - CPD, DEDO, and councilwoman Gilmore's office has been coordinating with Pepsi to identify opportunities and develop strategies for recruitment and community partnerships
 - Identifying pathways for high school recruitment and engagement
 - ii. Amended plan language recommends *'establishing partnerships between local community organizations and new employment sectors for job recruitment and providing opportunities for youth training and recruitment at the high school level'*
 - iii. Opportunity for shuttle services between employment centers and light rail stops, existing plan language speaks to the last-mile connection
- e. Plan amendments were kept to a minimum with less than 20 pages of scattered redlines in a 230-page document.
 - i. All maps were updated to reflect the modified mobility network between Argonne and Himalaya Streets and 72nd Ave and High Point Blvd.
- f. Refer to the FNE Plan Amendment [website](#) for updates on the plan draft and public meeting notification



2. Pepsi Co Presentation tackled questions addressed by the Steering Committee and the Public

- a. *Understanding that the new bottling plant will not be operational for another 2 years, what level of targeted outreach could be facilitated for job recruitment within Far Northeast community?*
 - i. As the bottling plant is not yet approved, and hiring will not commence until 2023, specific hiring plans have not yet been developed. However, Pepsi is committed to hiring within the community. Pepsi will leverage its relationships with Denver Economic Development & Opportunity and Connecting Colorado to recruit new employees. Pepsi is open to suggestions and working with local organizations to make employment opportunities known.
- b. *Review Pepsi's coordination to date with Denver Workforce Center.*
 - i. As the project has not yet been fully approved, Pepsi has not fully engaged in hiring for the plant. Pepsi has not yet coordinated with Denver Workforce Center but will do so as the project develops.
- c. *Could Pepsi facilitate hiring events in the Far Northeast neighborhood?*
 - i. Pepsi will work with the Denver Workforce Center and other community organizations to host job fairs and will ensure that these job fairs are held in or advertised to the Far Northeast community.
- d. *In an already tight job market, how will Pepsi recruit employees?*
 - i. Pepsi will leverage its relationships with Denver Economic Development & Opportunity, Connecting Colorado, and Denver Workforce Center to recruit new employees. As we are expanding our community outreach we can add local community organizations to our list to assist with job distribution. The plant is anticipated to provide hourly and salary jobs with wages averaging \$65,000, plus an additional \$15,000 in benefits, which Pepsi anticipates will attract employees to its available positions.
- e. *Can the Far Northeast community have top priority to these jobs, especially given their proximity to the facility?*
 - i. Although we cannot give priority to job seekers based on proximity to our plant due to our equal opportunity employer status, we can give priority notice of jobs to those closest to the plant. In our experience, those closer to the facility are most likely to apply.
- f. *How will Pepsi participate in the community, and what will be community benefits?*
 - i. As the project is not yet approved, Pepsi has not fully developed plans for community participation. That said, Pepsi has maintained an active presence in the Denver metro area for 50 years. Examples of Pepsi's active role in the community, Pepsi donated water to aid victims of the Marshall Fire and is donating scholarship funds to 3 local community colleges for racial and ethnic minority students. Community benefits of the project include a dedication of 1.7 acres of parkland, the buildout of the Second Creek greenway in the vicinity of the project, street improvements, along with job opportunities and economic benefits.
- g. *Is there a commitment to partner with local community groups to give back?*
 - i. Pepsi has and will continue to support local needs. Pepsi supports many community groups that serve the Far Northeast community already and looks forward to continuing these and other relationships. Examples of groups that Pepsi supports include Junior Achievement Rocky Mountain, Habitat for Humanity, Food for Good, Mile High United Way, the Department of Veterans Affairs, Salvation Army, March of Dimes, American Red Cross, National Western Stock Show, and others.
- h. *Is outreach planned to the Black and Asian chambers of commerce?*



- i. Pepsi is involved with the Hispanic Chamber of Commerce. As part of our 2022 community engagement plan, we have started outreach to the Colorado Black Chamber of Commerce. We have also begun outreach to the Asian Chamber of Commerce.
- i. *Is there a commitment to creating a community benefits agreement?*
 - i. It is our understanding that the City does not facilitate community benefits agreements.

3. Steering Committee Questions/Comments

- a. Overall support for the planning effort
- b. Can Community Benefits be negotiated between RNO and Pepsi Co?
 - i. Pepsi is open to that conversation but would like to understand the expected commitment
- c. SC shared concerns regarding the anticipated truck traffic at Tower Rd
 - i. How to minimize truck traffic along Tower Rd
 - ii. With increased freight traffic how is the city mitigating road maintenance
 - iii. Restrictions to freight traffic access to Pena Blvd based on FAIA regulations
 - iv. Anticipated vehicle volume is estimated at 11 trucks per hour
 - How are we mitigating noise disruptions due to freight traffic?
 - What type of vehicles are expected?
 - Most of the traffic will be accessing/departing Pepsi at off-peak times.
 - v. Will light-rail eventually go to 72nd?
 - We still see this as an important asset in the long term, and is still supported by DEN's vision



Meeting Minutes

Meeting Name: FNE Area Plan Amendment – Public Meeting #1

Date/Time: Thursday, December 9th, 2021 from 6-7pm

Location: Virtual via Zoom

City Staff: District 11-Councilwoman Stacie Gilmore; Lilly Djaniantis; Melissa Sotelo;

Pepsi Staff: Brian Connolly; Kathy Alfano; Steve Lawrence; Martin Wallace

1. Councilwoman Gilmore welcoming remarks

- a. FNE Area Plan was adopted in 2019 the area plan sets recommendations for equitable neighborhood and community and addresses land uses, mobility, quality of life, and economic development
- b. With growth changes are anticipated at greenfield sites
- c. Recent proposal of Pepsi at 72nd and Tower has initiated the need for a targeted amendment to the plan

2. FNE Area Plan Amendment presentation by Senior City Planner, Lilly Djaniantis

- a. The 2019 FNE Area Plan covers Montebello, Green Valley Ranch, and DIA neighborhoods, went through an extensive 18-month public planning process to establish a community-driven vision, that set guidance in the FNE for the next 18 years.
 - i. Community identified greenfield sites as the most appropriate places for new development.
 - ii. Community identified areas to preserve like open space and single-unit residential neighborhoods
 - iii. Community identified mobility priorities throughout FNE advising the city on which streets to prioritize for different modes of movement
- b. A new manufacturing use, a Pepsi Bottling Plant, is proposed in the FNE Area and has instigated a need for some minor revisions in the Northeast corner of the DIA neighborhood
 - i. Pepsi has outgrown its existing facility on Brighton and needs a new facility to accommodate the much-needed growth
 - ii. FNE greenfield sites provide an opportunity for Denver to keep these jobs within the City
- c. The DIA neighborhood has a small but growing residential community
 - i. Residential development is limited in the DIA neighborhood, due to Denver International airport overlay (AIO)
 - Only allows multi-unit residential between 56th and 64th
 - Doesn't allow any residential development north of 64th Ave
 - ii. The dominating uses are hotels along Tower road, and Panasonic adjacent to the 61st and Pena light rail stop
- d. The 2019 FNE Area Plan recommended that the city's Department of Economic Development (DEDO) works with the community to bring commercial and employment sectors to the FNE area.
 - i. The plan also set a goal to establish new districts through market-driven growth.
- e. In the 2019 plan, FNE residents identified existing high-profile employers such as DEN and Panasonic as key assets to build upon, or follow suit with similar development, as a strategy for attracting jobs.
 - i. Since the DIA neighborhood scored low on jobs the plan recommended that the vast amount of undeveloped land in this area present a great opportunity to attract employment sectors to the FNE.



- ii. Pepsi aims to employ around 500 workers at their facility and hopes to continue expanding the facility for the next 50+ years.
 - f. The FNE area plan projected a long-term vision for DIA, in this area, much of that vision was based on the projection that a light-rail stop would be developed at the intersection of 72nd and Himalaya
 - i. However, that projection is outside of the 20+ year trajectory of this plan
 - ii. To promote an employment sector in this part of FNE, a plan amendment will provide an opportunity to reimagine what this area should be
 - Currently, this area has a variety of commercial mixed-use zones that don't allow for light industrial or manufacturing
 - A rezoning to an I-MX zone district would be needed to allow for light-industrial/manufacturing, which is an industrial mixed-use with an 8-story height limit
 - g. Denver International Airport is similarly envisioning a light-industrial manufacturing district directly across from Pepsi's projected development site
 - h. Anticipated modifications in the amendment will include updates to the future places, to become an innovation flex district.
 - i. Any changes to place types will impact bock patterns in this area, with anticipated modifications to the previously proposed mobility network in the plan amendment area
 - i. Next Steps
 - i. A steering committee meeting in late January
 - ii. Public Draft Review of amendment anticipated for public review in late January
 - any modified maps or text in this draft will be shown in red
 - iii. A second public meeting is planned for February, and this will be an opportunity to review all proposed changes and hear public feedback.
 - iv. Planning Board public hearing is anticipated in mid-March
 - j. To keep up with the amendment effort visit our website for updates at www.denvergov.org/farnortheastplan
 - k. Contact project manager Lilly.Djanants@denvergov.org for any further questions or comments

3. Pepsi Bottling Company presentation by Brian Connolly

- a. Pepsi is looking to develop a new bottling and beverage production facility in High Point development at 72nd and Dunkirk St
- b. Pepsi Co is one of the world's largest food and beverage company
- c. Pepsi Co is a highly ethical, diverse, environmentally responsible company
 - i. Pepsi will continue to employ a diverse workforce similar to the Brighton facility where 52% of the workforce are people of color
 - ii. Sustainability will be a high priority at the new facility, incorporating a sustainable food system and reducing environmental impact. Reducing greenhouse gas emissions by 75% by 2030.
- d. Pepsi employs over 2,000 people in the state of Colorado
 - i. 1400 in Denver metro area
- e. Pepsi aims to engage with local communities
- f. Pepsi will provide community benefits through the following goals:
 - i. Establish a strong job sector in FNE
 - ii. Committed to hiring from the local community
 - iii. Low impact – with less traffic than comparably size production facility
- g. Contact Pepsi team at highpointdenverproject@gmail.com for any further questions



4. Public Comments and questions

- a. What amenities have developers of that area promised new and proposed homeowners, since the area was planned for mixed-use development, this new project seems completely out of line in the NPI planning process.
 - i. The 2019 FNE Area Plan didn't have community benefits identified and no conversations were had with the property owners to commit to any community benefit
 - ii. Community benefits are not negotiated within area plan scope, but are handled at the rezoning, PUD, or LDR level.
 - iii. The plan set a vision for a mixed-use community solely based on the possibility of this being a Transit-Oriented development. Since the adoption of the plan, the city has learned that there are no long-term plans to facilitate a light rail stop in this area, which significantly impacts the appropriate use and development typology for this portion of DIA.
 - iv. Job creation was a predominant goal of this plan, and since residential is not allowed in this area, manufacturing and other large-scale employment would be an appropriate way to facilitate that goal.
 - v. DEN is also proposing a similar type of development typology and block patterns directly across 72nd Ave
- b. How will Pepsi offset the loss of community amenities?
 - i. The current GDP shows amenities such as – a public park space, development of a trail corridor along the 2nd creek, recreation center on the south side of High Point boulevard, and calls for developing infrastructure. None of those are changing through the development of this project and are recalibrated to facilitate them within and around the Pepsi facility.
- c. Discuss the impact on local roads through this use, it's already difficult to get in and out of Montbello, especially through Pena Blvd?
 - i. The current plan for truck traffic is to rout traffic west out of the property towards Tower Rd, and on to Pena Blvd and or to the surrounding highways, to minimize truck traffic impact on the local road network
- d. Will Pepsi Co invest in the development of affordable housing with the cost of living and the need for housing, Pepsi Co will need to support housing needs in the area?
 - i. At this point no affordable housing has been part of the discussion. That has not been a typical ask of employment sectors.
 - ii. Pepsi's is working to solve the affordability issue by providing employment through an average annual wage of \$75K
- e. How many jobs will be entry-level and what is the starting wage?
 - i. 90% of jobs are front line work
 - ii. Average wage is \$75k including benefits
 - iii. Starting wage for entry-level is no less than \$40K
- f. Will Pepsi work with the local workforce?
 - i. Pepsi Co will be posting jobs through www.pepsicojobs.com and is partners with the Hispanic Chamber of Commerce and other local organizations, and Pepsi holds career fairs and works with local schools
 - ii. Pepsi has listed their job openings on Connecting Colorado platform and is aware of the City's Workforce Development Center in Montbello
- g. How can the company support the use of public transportation where there's less of a need to drive?



- i. Pepsi Co is looking to facilitate a shuttle to and from the 61st and Pena light rail stop
 - ii. Employees currently commute from Adams, Denver, Jefferson, and Arapahoe counties
- h. Will this project block the view from Gaylord?
 - i. Pepsi Co is conversations with the Gaylord property to make sure their view is not blocked
- i. Could a sustainability plan for this facility be provided for public review?
 - i. This will be the most advanced plan Pepsi facility in North America
 - ii. The community would like to see the ways sustainability will be facilitated in this plant
 - iii. Pepsi Co to further coordinate with community member kiera.jackson@montbelloorganizing.org
- j. Is there a commitment to partner with local community groups to give back?
 - i. Pepsi Co to coordinate with local communities and city staff will coordinate a meeting with Councilwoman Gilmore's office on how to facilitate community engagements.
 - ii. Community has also asked to identify philanthropic partnerships with FNE community serving organizations
- k. Outreach on diversity – is there an outreach planned to the Black and Asian Chambers?
 - i. Pepsi Co will add the proposed chambers to our outreach for this facility and will further coordinate with DEDO
 - ii. Hiring for this facility will not be until 2023
- l. Is there a commitment to creating a Community Benefits Agreement?
 - i. Community benefits agreements are not facilitated through plans but through LDR or the rezoning process.
 - ii. Save-a-Lot a local grocery store established a community benefits agreement



Meeting Minutes

Meeting Name: FNE Area Plan Amendment – Public Meeting #2

Date/Time: Thursday, February 24th, 2022 from 6-7:30pm

Location: Virtual via Zoom

City Staff: District 11-Councilwoman Stacie Gilmore; Lilly Djaniantis; Melissa Sotelo; Deborah Cameron; John-Michael Hill; Stephen Wilson

Pepsi Staff: Brian Connolly; Kathy Alfano; Steve Lawrence; Martin Wallace

1. FNE Area Plan Amendment presentation by Senior City Planner, Lilly Djaniantis

- a. The plan amendment will be followed by a rezoning and a GDP update
- b. Update on the amendment process timeline
 - i. The pre-planning for the amendment started late in the summer of 2021
 - ii. The first steering committee meeting in October of 2021, and the first Public Meeting in December
 - iii. The second steering committee meeting was in early February 2022,
 - iv. The proposed amendments to the 2019 adopted plan has been posted for public review on the city's website <https://www.denvergov.org/farnortheastplan>
- b. Between 2017 and 2019 Community Planning and Development worked closely with the FAR Northeast community to develop a comprehensive plan that set great guidance for Montbello, Gateway-Green Valley Ranch, and the DIA neighborhoods, and this plan will continue to serve these areas for years to come.
- c. The focused area plan amendment is in the northeast corner of the DIA neighborhood bounded by the future 72nd Ave to the north, Himalaya St to the East, the existing High Point Blvd to the south, and Argonne St on the east.
- d. Amendment to the 2019 adopted plan is needed to accommodate the relocation of Pepsi Bottling Plant from its current location on Brighton Blvd to the focus area identified above.
- e. Main amendments to track are:
 - i. The land use designation – the 2019 Plan identified the focused area as a community center and proposed amendment designates as Value Manufacturing
 - A community center is a place type that is intended to support a variety of mixed uses, but, not light industrial or manufacturing uses
 - Value Manufacturing can support mix-use and light-industrial and manufacturing uses
 - DIA's Influence Area Overlay precludes residential development in the focus area
 - ii. Mobility network updates – roads and mobility networks are dependent on land use designations
 - Value manufacturing land use designations typically require bigger block sizes to accommodate warehouses and other large footprints, which will impact the pattern of block and road network
 - iii. Transformative project in the DIA neighborhood was previously called out as the 'A-Line station at 72nd and Himalaya St' has been amended to 'Employment center north of 64th Avenue'
 - Maintained recommendations that support a light rail stop in this area



- iv. Additions recommendations throughout the plan focus on design quality, mobility, placemaking, and community outreach
- f. Market analysis report for the focus area showed that the greenfield sites north of 64th Ave are appropriate for light-industrial uses given their proximity to DEN and to I-70
 - i. The report identified that industrial jobs have significantly higher wages when compared to hospitality, with hospitality paying on average \$12.60 per hour vs \$30 per hour for industrial wages.
 - ii. The report identified the hotel corridor remaining a strong use immediately along Tower Rd
- g. Public feedback to date:
 - i. Community asked about current and future engagement strategy with PepsiCo
 - Councilwoman Gilmore’s office, CPD, and DEDO have been working with the applicant, to identify continued community outreach and engagement opportunities and included recommendations in the plan that speaks to establishing partnerships not just with Pepsi, but with any future employment uses especially when it comes to job recruitment for the FNE community, and providing scholarship for certificate training and professional development
 - ii. Community asked for last-mile connections to employment centers, the plan now includes recommendations for shuttle services that connect people from transit stops to employment centers
 - Community feedback expressed concerns about anticipated traffic along Tower Rd, and CPD has confirmed with DOTI that Tower Rd was designed to accommodate freight and large volumes of traffic
 - Plan amendment includes recommendations for developing a road maintenance plan for Tower Rd, and DOTI will continue to explore with PepsiCo alternative freight navigation options
 - PepsiCo is committed to changing its fleet to all electrical vehicles by 2030
 - iii. Community asked that ‘community benefits’ that were integrated into the **general development plan** for this area are not lost in this amendment process, and the 2019 adopted plan already had those recommendations
 - Specific to this property, trail networks, bridges, and roadway connections are all being carried over into the amended GDP
 - iv. [The amended plan](#) is available for public review online, comments are due by March 11th
 - Anything that was added or amended will be in red
 - Email lilly.djanians@denvergov.org with your comments
 - v. Next steps:
 - Planning Board public hearing on March 16th at 3pm
 - City Council Adoption on May 16th

2. General Development Plan (GDP) Update

- a. GDP’s are planning tools used to plan for roads, bridges, trails and open space, and other infrastructure-related items for land development
- b. The focus area is part of the High Point Development Plan GDP envisioned in 2010 and the plan amendment for this area is proposing land-use and mobility networks different from what was proposed in 2010



- i. Based on the plan amendment an update is needed to GDP because future Site Development Plans must be consistent with the GDP
 - c. A GDP update means that commitments aren't lost between the new development and the GDP
 - i. Updates include land-uses, mobility network, and open space network
 - ii. West Fork and Second Creek has been deeded to the City as part of this update
 - iii. 1.7 Acre commercial park dedication
 - iv. Contact Stephen Wilson for further questions Stephen.Wilson2@denvergov.org

3. Pepsi Bottling Company presentation

- a. PepsiCo Beverages North America, through its operating entity Bottling Group, LLC, proposes to construct a **state-of-the-art bottling and beverage production facility** in the High Point development at **High Point Boulevard and Dunkirk Street**
- b. PepsiCo is a major employer in the Denver area, with over 2,000 employees across all divisions
 - i. 97 full-time employees who currently live in the 80239 and 80249 ZIP codes
 - ii. Employees have access to a wide range of benefits:
 - Tuition benefits to advance education
 - Training to improve job skills
 - Career advancement opportunities
 - Health care, retirement, and other benefits
 - iii. PepsiCo is currently hiring for many positions at the existing Denver facilities
 - Positions are posted at www.pepsicjobs.com
- c. Sustainability Plan
 - i. Net positive Water design – best-in-class water use efficiency from the start
 - ii. Climate – building a foundation to achieve our NetZero climate goal
- d. PepsiCo is committed to hiring a diverse workforce from and within the local community
 - i. PepsiCo has commenced work with the Hispanic and Black chambers of commerce
 - ii. PepsiCo is partnering with DEDO and Connecting Colorado to identify local community organizations to recruit new employees
 - iii. PepsiCo will post jobs on their website and hold job fairs at the Denver Workforce Development Centers
- e. **475 positions at the new facility**
 - i. 250 transferred from Brighton + **225 new jobs**
 - ii. **Current employees will be re-trained and shifted to the new facility**
 - Positions are comprised of 30% salary and 70% hourly with an **average wage of about \$65,000 plus benefits**
 - **Positions range from entry-level to skilled, technical roles**
- f. Best-in-class manufacturing including:
 - i. Automatic Storage and Retrieval System
 - ii. Lithium-Ion Electric Automatic Guided Material Handling Equipment
 - iii. Equipment that focuses on Water Conservation and Energy Reduction
 - iv. Digitized Manufacturing Tools for Line Balancing and Trouble-Shooting
 - v. Artificial Intelligence and Augmented Reality tools to provide Real-Time information to the Machine Operators and Mechanics operating and servicing the equipment
- g. **Significant job training** to up-lift and re-skill new and current employees
 - i. Growth in current roles and future opportunities for a career pathway



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- h. Pepsi is considering several workforce development strategies in connection with the development of the High Point facility, including:
- i. Re-training and up-skilling of current and new employees for advanced manufacturing positions
 - ii. Partnerships with City, state, and neighborhood workforce development organizations to develop apprenticeships, alliances with educational organizations, and benchmarking
 - iii. Virtual and in-person hiring events for current and future employment opportunities
 - iv. Employee transportation to and from nearby transit stations
- i. PepsiCo through its operating subsidiaries, Bottling Group LLC and Frito Lay, Inc., has been an active member of the community over the last 50 years. PepsiCo is engaged with a variety of organizations that support members of the Denver community, including those in the Far Northeast neighborhoods.
- i. Pepsi will work with Council District 11 office, community members, and other organizations to identify additional community organizations for support and partnerships
 - Non-profit organizations
 - Schools and educational organizations
 - Workforce development organizations
 - Commitments would not be made until after Pepsi has received needed approvals for the High Point facility
- j. Truck access entrance to the facility from future 69th Avenue
- i. Will utilize 69th Avenue to Tower Road and Pena Boulevard
 - ii. Anticipated 282 trucks per day (11.75 trucks per hour) at the commencement of operations
- k. GDP Amendment Details
- i. Relocation of **1.7-acre dedicated park space** from the center of the property to the southwestern corner of the property, adjacent to Second Creek greenway
 - ii. **Construction of 69th Avenue** across Second Creek will provide connectivity across the property, limit truck and passenger car interaction
 - iii. Anticipated **pedestrian and bicycle infrastructure** along Second Creek, adjacent to RTD A-Line
 - iv. Trail construction and crossing of Second Creek somewhere in the area of 71st or 72nd Ave.
 - v. Dedications of land for **future street construction** along Himalaya Street, 72nd Avenue, and 70th Avenue
 - vi. Paying industrial linkage fee that will **support the development of affordable housing**
- l. Summary of Project Benefits
- i. **Equitable economic development**
 - Retaining and adding good-paying jobs in Denver, at a variety of skill levels, with local hiring practices
 - Supporting current and future local restaurants, hotels, and other businesses by bringing employees to the area on a daily basis
 - ii. **Supporting the development of community infrastructure**
 - Dedication and construction of street grid, Second Creek greenway, and stormwater detention facilities
 - Providing substantial tax revenue to pay for infrastructure current and future infrastructure constructed by the metro district
 - Funding construction of High Point educational and recreational facilities through community fees
 - Supporting future development of 72nd and Himalaya commuter rail station through incremental tax revenues



- iii. **Sustainable manufacturing**
 - Creating a global model for sustainable, high-quality manufacturing
 - Incorporating best practices in renewable energy, water recycling, and fleet
- iv. **Low-impact use and development**
 - No noise, odor, excessive lighting, etc. from building operations
 - Predefined truck routes will avoid traffic in residential or business areas
 - High-quality architecture and landscaping treatments
- v. Contact PepsiCo team at highpointdenverproject@gmail.com for any further questions

4. Public Comments and questions

- a. PepsiCo's freight trucks will not be going down 56th Ave or Peoria St, they intend to travel along Tower Rd towards I-70
- b. John Benitez and Mr. Dean – property owners 6800 Argonne Street of 92,000 SF development (3 buildings) on an 8 acre parcel property
 - i. Existing uses at that property are Legacy High School and a Church
 - ii. The proposed 69th Ave connection will be directly adjacent to these uses
 - iii. The school could benefit from playing fields for the high-school facility
- c. Are there any community benefits agreements associated with this project?
 - i. From a legal perspective the city cannot enter into community benefits agreements with projects
 - ii. Working on building out our partnership with PepsiCo focused on workforce development
 - DEDO and PepsiCo are meeting to deepen that partnership from youth engagement, to supporting existing facilities, and new job recruitment