



TO: City Council
FROM: David Gaspers, CPD Planning Services
DATE: March 17, 2020
RE: **Adopts the amended Future Places 2020 Plan Map in Blueprint Denver 2019, a supplement to Comprehensive Plan 2040, to reflect a change in the Overland Park Neighborhood in Council District 7.**

Community Planning and Development is pleased to submit to City Council the Future Places 2020 Plan Map as part of *Blueprint Denver* which is an adopted supplement to *Comprehensive Plan 2040*. This memorandum **1)** provides background for the Plan Map Amendment, **2)** documents the proposed changes made to the plan map and **3)** evaluates both the proposed change and the process based on the three criteria established in the *Comprehensive Plan 2040*.

1. Background:

Blueprint Denver establishes two ways for the plan's Future Places Map to evolve over time.

Page 59 of Blueprint Denver:

Updates to the neighborhood context map and future places map: there are two major ways that these maps will evolve over time:

***NPI area plans and other small area plans:** during a small area planning process, the future places map may be revised. This would occur at the time that a new or amended small area plan is adopted by City Council as a supplement to the comprehensive plan. These planning efforts, which may include corridor plans, are the main process to link land use compatibility with future transit investments as transit corridors are implemented through Denver Moves: Transit.*

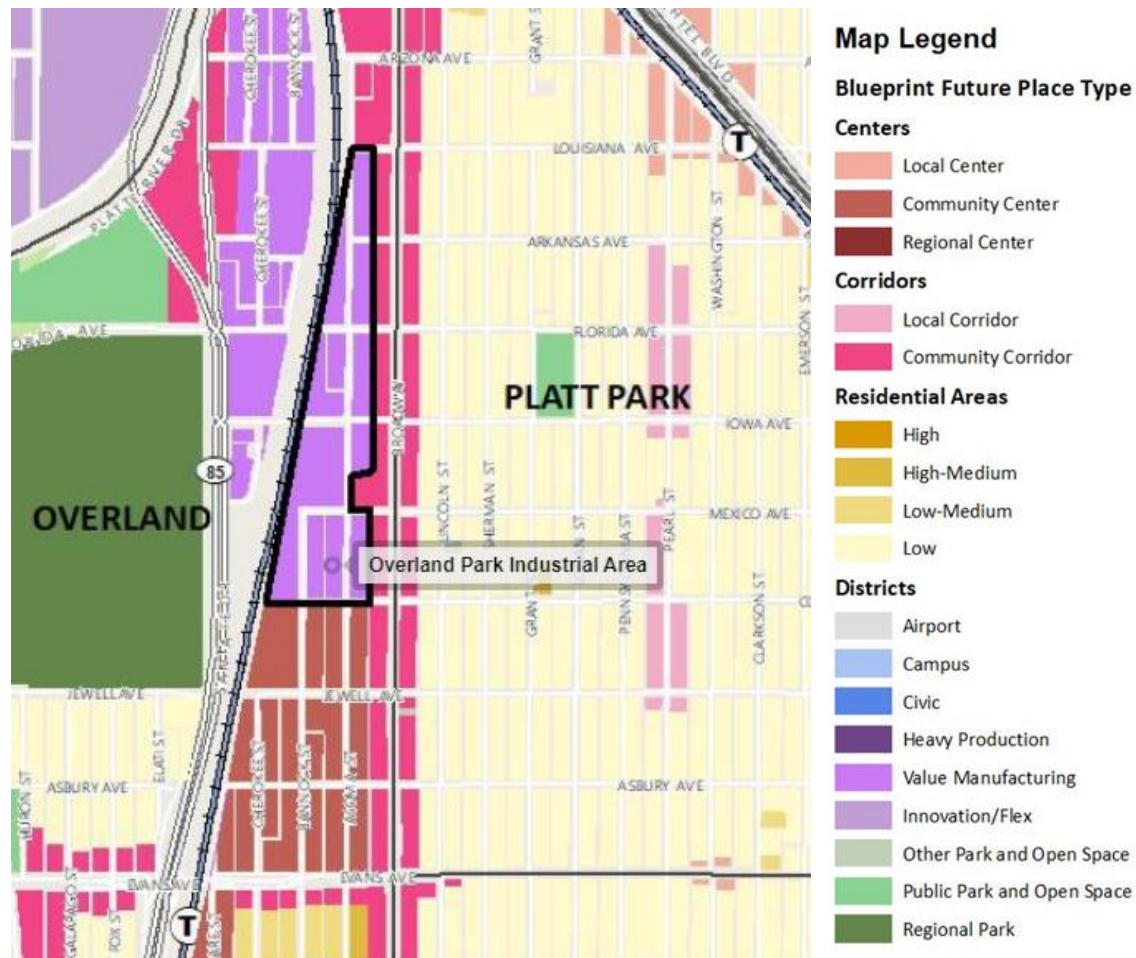
***Consolidated updates:** CPD will explore and implement an approach for the future places map to be updated on a regular basis. This could entail a process, happening every one or two years, in which staff identifies potential changes to the map based on inquiries or requests from property owners and the community. This process would need to include public input and result in an amendment to the map that is approved by Planning Board and adopted by City Council.*

The "Consolidated updates" approach specifically directs CPD to explore an approach to update the Future Places map on a regular basis. CPD has developed a plan map update process that can be initiated by either CPD or individual City Council District offices. Any Blueprint Denver Map Amendment proposals will be consolidated yearly and presented to Planning Board and City Council at the same time as the Blueprint Denver Annual Report.

2. Proposed Change

The 2020 Blueprint Denver Plan Map Amendment consists of one proposed change from Council District 7 for the Overland Park Neighborhood, generally bounded by West Louisiana Avenue to the north, West Colorado Avenue to the south, BNSF Railroad right-of-way to the west and the alley between Acoma and Broadway to the east. The proposal would change the future place designation from Value Manufacturing to Innovation/Flex.

Figure 1: Overland Park Industrial Area Proposed for Future Place Map Change



Current Future Place: Value Manufacturing

Value Manufacturing districts serve the primary purpose of light manufacturing, wholesale trade, transportation and warehousing. Residential uses are not allowed.

Land Use and Built Form:

Value manufacturing areas are often located in business parks or on extra-large blocks. Such areas include advanced and larger craft manufacturing, research and design labs, robotics, technology and flex spaces. Residential uses are not compatible. These areas typically consist of single or multi-tenant buildings, that are designed for freight movement with some storage. They typically do not provide pedestrian-oriented features such as street level transparency.

Mobility:

Streets in value manufacturing areas are designed for safe movement of freight and goods, often with a grid and on-street parking. Most traffic in the area results from the movement of employees, goods, and customers.

Quality-of-Life Infrastructure:

A variety of green spaces may be found, typically on private property, with some areas having significant landscaping, green lawns and street trees.

Proposed Future Place: Innovation/Flex

Innovation/flex districts serve the purpose of craft or maker spaces, high-tech design and manufacturing with a mix of employment and residential. Multi-unit residential uses are allowed and can be integrated into the existing or future manufacturing uses.

Land Use and Built Form:

Innovation/flex districts often include assembly facilities, labs, small logistics and warehousing, local food catering, tech firms, value manufacturing and related offices uses. Residential uses are compatible. Multi-tenant buildings, often with office uses in the front and manufacturing in the back, are common. Buildings are typically oriented to the street and contain pedestrian-friendly features such as street-level windows. Building size varies and can be dependent upon the surrounding context and character.

Mobility:

Streets in these areas are typically on the standard grid system with on-street parking and access for cars, bikes, pedestrians and transit.

Quality-of-Life Infrastructure:

Flex/innovation areas might include parks and outdoor spaces, depending on the surrounding area. Trees often include trees and other types of green infrastructure.

In developing a process for updating the Blueprint Denver Future Places map, CPD established considerations to evaluate whether proposals meet good planning practices. Considerations include but are not limited to:

- *Timing of future/recent small area planning in the neighborhood* - The subject area does not have a recent small area plan and Overland Park has not yet been identified for a future phase of the Neighborhood Planning Initiative.
- *Proposed change shouldn't circumnavigate the need for a small area plan*
 - *Scale and complexity* – The proposed future place designation maintains the area as a manufacturing district and goes completely from one place to another place (i.e. it does not add places). More complex or

significant changes to the map may need the in-depth study that comes with a small area plan.

- *Geographic size* – The subject area is approximately 5 blocks in size and would not typically constitute a small area plan process.
- *Appropriateness to adjacent future places* – The subject area is adjacent to community corridor and community center places that also allow mixed-use residential development.
- *Overall impact on creating complete neighborhoods, meeting equity concepts, citywide population/employment projections* – Allowing residential development at the subject area advances the Blueprint Denver vision of creating complete neighborhoods and new jobs and housing could be directed to the location. Ne, market-rate housing being added to any neighborhood may impact Blueprint Denver’s Key Equity Concepts for the area. Currently, the key equity concepts for the subject area have low to mid-range scores (access to opportunity ≈3 out of 5, vulnerability to displacement ≈1.5 out of 3, housing diversity 1 out of 5, jobs diversity is similar to citywide average) largely due to the site itself being industrial (low scoring) and being adjacent to strong neighborhoods to the east (high scoring). Any large-scale rezoning or project that enters the large development review process is subject to a full equity evaluation.

3. Comprehensive Plan 2040 Criteria

- 1) An inclusive community process was used to develop the plan.
- 2) The plan is consistent with the vision, goals and strategies of *Comprehensive Plan 2040*.
- 3) The plan demonstrates a long-term view.

1. An inclusive community process was used to develop the plan.

CPD requires an inclusive public process to receive feedback on the proposed map change. Council District 7 hosted two community meetings on October 13 and 21. These public meetings were posted on the District 7 and CPD websites. Written notice of these public meetings was done consistent with the Large Development Review process (DZC 12.3.4.2.C & 12.3.4.6) including being sent to owners and tenants of the subject site and any real property located within 400 feet of the subject site and neighborhood organizations or other community organizations within the subject site or within 400 feet of the subject site. Approximately 40 people attended these meetings and overall comments were supportive of the proposed map change.

An online, map-based survey that was promoted on the District 7 website, CPD website and associated social media outlets was developed to solicit input on the proposed change. The survey received twenty total responses, nineteen responses “strongly supported” the proposal with one response not providing feedback (SEE ATTACHED SURVEY REPORT).

Nearby registered neighborhood organizations have been briefed on this plan map amendment. The Overland Park Neighborhood Association have provided a letter of support (SEE ATTACHED RNO LETTER). Council District 7 has fully documented their outreach efforts in the attached letter (SEE ATTACHED LETTER).

Finding: Blueprint Denver 2020 Future Places Map Amendment was developed through an inclusive public process.

2. The plan is consistent with the vision, goals and strategies of Comprehensive Plan 2040.

The proposed change to the Blueprint Denver Future Places Map align with the Comprehensive Plan 2040 vision by advancing multiple goals and strategies found in both the Comprehensive Plan and Blueprint Denver. Highlights include:

Comprehensive Plan 2040

Equitable, Affordable, Inclusive

Goal 1: Ensure all Denver residents have safe, convenient and affordable access to basic services and a variety of amenities.

- Strategy A: Increase development of housing units close to transit and mixed-use developments.

Strong and Authentic Neighborhoods

Goal 1: Create a city of complete neighborhoods.

- Strategy D: Encourage quality infill development that is consistent with the surrounding neighborhood and offers opportunities for increased amenities.

Economically Strong and Vibrant

Goal 9: Stimulate the growth of ideas and innovation.

- Strategy B: Encourage entrepreneurial and emerging business growth by fostering a startup ecosystem with places, mentors, peers and systems to assist innovators

Blueprint Denver

Land Use and Built Form - Housing

Policy 8: Capture 80 percent of new housing growth in regional centers, community centers and corridors, high-intensity residential areas, greenfield residential areas, innovation/flex districts and university campus districts.

Land Use and Built Form – Economics

Policy 1: Capture 90 percent of job growth in regional centers, community centers and corridors, certain districts and high-intensity residential areas in downtown and urban center contexts. Of the 90 percent job growth, focus 30 percent downtown.

Policy 3: Preserve high-value manufacturing areas and allow low-value manufacturing areas to transition to higher intensity uses (the proposed change is not identified as a manufacturing preservation area in Blueprint Denver).

Mobility

Policy 1: Encourage mode-shift — more trips by walking and rolling, biking and transit — through efficient land use and infrastructure improvements.

Finding: *Blueprint Denver 2020 Future Places Map Amendment is consistent with the Comprehensive Plan 2040.*

3. *The plan demonstrates a long-term view.*

The evolution of the proposed change in the Overland Park industrial area from a Value Manufacturing area to an Innovation/flex district that serves the purpose of craft or maker spaces, high-tech design and manufacturing with a mix of employment and residential will take many years to occur. The area is not in a manufacturing preservation area identified in Blueprint Denver and meets important policies, goals and strategies from Comprehensive Plan 2040 and Blueprint Denver.

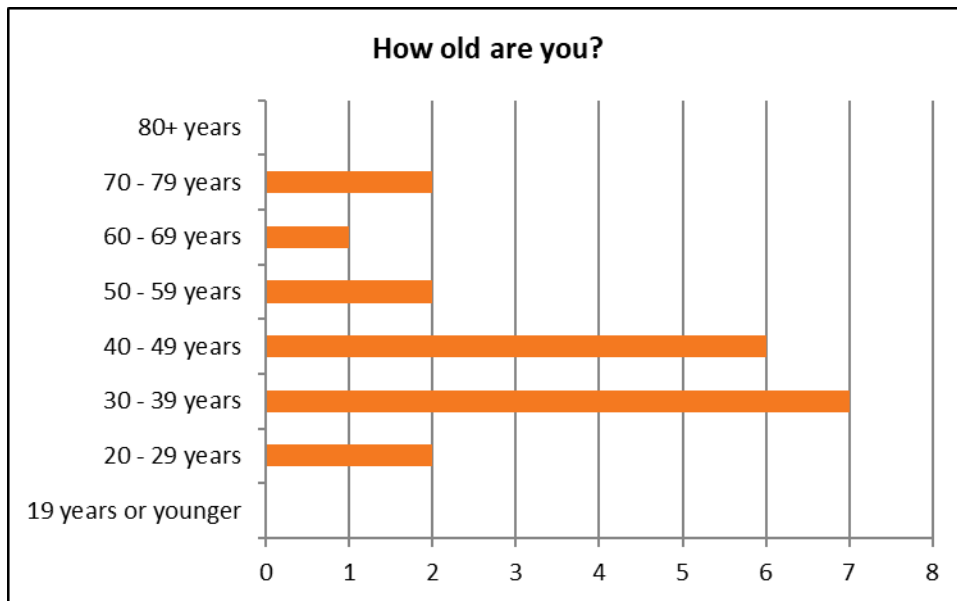
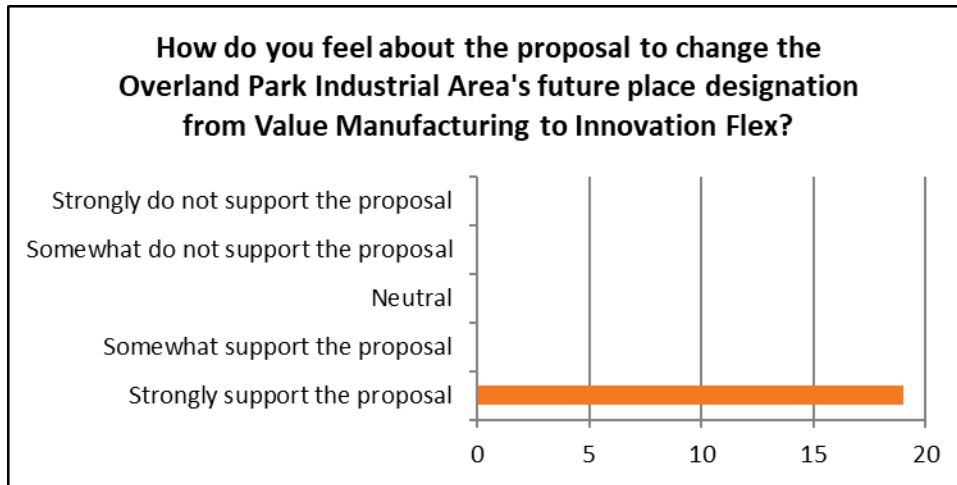
Finding: *Blueprint Denver 2020 Future Places Map Amendment has an appropriate long-term perspective.*

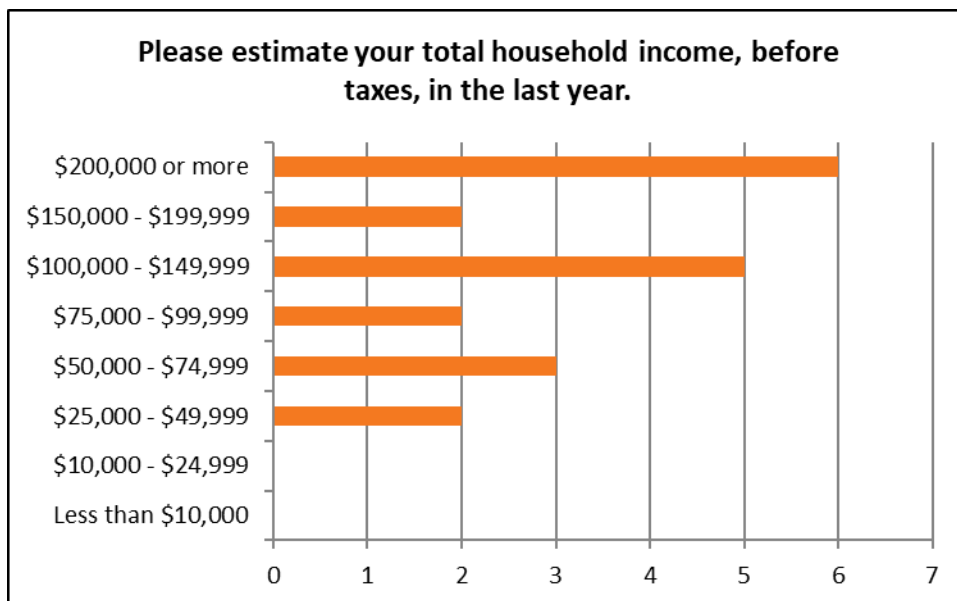
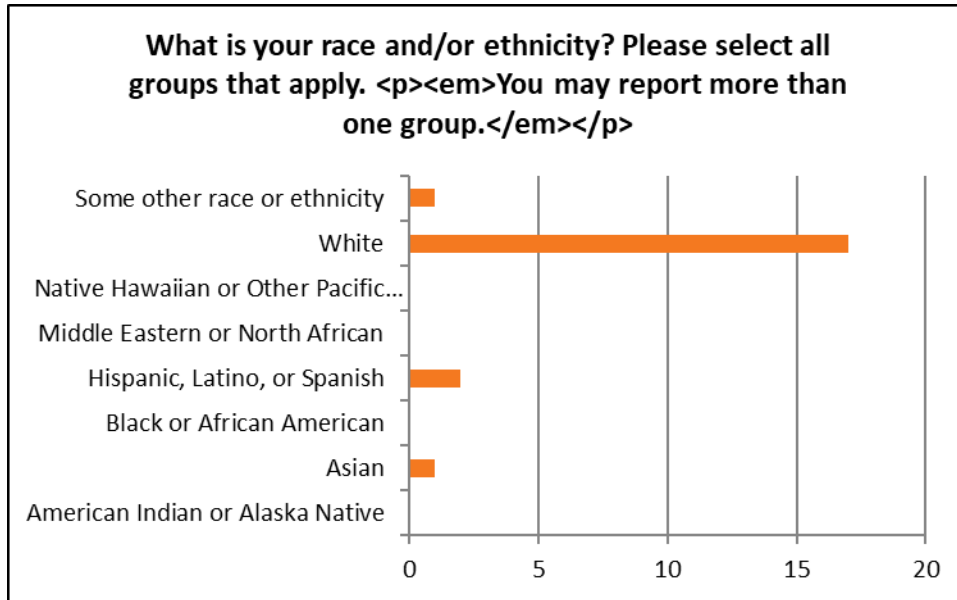
Staff Recommendation:

Based on the findings that *Blueprint Denver 2020 Future Places Map Amendment* used an inclusive public process, is consistent with *Comprehensive Plan 2040* and that the plan takes a long-term view, staff recommends **approval**.

Attachments: Proposed Blueprint Denver Future Places Map Update: Overland Park Industrial Area Survey report; Overland Park Neighborhood Association letter of support; Council District 7 Outreach efforts letter.

Attachment: Proposed Blueprint Denver Future Places Map Update: Overland Park Industrial Area Survey Report







February 11, 2020

City and County of Denver
201 W. Colfax Avenue
Denver, CO 80202

To whom it may concern,

The Board of Directors of the Overland Park Neighborhood Association (OPNA) would like to express their support for the Future Places Map Update to Blueprint Denver that is being proposed by Community Planning and Development in conjunction with the Office of Councilman Jolon Clark.

The proposed area of change lies within the OPNA boundaries and we feel that the change is a correction to a mistake made during the original Blueprint Denver mapping. This change better reflects our neighborhood's vision for the area as it develops as well as compliments both the Evans Station Area Plan and the Broadway Station Area Plan. We were also impressed with the overwhelming positive response from neighbors and businesses, and both the quality and the amount of outreach meetings held to discuss this topic.

Please feel free to contact us with any questions.

Thank you for your time and consideration.

Sincerely,

Amy Razzaque and Mara Owen
Co-Presidents of the Overland Park Neighborhood Association
2255 S Acoma St. Denver CO 80223



THE HONORABLE
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2/28/2020

Dear Mr. Gaspers,

As requested, please see the outline below of outreach efforts undertaken in the Overland Park Neighborhood and adjacent neighborhoods during our proposed update to the Future Area Mapping portion of Blueprint Denver.

Our office received a list of property owners and tenants in the affected area that also included adjacent property owners and tenants as prescribed for the large development review process. It was our determination that the requirements for LDRs was an appropriate requirement to mirror for this process. These owners and tenants were noticed via USPS mail of two public meetings being held by our office and CPD to discuss the proposal and take feedback.

Due to the land use nature of this area- predominantly commercial and industrial uses- our office determined that hosting two evening meetings on different nights of the week on two consecutive weeks would be the most effective way to reach the business operators and property owners.

Our office then set up meetings two blocks away from the proposed area of change at Fellowship Community Church on Wednesday, November 13th, 2019 and Thursday November 21st, 2019 from 6:30-8:30 PM. We had approximately 20 attendees at each meeting who represented property owners, tenants, residents within the proposed area, and residents in the adjacent Overland Park Neighborhood. Contact information was collected from these attendees for the purpose of following up with a link to the Maptionnaire online survey that CPD produced. My staff also flyered the affected area with information about the online survey in early December of 2019.

In addition to these broad outreach efforts I personally met with several property owners in the area and my staff and I communicated via e-mail and telephone with others throughout the process.

I was very pleased at the overwhelmingly positive feedback from both the Overland Park RNO and the online survey of residents, property owners, and tenants.

A handwritten signature in blue ink, appearing to read "Jolon Clark".

Councilman Jolon Clark
jolon.clark@denvergov.org
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Denver City Council - District 7