

1901 Wazee Street, 1600 20th Street & 1601 19th Street

2020i-00008

Request: PUD-G 19 to PUD-G 26

August 24th, 2021

Background

- PUD-G 19 adopted in November 2018
- Current CSP adopted in December 2020
 - Introduced 3 unique signs to be used for on-site advertising and public art
 - Alluded to new PUD to allow animated signs and off-site advertisement
 - Planning Board discussion focused on illumination levels, animation and need for updated sign code
 - Planning Board voiced concerns with off-site advertisement being allowed in the future
 - Planning Board agreed downtown context is appropriate for unique signage and voted 9 to 0 in favor
- All elements of PUD-G 19 carried forward in PUD-G 26 with the inclusion of 3 unique sign definitions with allowances for animation and off-site advertisement
 - Content Plaza Canopy Screen, Dynamic Banner Ground Signs and Tower Bridge Animated Projection

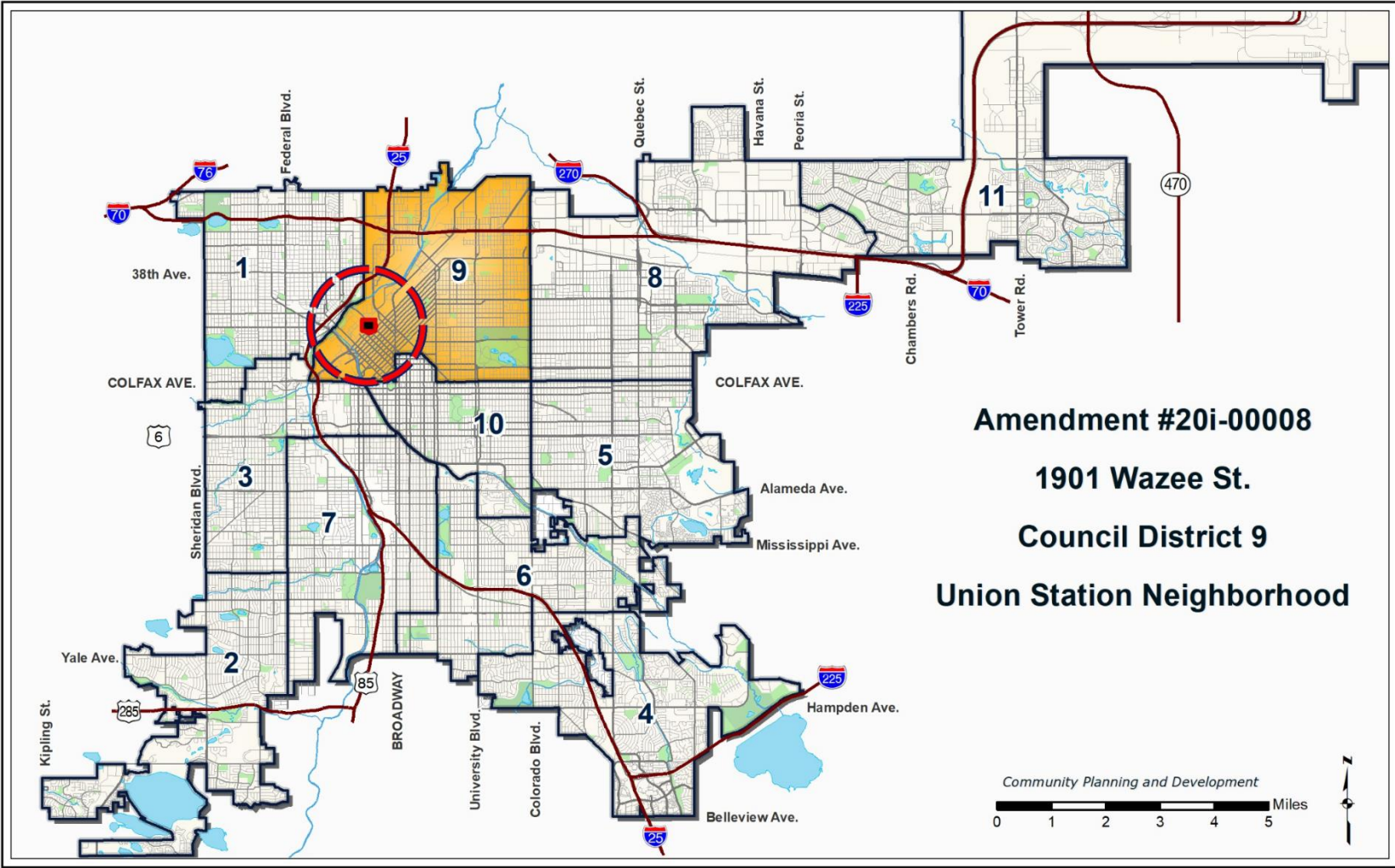
Background

- Comprehensive Sign Plan (CSP) Amendment will further regulate new sign types in the PUD
 - Will provide more detail on public art component and reporting mechanism
 - Amendment to be reviewed by Planning Board after adoption of PUD-G 26 for recommendation to Zoning Administrator
- Special Event Temporary Use Permit issued on 04/01/21
 - Allows use of electronic signs (content plaza and dynamic banners) for entertainment purposes
 - Hours of Operation: 9am to 11pm
 - Variance granted on 07/13/21 to extend temporary use permit

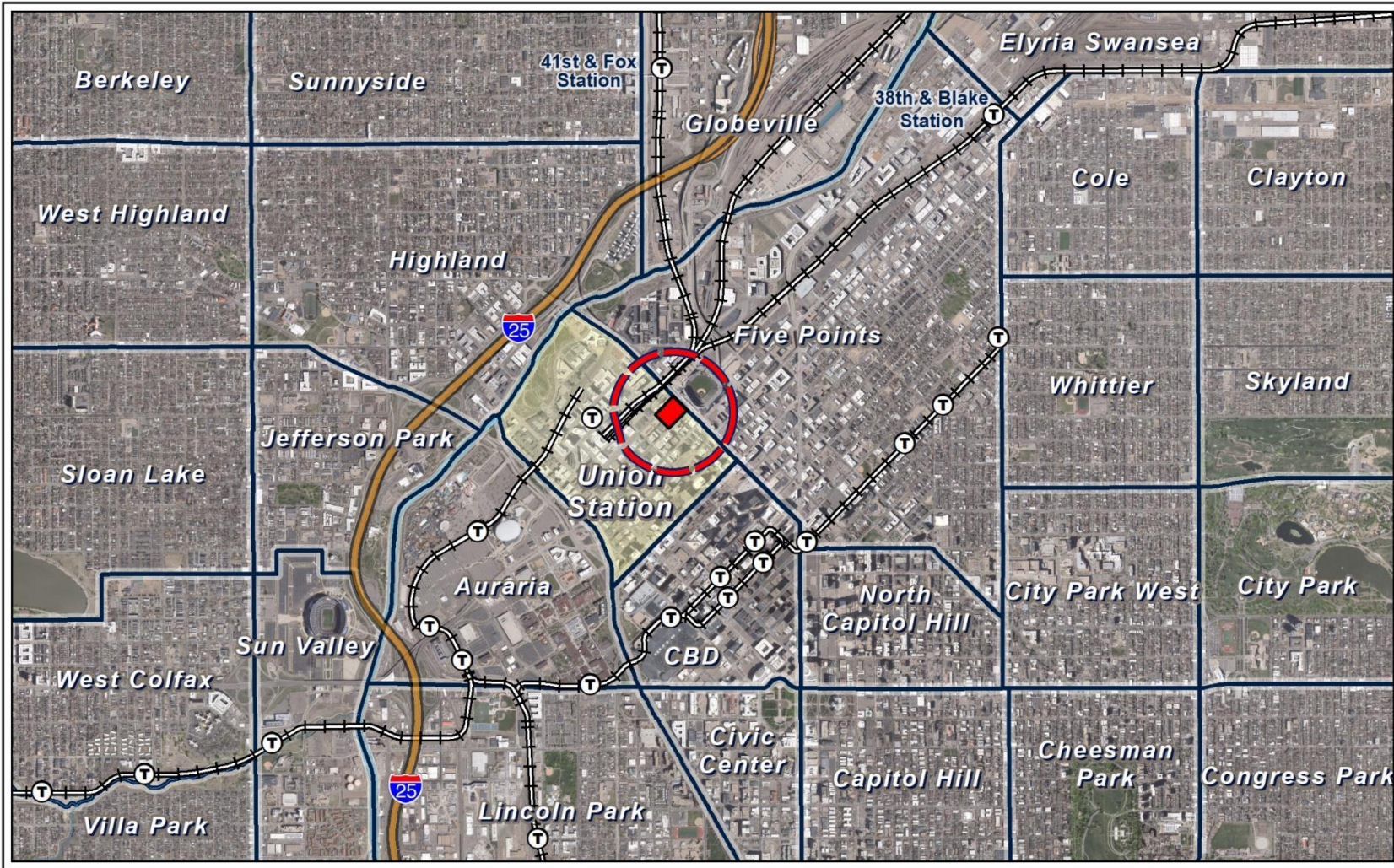
Background

- Other areas in the City with special sign allowances
 - Downtown Theater District (D-TD)
 - Peña Station Next Design Overlay District (DO-6)
 - Billboard Use Overlay (UO-2)
- Considerations for special sign allowances at McGregor Square
 - Unique site configuration (grade changes, LoDo adjacency, activities oriented around central plaza, gateway to Coors Field, Wynkoop Promenade, 5280 Trail)
 - One zone lot, not a larger area like D-TD and DO-6
 - Cannot apply UO-2 and needed more restrictive regulations
 - Public benefit through inclusion of art and place-making

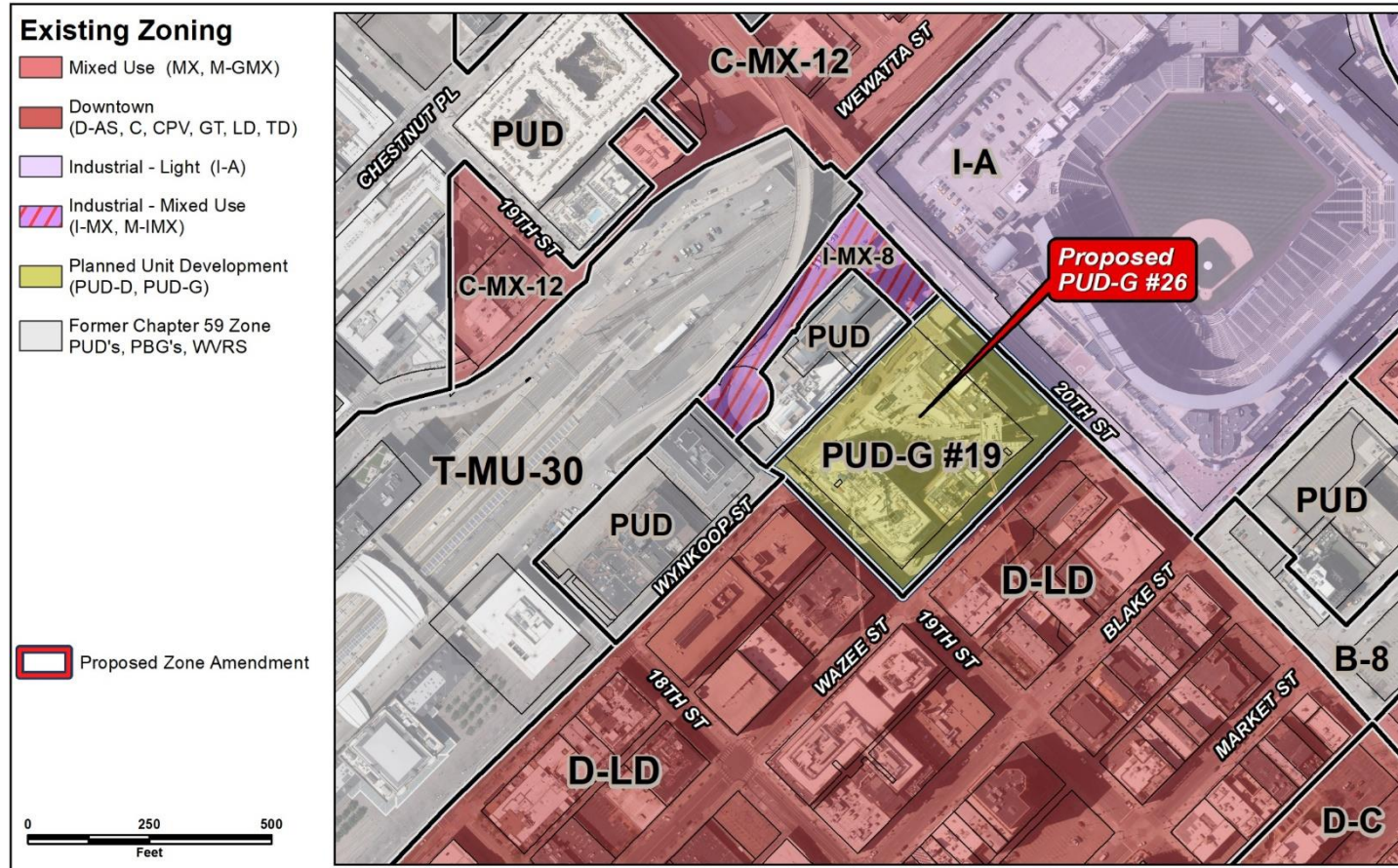
Council District 9 – Councilwoman Candi CdeBaca



Union Station Statistical Neighborhood



Existing Zoning



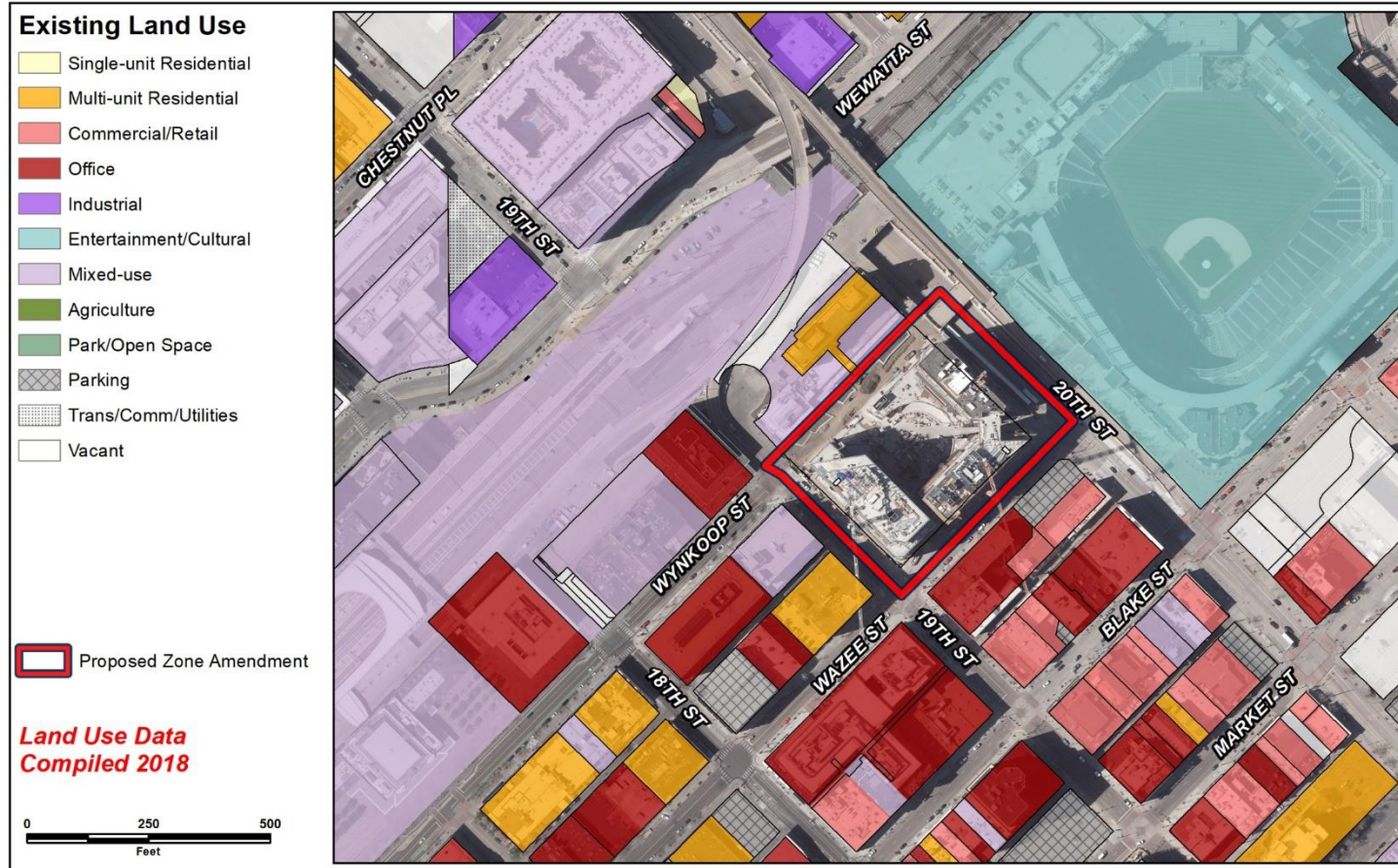
Surrounding Zoning:

- I-A
- D-LD
- PUD
- I-MX-8

PUD-G 19

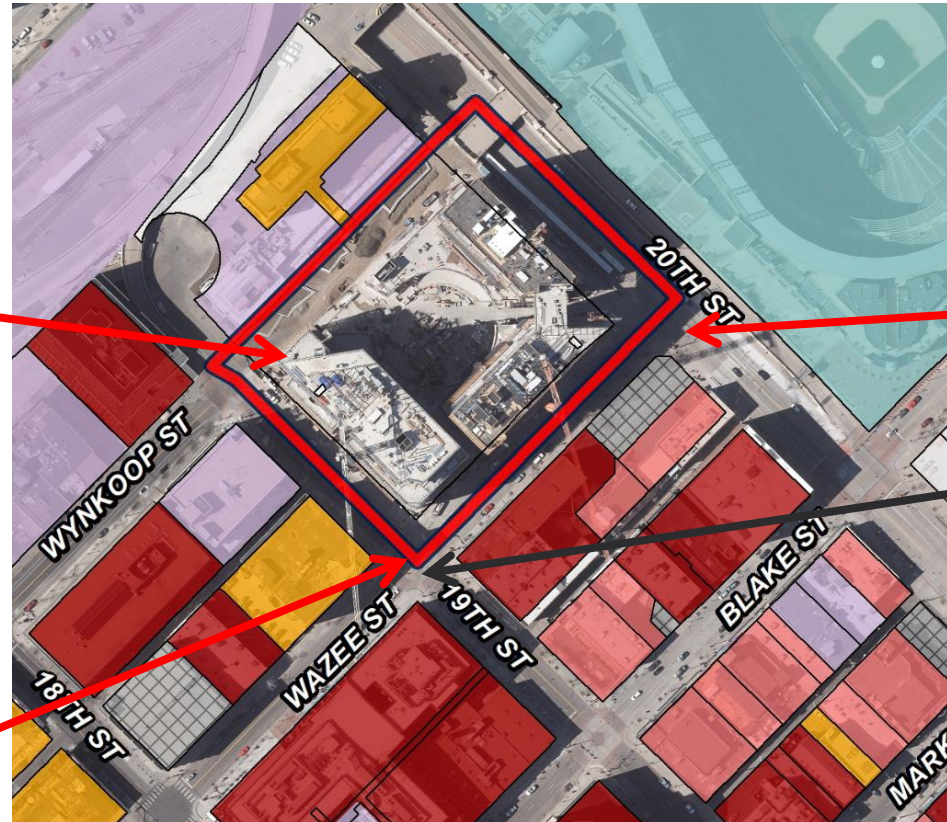
- Approved in late 2018
- Based on D-AS-12+ zone district
- Provides tailored building form standards, primary and side street zone lot lines, provision of Wynkoop Promenade, minimum private open space requirement, administrative DSG and maximum vehicle parking
- All components of PUD-G 19 to be carried forward in PUD-G 26

Existing Land Use



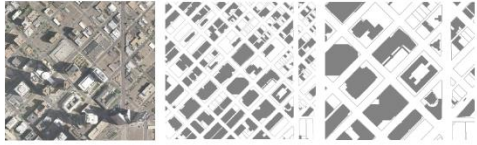
- Existing land use: Shown as vacant (data last compiled during construction)
- Surrounding land uses:
 - Mixed-use
 - Multi-unit Residential
 - Office
 - Entertainment/Cultural
 - Vacant

Existing Context – Building Form/Scale

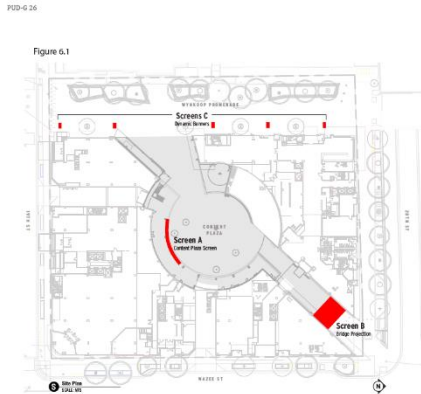


Request: PUD-G 26

PUD-G 26



1901 Wazee Street
2020I-00008
June 30, 2021



10. Materials

- The comprehensive sign plan shall require that signs and equipment for Special Lighting Elements be professionally designed and fabricated from quality, durable materials, including a requirement that only quality illumination equipment be used for illuminated signs and Special Lighting Elements.
- Outdoor General Advertising Device Ground Signs shall not be supported only by a pole or poles unless architectural enhancements are included as approved in the comprehensive sign plan.

11. Comprehensive Sign Plan Requirements

In addition to requirements stated in Section 10.10.3.3 of the DCC, an application for a comprehensive sign plan with illumination, flashing, or off-site advertising shall include a description and defining characteristics of Public Art within this PUD and a reporting mechanism to demonstrate compliance with the requirements of this PUD-G 26. The comprehensive sign plan shall be subject to the following additional requirements.

- Plan Submittal

14 of 22

PUD-G 26
June 30, 2021

- Content Plaza Screen
 - Located in central plaza (not visible from public rights-of-way)
 - Minimum of 15% public art and screen share
- Dynamic Banners
 - Located along Wynkoop Promenade (not a public right-of-way)
 - Maximum of 2 signs within 50 feet of Lower Downtown Historic District
 - Signs within 50 feet of Lower Downtown Historic District limited in individual sign area and area for motion graphics
 - Minimum of 30% public art and screen share (15% on Game Days & Event Days)
- Enhanced CSP Requirements
 - Further defines characteristics of public art and screen share and contains reporting mechanism to demonstrate compliance with PUD

Process

- Informational Notice: 3/5/2021
 - Planning Board Notice Posted: 7/6/2021
 - Planning Board Public Hearing (continued) voted 8 to 1 in favor: 8/18/2021
 - LUTI Committee: 8/24/2021
 - City Council Public Hearing (tentative): 10/11/2021
-
- RNO Comment: 1 letter in support of PUD from LoDo District
 - Public Comment: 1 letter in support of temporary use permit from One Wynkoop HOA

Planning Board Continued Public Hearing

➤ Based on Planning Board comments at the 7/21/21 hearing, the applicant revised their proposal

- Added clarity on requirements for Comprehensive Sign Plan
- Added Screen Share definition
- Increased Public Art and Screen Share minimums on both signs
- Removed off-site allowance for Tower Bridge Projection near 20th and Wazee

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

Review Criteria

Denver Zoning Code Review Criteria

1. Consistency with Adopted Plans

- *Comprehensive Plan 2040*
- *Blueprint Denver (2019)*
- *Downtown Area Plan (2007)*
- *Central Platte Valley Comprehensive Plan Amendment (1991)*

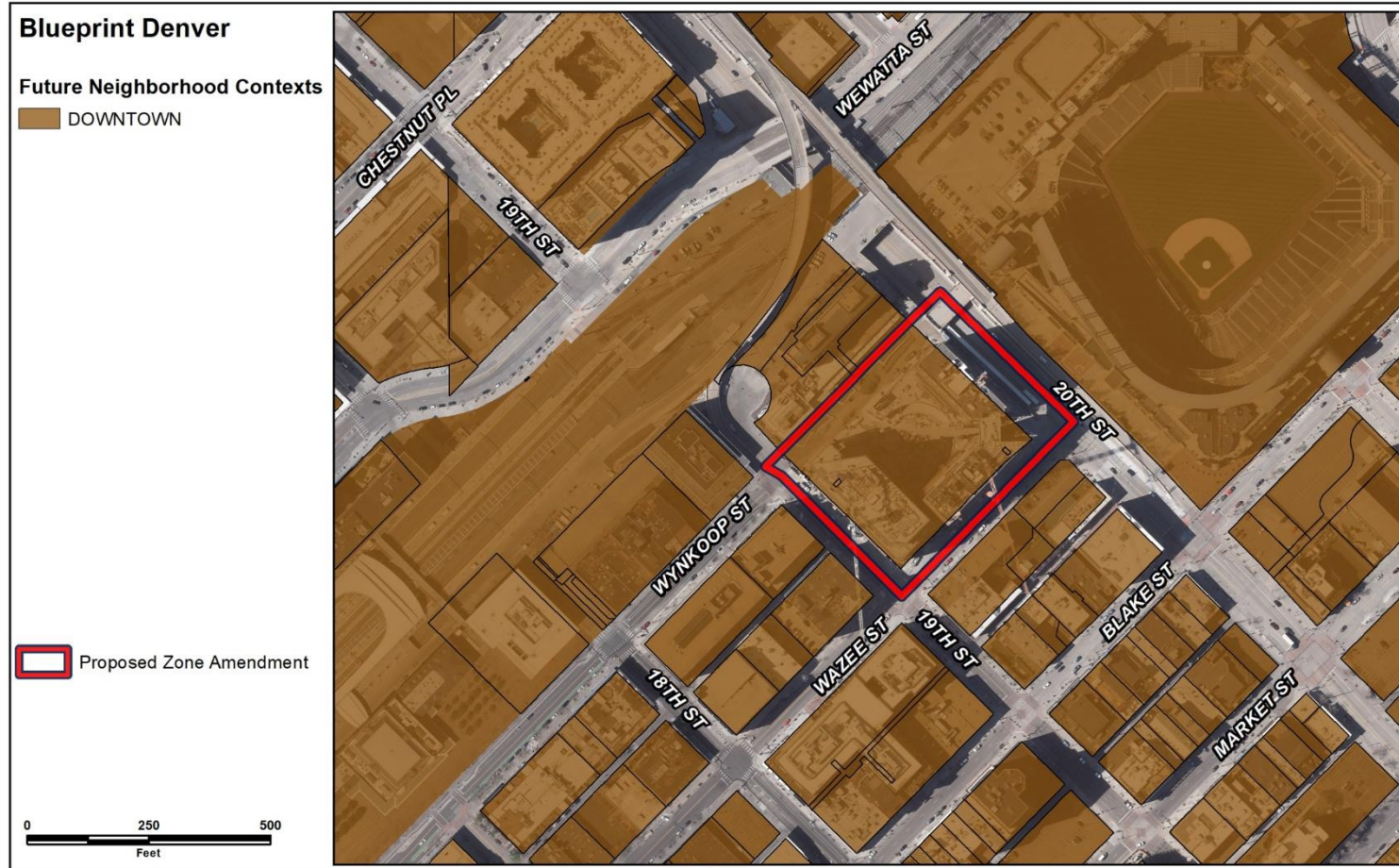
2. Uniformity of District Regulations

3. Further Public Health, Safety and Welfare

4. Justifying Circumstances

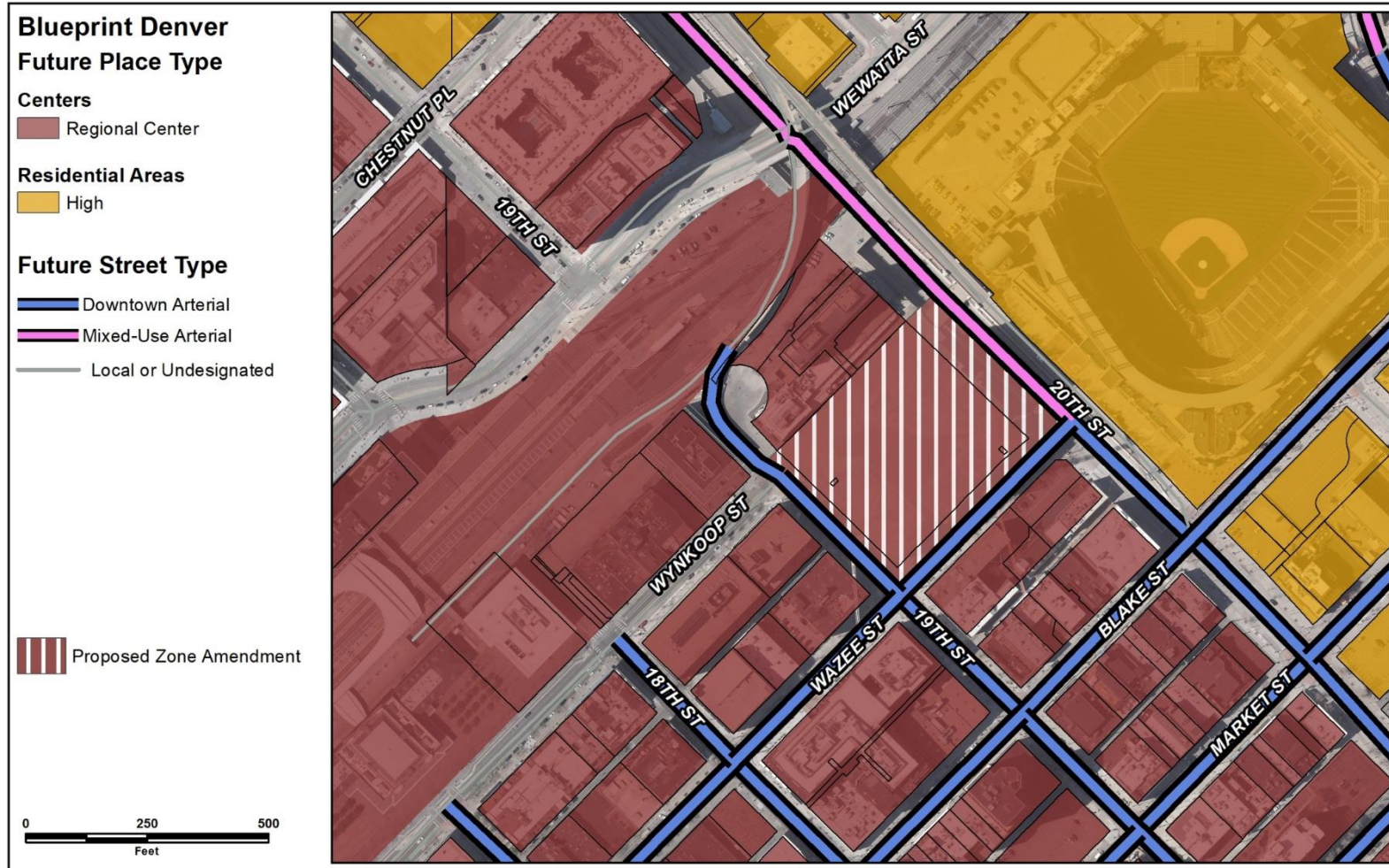
5. Consistency with Neighborhood Context, Zone District Purpose and Intent

Consistency with Adopted Plans: Blueprint Denver



- **Downtown**
 - Densest and most active
 - Highest intensity residential and includes largest employment center in Denver
- **D-AS-12+ Base**
 - Gives prominence to the pedestrian realm as a defining element of neighborhood character

Consistency with Adopted Plans: Blueprint Denver



• Regional Center

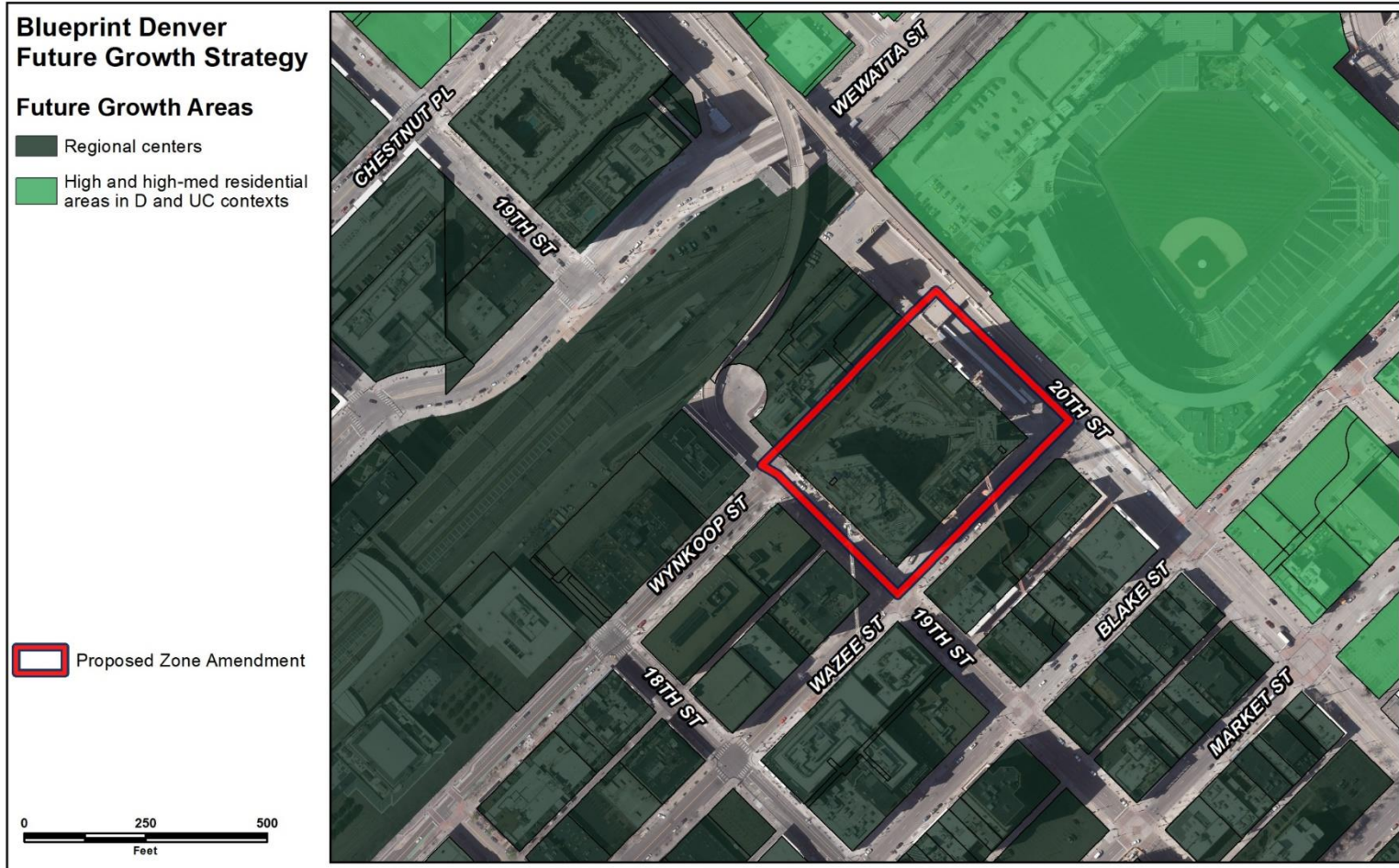
- Widest customer draw of all places with a 24/7 live, work and play environment
- High degree of urbanism paired with a strong pedestrian realm
- Continuous building frontages and tall building heights are common

Consistency with Adopted Plans: Blueprint Denver



- **Downtown Arterial – 19th & Wazee streets**
 - Surrounded by most intense land uses
 - Pedestrian oriented with maximum building coverages
- **Mixed-Use Arterial – 20th Street**
 - Varied mix of land uses including retail, restaurants, office and residential
 - Multi-story buildings with high lot coverage and shallow front setbacks

Consistency with Adopted Plans: Blueprint Denver



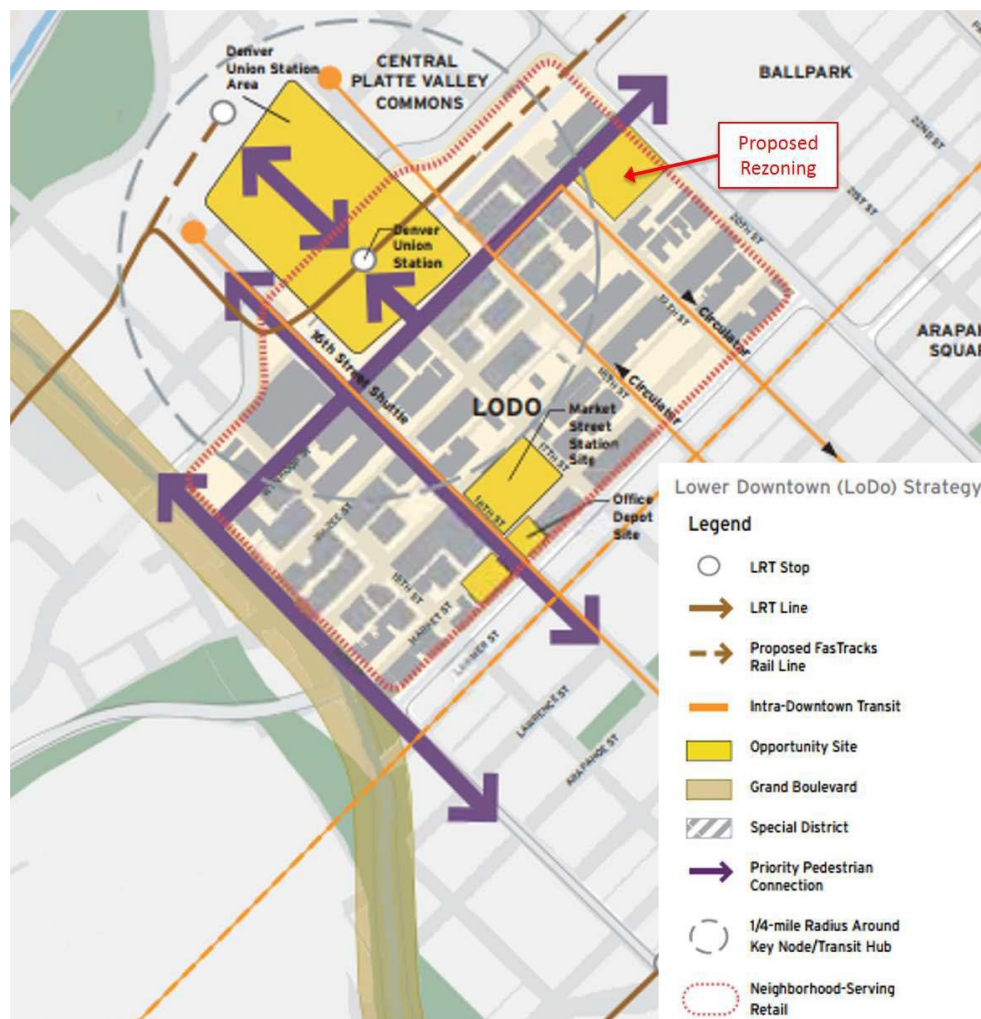
- Growth Areas Strategy
 - “Regional centers”
 - 50% of jobs, 30% of housing
- Most growth is guided to regional centers, community centers and corridors, select districts and high and medium-high intensity residential areas.

Consistency with Adopted Plans: Blueprint Denver

Additional Recommendations

- Sign Code Regulations
 - Land Use and Built Form; General Policy 3, Strategy D: *“Update the zoning code sign regulations to recognize changing technologies and best practices”* (p. 73).
- Custom Zoning
 - “Limit the use of site-specific, customized zoning tools—such as Planned Unit Developments (PUDs) and waivers/conditions—to unique and extraordinary circumstances. Custom zoning tools are most effective when a standard zone district does not exist to implement the adopted plans for an area” (p. 73).

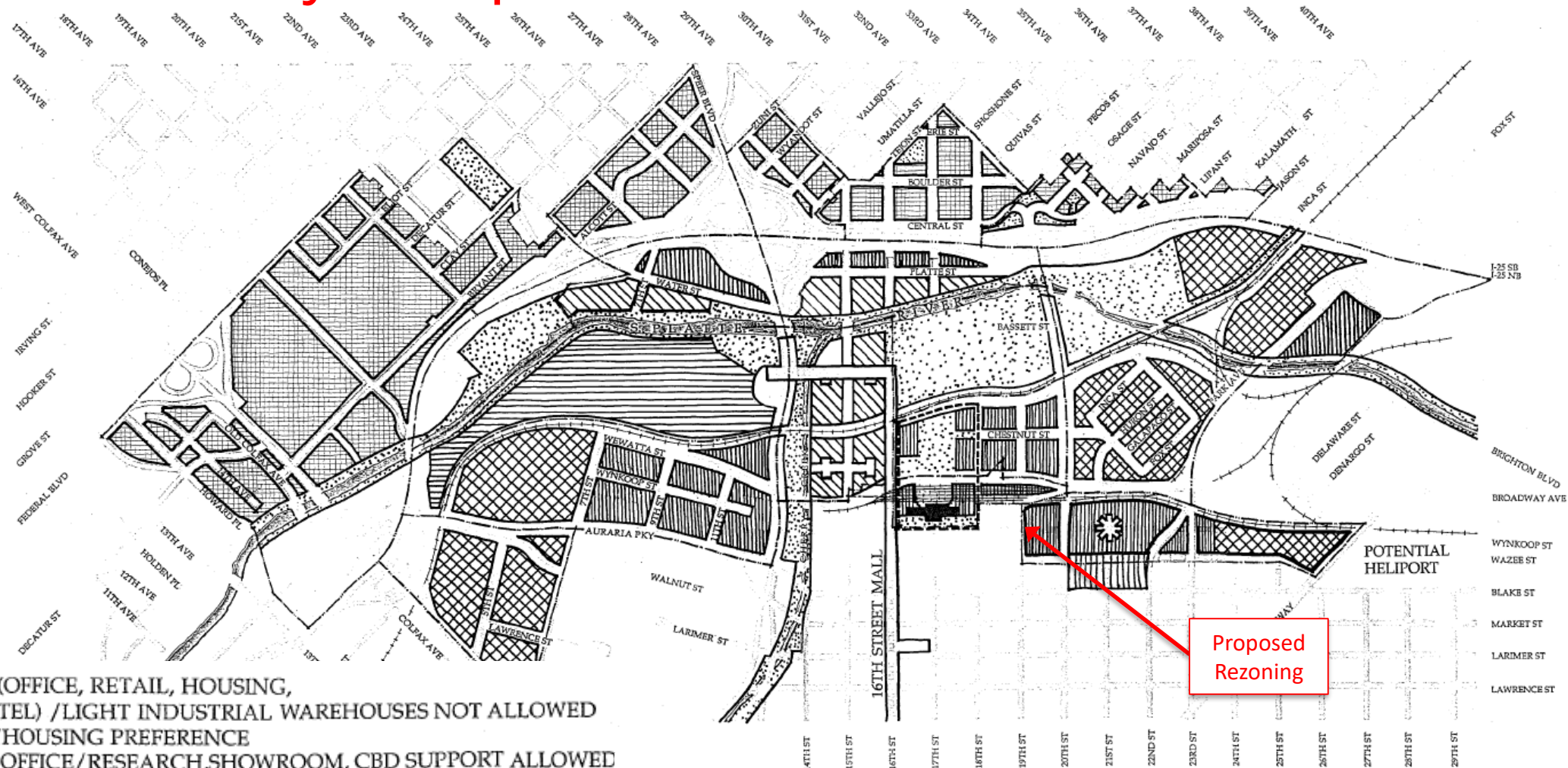
Consistency with Adopted Plans: Downtown Area Plan










Key Recommendations

- Prioritizing Pedestrians
 - Encourage housing, neighborhood-serving retail and active ground floor uses
- Strengthening Connections to Surrounding Neighborhoods
 - Walkable blocks with pedestrian connections to amenities and other downtown districts
- Enhancing the Public Realm
 - Provide venues for outdoor activity
 - Encourage building forms and urban design that is pedestrian friendly and transitions appropriately to Lower Downtown

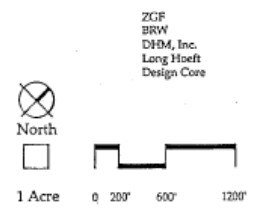
Central Platte Valley Comprehensive Plan Amendment (1991)



-  GENERAL MIXED USE (OFFICE, RETAIL, HOUSING, ENTERTAINMENT, HOTEL) /LIGHT INDUSTRIAL WAREHOUSES NOT ALLOWED
-  GENERAL MIXED USE/HOUSING PREFERENCE
-  GENERAL MIXED USE/OFFICE/RESEARCH,SHOWROOM, CBD SUPPORT ALLOWED (LT INDUSTRIAL/WAREHOUSE ALLOWED IN PROSPECT, PLATTE AND UPLAND)
-  GENERAL MIXED USE/ AMUSEMENT PARK ALLOWED
-  OPEN SPACE
-  REFER TO EXISTING NEIGHBORHOOD PLANS AND SUBAREA ZONING STANDARDS
-  POTENTIAL BASEBALL STADIUM SITES
- INTERMODAL TRANSPORTATION CENTER

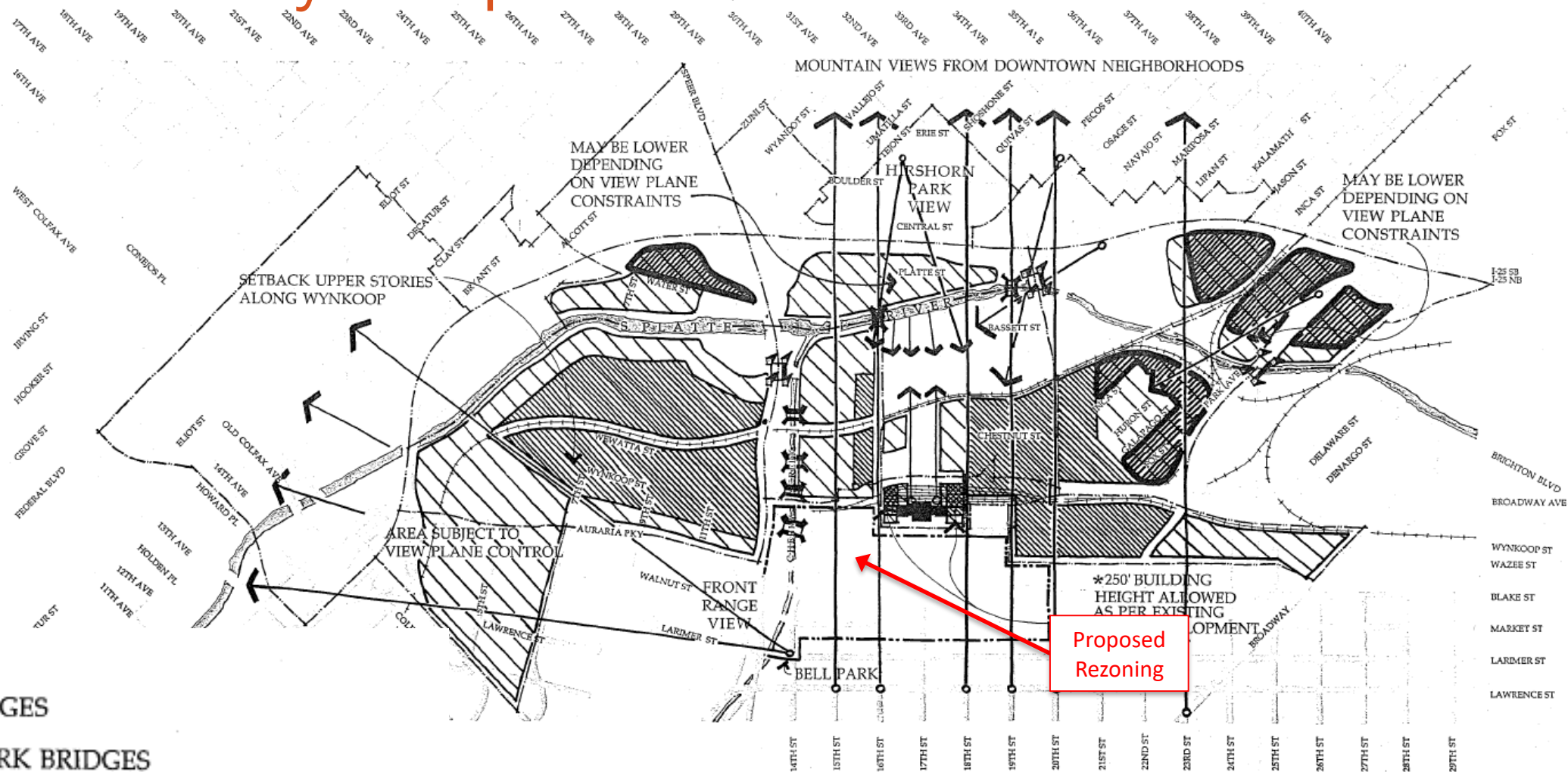
PREFERRED LAND USES









DENVER CENTRAL PLATTE VALLEY
OVERALL URBAN DESIGN PLAN



ZCF
BRW
DHM, Inc.
Long Hoeff
Design Core

Central Platte Valley Comprehensive Plan Amendment (1991)



-  VIEWS
 HISTORIC BRIDGES
 NEW LANDMARK BRIDGES
 HIGH RISE
 MID RISE
 LOW RISE
 HISTORIC DISTRICT
 FLEX AREAS: EITHER MID RISE AT 2:1 F.A.R.
 OR LOW RISE WITH NO F.A.R. LIMITS

VIEWS, VISUAL LANDMARKS AND BUILDING HEIGHTS

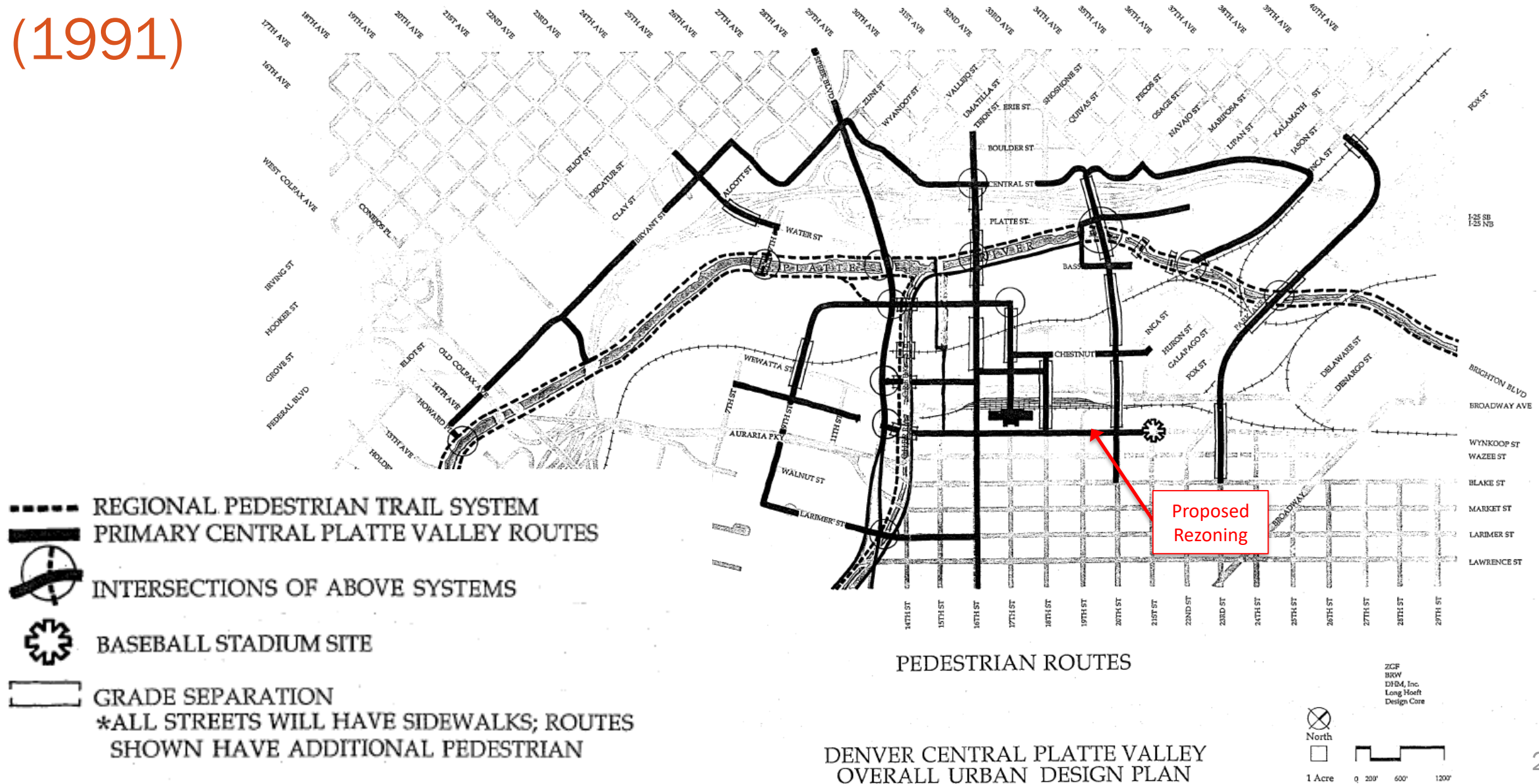
DENVER CENTRAL PLATTE VALLEY
OVERALL URBAN DESIGN PLAN

ZGF
BRW
DHM, Inc.
Long Hoefft
Design Core



1 Acre 0 200' 600' 1200'

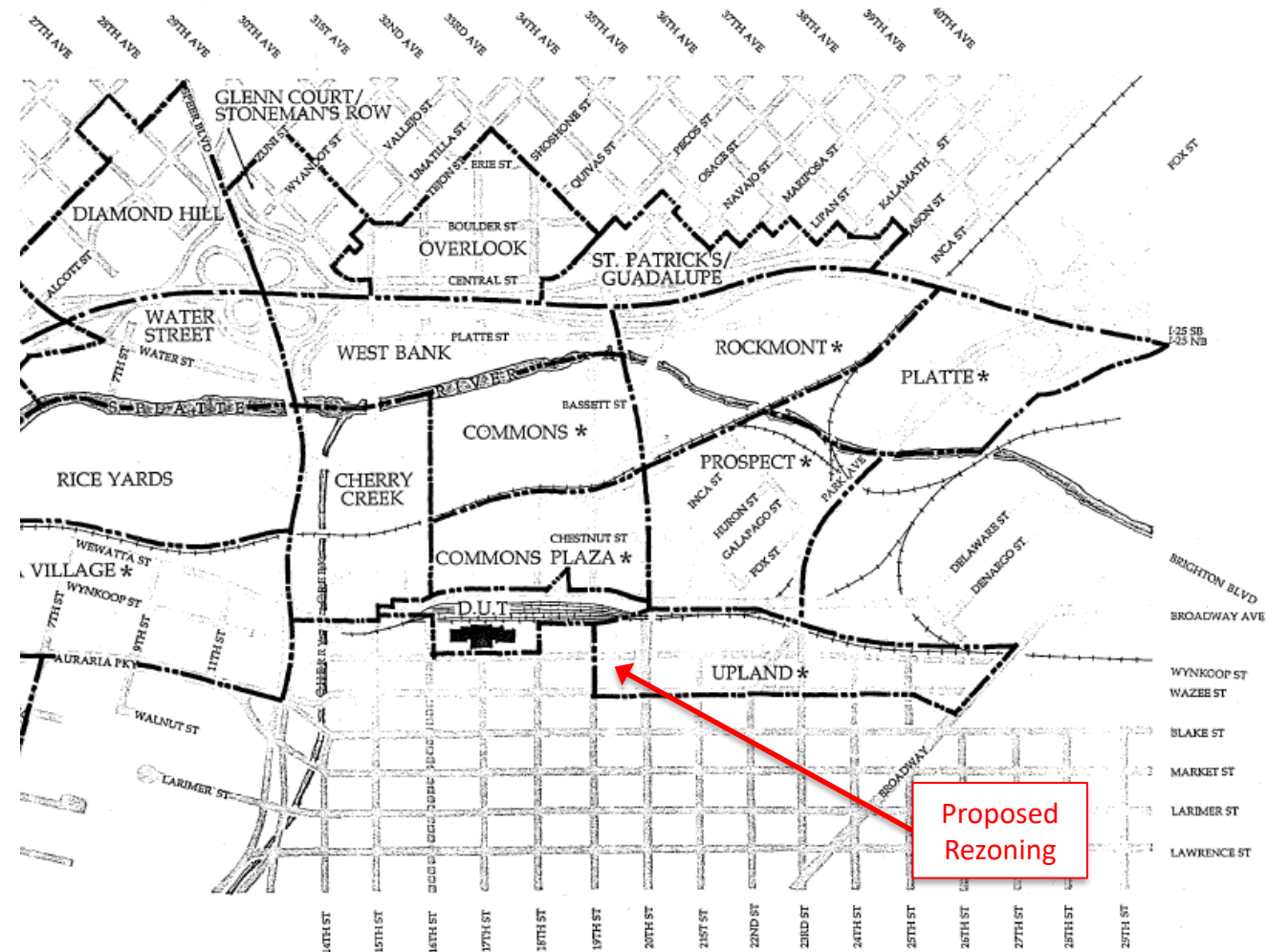
Central Platte Valley Comprehensive Plan Amendment (1991)



Central Platte Valley Comprehensive Plan Amendment (1991)

Upland Area

- The scale and character of Lower Downtown, and other historic buildings adjacent to this sub-area set a precedent for the scale and quality of future development.
- Pedestrian and bicycle access to Lower Downtown should be provided by extension of Wynkoop at or near grade over depressed 20th Street.
- A small public open space should be provided at a location convenient for most future occupants.
- Property between 19th and 20th Street should be developed for uses which complement and strengthen the prevailing Lower Downtown mix of office, retail, housing and galleries.



PROPOSED SUBAREA BOUNDARIES

Review Criteria

Denver Zoning Code Review Criteria

1. Consistency with Adopted Plans

2. Uniformity of District Regulations

- *Proposed rezoning will result in uniform application of zone district building form, use, and design regulations (PUD is based on D-AS-12+ zone district)*

3. Further Public Health, Safety and Welfare

- *Implements adopted plans*
- *Enhanced design standards, open space amenities and custom sign regulations*

4. Justifying Circumstances

- *Significant development in and around the Union Station Neighborhood*
- *City adopted plan*

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

- *PUD uses D-AS-12+ as a base with tailoring to ensure neighborhood compatibility*

PUD Review Criteria

Denver Zoning Code Review Criteria

- A. The PUD District is consistent with the intent and purpose of such districts stated in Article 9, Division 9.6 (Planned Unit Development) of the Zoning Code;
- B. The PUD District and the PUD District Plan comply with all applicable standards and criteria stated in Division 9.6;
- C. The development proposed on the subject property is not feasible under any other zone districts, and would require an unreasonable number of variances or waivers and conditions;
- D. The PUD District and the PUD District Plan establish permitted uses that are compatible with existing land uses adjacent to the subject property; and
- E. The PUD District and the PUD District Plan establish permitted building forms that are compatible with adjacent existing building forms, or which are made compatible through appropriate transitions at the boundaries of the PUD District Plan

PUD Review Criteria

- A. The PUD District is consistent with the intent and purpose of such districts stated in Article 9, Division 9.6 (Planned Unit Development) of the Zoning Code;
- *Customized zoning approach is necessary to address downtown location and need for updated sign regulations*
 - *Customized zoning approach is necessary to respect the immediate context of the Lower Downtown Historic District*
 - *PUD utilizes D-AS-12+ (a more modern Downtown district) to address the site's unique features*

PUD Review Criteria

- Not intended solely as a vehicle to develop a site inconsistent with the applicable neighborhood context or enhance economic feasibility
 - *PUD-G 26 is consistent with the Downtown neighborhood context and character.*
 - *PUD-G 26 is intended as a mechanism to ensure that development is consistent with adopted plans.*
- **Significant public benefit**
 - *Inclusion of public art in unique sign types*
 - *Provision of Wynkoop Promenade*
 - *Height transition from 19th to 20th Street*
 - *Pedestrian-friendly design and building forms*
 - *20% Private Open Space*

PUD Review Criteria

B. The PUD complies with all applicable standards and criteria for PUDs

The PUD complies with all standards and criteria stated in Division 9.6.

C. The development proposed on the subject property is not feasible under any other zone districts, and would require an unreasonable number of variances or waivers and conditions

The PUD is necessary because there is no standard zone district available that applies Downtown-appropriate sign standards to this unique location or addresses the site's unique configuration with regard to Wynkoop Promenade and 20th Street, without multiple variances, waivers, or conditions.

D. The PUD establishes permitted uses that are compatible with existing land uses adjacent to the subject property

No use-related changes proposed to D-AS-12+ zone district

PUD Review Criteria

E. The PUD establishes permitted building forms that are compatible with adjacent existing building forms.

- *The PUD provides tailored building form standards, largely based on the D-AS-12+ General with Height Incentive Building Form and C-MX-12 General Building Form, with tailoring to vary the heights from 19th Street to 20th Street and apply standards to the west zone lot line (Wynkoop Promenade).*
- *PUD incorporates administrative design standards and guidelines, based on the Arapahoe Square Design Standards and Guidelines for buildings and site design and tailored to address the subject site's adjacency to Lower Downtown, Wynkoop Promenade, and the open space requirement.*

CPD Recommendation

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

Standard Rezoning 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

PUD-Specific Rezoning Criteria

- A. The PUD is consistent with the intent and purpose of PUDs;
- B. The PUD complies with all applicable standards and criteria for PUDs;
- C. The development proposed on the subject property is not feasible under any other zone districts, and would require an unreasonable number of variances or waivers and conditions;
- D. The PUD establishes permitted uses that are compatible with existing land uses adjacent to the subject property; and
- E. The PUD establishes permitted building forms that are compatible with adjacent existing building forms.