



Request for Comments

Case Name: Denver Mart Master Plan
Case Number: PRC2018-00020

October 16, 2018

Adams County Planning Commission is requesting comments on the following request:

- 1) Request for the following: a) A Comprehensive Plan Amendment to allow for a Planned Unit Development (PUD) on 34.6 acres in an area identified in Imagine Adams County as a Commercial area, and b) a Planned Development Plan (PDP) to establish a PUD to create a mixed use development with multi-family residential, commercial/retail/office, educational and light industrial uses.**

The Assessor's Parcel Numbers are: 0182510401001, 0182510401021, 0182510401022, 0182510401025, 0182510401026, 0182510401027, 0182510401028, 0182510402002, 0182510402005, 0182511300076, 0182511300082, 0182511300086

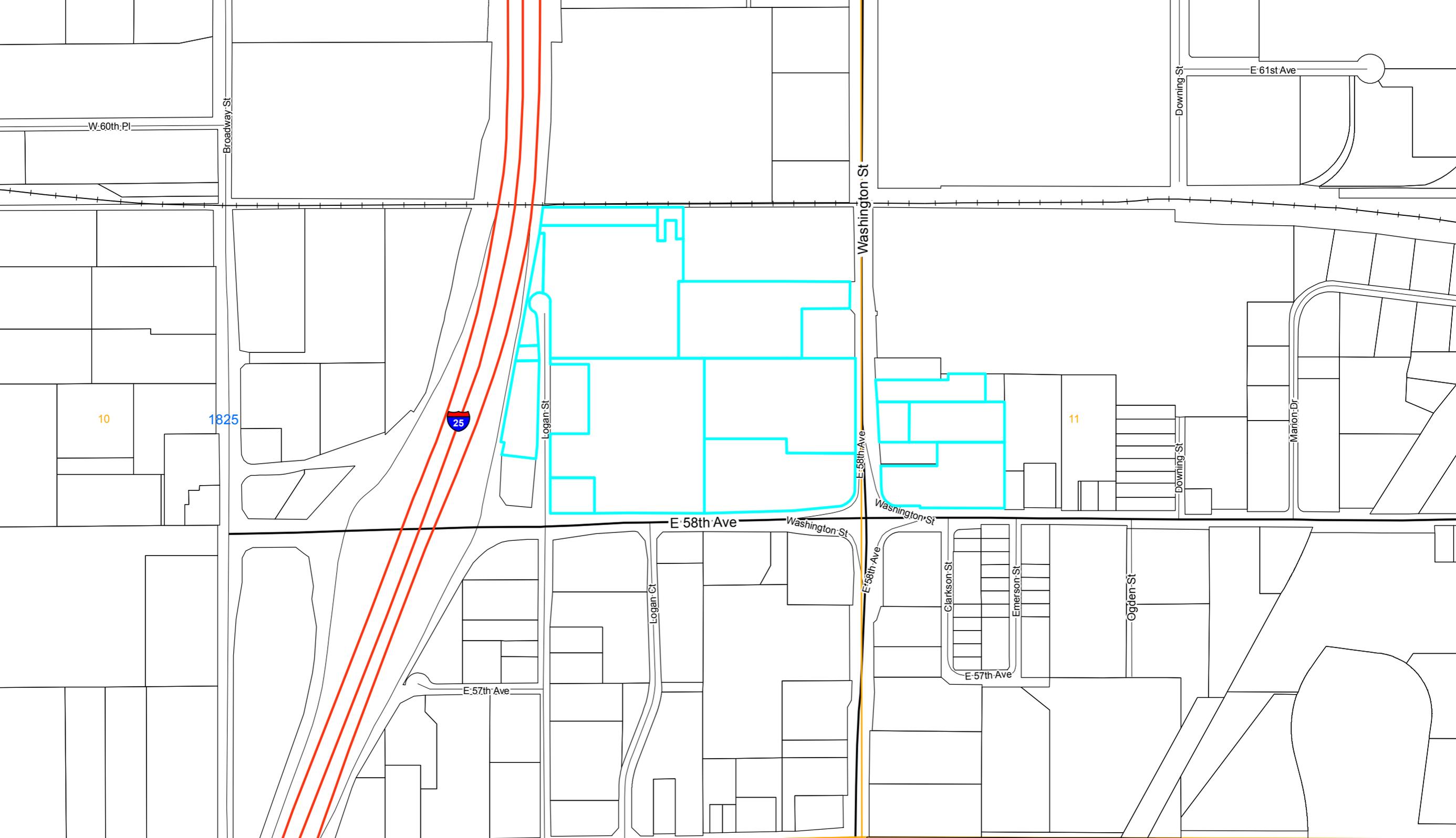
Applicant Information: Megan Jones
c/o Denver Mart
451 East 58th Avenue, Suite 2490
Denver, CO 80216

Please forward any written comments on this application to the Department of Community and Economic Development at 4430 South Adams County Parkway, Suite W2000A Brighton, CO 80601-8216. (720) 523-6858 by **November 6, 2018** in order that your comments may be taken into consideration in the review of this case. If you would like your comments included verbatim please send your response by way of e-mail to Ltart-schoenfelder@adcogov.org.

Once comments have been received and the staff report written, the staff report and notice of public hearing dates will be forwarded to you for your information. The full text of the proposed request and additional colored maps can be obtained by contacting this office or by accessing the Adams County web site at www.adcogov.org/planning/currentcases.

Thank you for your review of this case.

Libby Tart-Schoenfelder, AICP
Case Manager



W 60th Pl

Broadway St

10

1825

25

Logan St

Logan Ct

E 58th Ave

Washington St

E 58th Ave

E 58th Ave

Washington St

Clarkson St

Emerson St

E 57th Ave

Ogden St

11

Downing St

Downing St

E 61st Ave

Marion Dr

Written Explanation of Project

INTRODUCTION

The Denver Mart was originally built in 1964 and opened 1965. While it was designed as a car dealership, it opened as a wholesale showroom space. It had the flexibility to accommodate the changing market over 50 years ago. In its current state, the Denver Mart has five interconnected facilities totaling over 807,000 square feet and is the Rocky Mountain region's premier wholesale showroom facility. The operation includes 400 individual manufacturer showrooms and convention center spaces for events. The Denver Mart hosts over 100 consumer and trade shows annually and continues to operate as a wholesale showroom and event space. Looking forward, the Denver Mart Master Plan is an innovative plan for the next chapter of the Denver Mart that proposes to transition the wholesale and event space to a new connected, attainable, inclusive residential community over the next 20 years.

SITE CONNECTIVITY

The Denver Mart is comprised of approximately 34.6-acres situated at the southern edge of Adams County, approximately six blocks north of the Adams County and City/County of Denver boundary. The property is located in close proximity to I-25, U.S. 36, I-70, I-270 and the Clear Creek bike trail, on the corner of East 58th Avenue and Washington Street, allowing the site to be easily accessible. Surrounding the site are bus stops with bus lines traveling north-south and connecting to multimodal transportation options. Planned rail stations are located just over a mile away to the west (the Pecos Junction Station at 62nd Pkwy and Pecos, along the Gold Rail "G Line") and the southeast (48th & Brighton Station along the North Metro Rail "N Line", part of the National Western Center Phase 1). The site is within 5 miles of downtown Denver, with easy access to RiNo, northern cities, communities, and industries. And as technology improves, bringing transportation costs down, the DM is a short, inexpensive ride-share trip away from many locations. The Denver Mart Master Plan is truly a gateway opportunity into Adams County along both the I-25 and Washington Street corridors. The site is Adams County's foothold on the metro region.

SURROUNDING PLANS AND PROJECTS

Surrounding the site are numerous planned developments, making the Denver Mart a prime location to create a bridge between urban Denver and more suburban and rural Adams County. To the north of the site, there is the Welby Sub Area Plan in Adams County. Denver is making a significant investment in the infrastructure in Globeville to the south. These investments will catch up to the investment Adams County has already made in widening portions of Washington Street. To the southeast, Heron Park is being re-envisioned, while the National Western Center has a vision of creating a year-round destination, a new CSU campus, increasing connectivity with a rail station and more – a \$765 million investment just over a mile away. Northwest of the site, the area surrounding Westminster Station includes mixed use developments, affordable housing, market-rate housing and a playground.

INFLUENCING DOCUMENTS AND DESIGNATIONS

The Denver Mart Master Plan was developed with the following influencing documents and designations in mind:

- The Adams County 2017 Housing Needs Assessment projects the need for 3,500 to 4,000 units annually to keep up with projected population growth. This plan provides an opportunity for much needed, attainable housing. This is market rate housing that is achieved based on our unique location and lower land costs. It is housing priced at an attainable level for teachers, fire fighters, single parents, those starting out in their careers and more. It is the missing middle product.
- The 2016 Adams County Making Connections Planning and Implementation Plan designates two Triangles of Opportunity based on a variety of factors including proximity to Denver, DIA, major highways, rail stations and trail systems. The Denver Mart is located within the larger triangle.

- Earlier this year, the census tract (Adams 150) that the Denver Mart is located within was designated as one of the 126 Opportunity Zones in the state. This new federal Opportunity Zone program provides a tax incentive for investors to reinvest capital gains into low-income urban and rural communities - acting as a catalyst for development.

PROJECT GUIDING PRINCIPLES

The guiding principles for the Denver Mart Master Plan are:

- BRIDGING - connecting the community within the greater context of Adams County and the Denver metro area
- RESILIENCY - building not just sustainably but in ways that will last and continue to be useful well into the future
- WEAVING – introduces a street grid to make the development pedestrian-oriented and easy to navigate
- CREATE – provides the opportunity to create an identity, a new district and community
- FRAMEWORK - allows the flexibility within the Planned Urban Development (PUD) so the development can respond to changing market conditions and the growing needs of Adams County

PROJECT DESCRIPTION

This application includes a Preliminary Development Plan (PDP) to establish the Planned Unit Development (PUD) Zoning map change, as well as a Comprehensive Plan Amendment to establish the Activity Center land use designation. The Denver Mart Master Plan proposes 11 Planning Areas to achieve a connected, attainable, inclusive residential community that meets the new Guiding Principles and provides a lasting asset to Adams County. The following mix of uses are described within the Denver Mart Master Plan document:

- a new multi-family residential community – up to 3,000 units
- commercial, retail, office uses
- vocational/educational uses
- hotel uses
- light industrial uses
- a new street grid connecting to surrounding streets
- pedestrian and bicycle-friendly spaces
- open, gathering and green spaces
- two ride-sharing drop off/pick up locations

Based on community feedback received at the July 31, 2018 Neighborhood meeting, the Denver Mart Master Plan was revised to reduce the height and overall maximum density of the Denver Mart Master Plan from 3,600 units to 3,000 units and from 20 stories to 16 stories. A full summary and response to concerns and questions is attached to this application under separate cover.

The PUD includes an affordable housing designation for one Planning Area that provides for residential units priced at 80% of the Adams County AMI (Area Median Income).

The Applicant is currently working with the Adams County Fire Protection District and the Adams County Sheriff's Department to determine future service needs that may result in Public Safety Center. Some details currently under discussion include, their specific needs based on the proposed project, how those needs are met and at what time in the process/development, and if applicable, where within the proposed Denver Mart Master Plan.

As part of the proposed Denver Mart Master Plan and PUD, the site will meet current Adams County parking requirements for all uses other than Residential. Based on the urban site's connections to existing and future transit opportunities, existing and planned bike lanes, the ability to have a shared parking strategy among uses, the potential to utilize emerging parking technologies, space for carsharing vehicles and the inclusion of ride-share vehicle drop off/pickup sites, the plan proposes 1 vehicle spot per studio (consistent with current standards) and 1.5 spots per 1, 2 and 3 bedroom units. This is consistent with

other developments and redevelopments of similar size and scope in the Denver Metro Area and this provision will allow the Denver Mart Master Plan redevelopment to be competitive in the market and help ensure its success.

Written Explanation of Comprehensive Plan Amendment

The Adams County Comprehensive Plan currently identifies the Denver Mart site with Commercial and Industrial land uses. The Commercial land use category is intended to serve either neighborhood or regional needs and can be comprised of a variety of uses, including retail sales, restaurants and other services, and professional and commercial offices. The primary objective of the Commercial/Industrial land use designation is to support and attract businesses that provide employment opportunities. Industrial areas are intended to provide a setting for a wide range of employment uses, including manufacturing, warehouses, distribution, and other industries. These areas may also include limited supporting uses such as retail, outdoor storage. Key considerations at the edges of industrial areas include limiting or buffering noise, vehicle, appearance, and other impacts of industrial uses on nearby nonresidential uses. This Comprehensive Plan Amendment seeks to change the anticipated land use of the Denver Mart to Mixed Use Activity Center.

Activity Centers are characterized by its high intensity, mixed-use character, and high quality. The primary uses will be offices, hotels, retail, high-density residential and clean, indoor manufacturing and warehousing. Activity Centers are designated for areas that will have excellent transportation access and visibility. The Denver Mart Master Plan site is in a high visibility site, with approximately 34.6-acres adjacent to I-25, and situated on the corner of East 58th Avenue and Washington Street. Surrounding the site are bus stops with bus lines traveling north-south and connecting to multimodal transportation options. Planned rail stations are located just over a mile away to the west (the Pecos Junction Station at 62nd Ave and Pecos, along the Gold Rail "G Line") and the southeast (48th & Brighton Station along the North Metro Rail "N Line", part of the National Western Center Phase 1). The site is within 5 miles of downtown Denver, with easy access to RiNo, northern cities, communities, and industries. And as technology improves, bringing transportation costs down, the Denver Mart is a short, inexpensive ride-share trip away from many locations. Additionally, the site is, on average, a 5-6 minute drive from the soon to be opened Pecos Junction Station that has 300 parking spaces, with plans to increase to over 500 spaces over time. Once opened, from Pecos Junction, RTD riders are just two stops away (a 10 minute ride) from Union Station (stopping at the 41st and Fox Station), and will have access out to Wheat Ridge.

The Denver Mart is currently in an area on the verge of significant change and opportunity. Surrounding the site are numerous upcoming developments, making the Denver Mart a prime location for mixed-use development. The change to an Activity Center land use designation would allow the site to embrace the fine grain mix of uses defined by an Activity Center, while also allowing for clean light manufacturing/warehousing. This both supports the educational and vocational uses, but also provides good transition from the surrounding industrials uses.

Public planning and active projects include:

- To the north - the Welby Area Plan anticipates reinvestment into community assets, and expanded opportunities for economic and community revitalization.
- To the south, significant public and private improvements and investment in and around the Denver Globeville Neighborhood with the I-70 Project, Washington Street Improvements and the National Western Center.

Private projects include significant investments in Industrial Flex in close proximity to the Denver Mart, and there has been and continues to be a surge of residential unit construction and associated commercial/retail to the south in RiNo.

According to the Adams County Comprehensive Plan, development in Activity Centers must contain a sufficient intensity and mix of uses to create a pedestrian environment and support transit service. These centers may be especially suitable for providing a variety of housing or should be planned with due

consideration of accessibility between residences and places of employment (p. 98). The Denver Mart Master Plan is proposed to be a multi-family, mixed-use development, accommodating residential, commercial, and institutional/educational, hospitality and light industrial uses at various scales. The Denver Mart Master Plan also proposes up to 3,000 dwelling units for the entire site, providing a variety of housing types within the development.

Additionally, the purpose of Activity Centers is to provide adequate intensity and a mix of uses to create a pedestrian environment and support transit. The Denver Mart Master Plan is designed to be an urban, walkable, pedestrian oriented community and destination within unincorporated Adams County.

The Adams County Comprehensive Plan outlines the Criteria for the Activity Designation as:

- Central water and sewer required
- Transportation and transit access
- Adequate services and public infrastructure

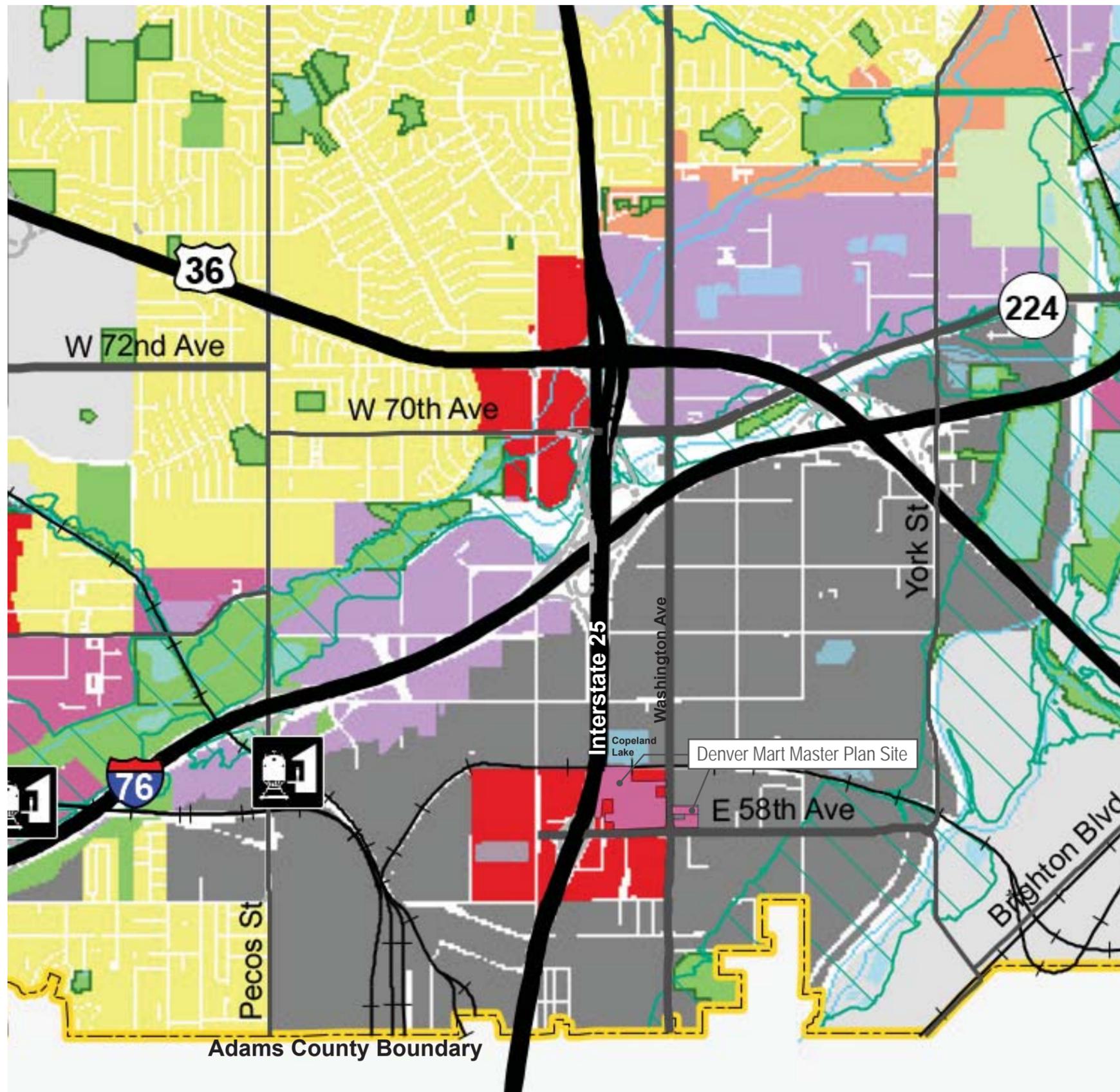
Enclosed with our application are recent bills for water, sewer and utilities demonstrating existing service. We are working with these agencies to define necessary improvements, if any, based on our proposed Master Plan. Adjacency to major transit corridors along 58th Ave and Washington Street provide public transit connections from the site to Downtown Denver and to communities to the north of the site. As stated above, safe pedestrian/bicycle modes of transportation are a fundamental component of our proposal. Linking to existing and planned bike lanes and trails will provide even greater access. Currently, the site is, on average, a 5-6 minute drive from the soon to be opened Pecos Junction Station that has 300 parking spaces, with plans to increase to over 500 spaces over time. With the two new bridges near 51st Ave and 48th Ave, increasing the connectivity into the National Western Center, once complete, it will be just a short trip to the 48th and Brighton Station.

The guiding principles of the Comprehensive Plan Amendment for the Denver Mart Master Plan are the following:

1. BRIDGING - connecting the community within the greater context of Adams County and the Denver metro area
2. RESILIENCY - building not just sustainably but in ways that will last and continue to be useful well into the future
3. WEAVING – introduces a street grid to make the development pedestrian-oriented and easy to navigate
4. CREATE – provides the opportunity to create an identity, a new district and community
5. FRAMEWORK - allows the flexibility within the Planned Urban Development (PUD) so the development can respond to changing market conditions and the growing needs of Adams County

In summary, a Comprehensive Plan Amendment, Rezone and Preliminary Development Plan for this area will allow an innovative, mixed-use community and destination, with diverse housing options and employment opportunities that are consistent with the goals of the Adams County Comprehensive Plan and compatible with adjacent uses. We look forward to being a part of the growth and development of the area and to collaborating with the Adams County team to make this vision a reality.

Thank you for your consideration of this request.



Legend

- | | | |
|-------------------------------|------------------------------|---------------------------------|
| Adams County Boundary | Future Land Use | Special Overlays |
| Adjacent County | Residential | Agricultural Tourism Study Area |
| Water Body | Urban Residential | Natural Resource Conservation |
| Existing Parks and Open Space | Estate Residential | |
| Rail | Mixed Use | |
| Future FasTracks Station | Mixed Use Neighborhood | |
| DIA Noise Impact Area | Activity Center | |
| Front Range Noise Impact Area | Mixed Use Employment | |
| | Commercial/Industrial | |
| | Commercial | |
| | Industrial | |
| | Other | |
| | Agriculture | |
| | DIA Reserve | |
| | Parks and Open Space | |
| | Public | |
| | Municipal Area | |

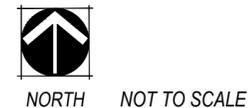
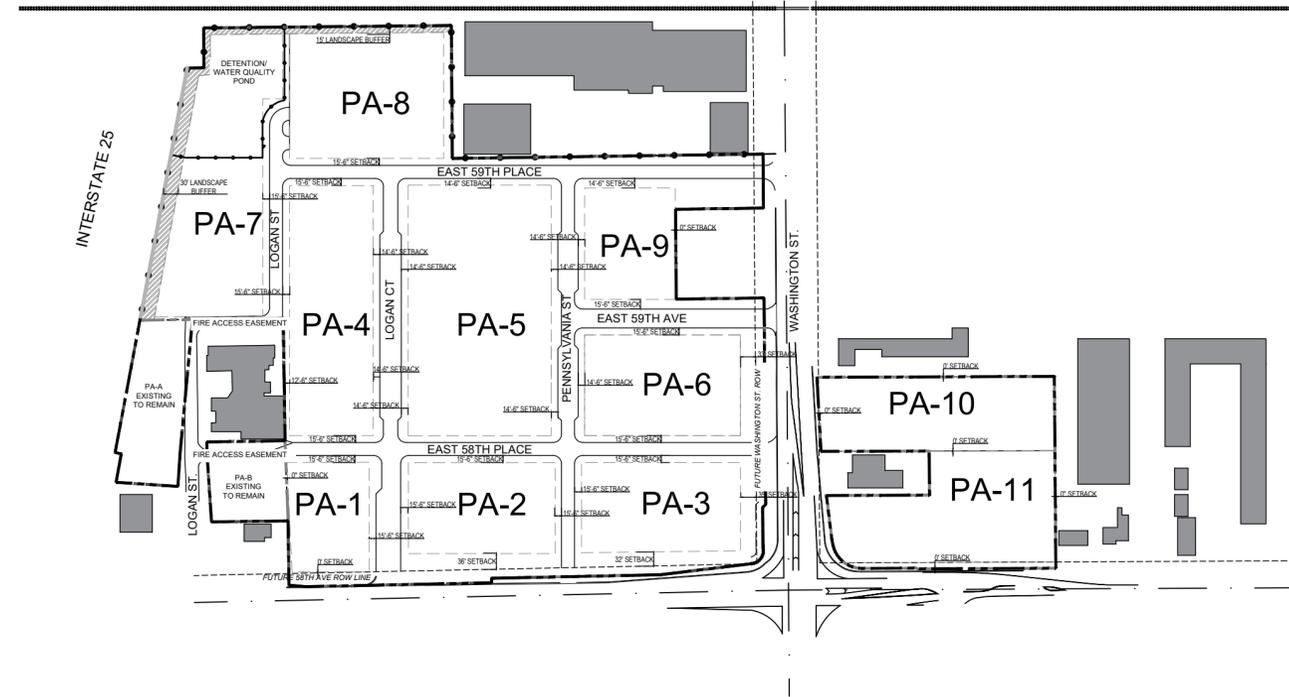
DENVER MART MASTER PLAN

PLANNED UNIT DEVELOPMENT - PRELIMINARY DEVELOPMENT PLAN

COUNTY OF ADAMS, STATE OF COLORADO

PDP ZONING LAND USE CHART

PLANNING AREA	USE	DESCRIPTION OF USES	NET ACRES	% OF OVERALL DEVELOPMENT
1	Mixed-Use/ Residential/ Commercial	Includes primarily commercial, retail, and office uses, but may also include high density residential as part of a vertical mixed-use development, or similar uses.	1.3 AC	4%
2	Mixed-Use/ Residential/ Commercial	Includes primarily commercial, retail, and office uses, but may also include high density residential as part of a vertical mixed-use development, or similar uses.	2.2 AC	7%
3	Mixed-Use/ Residential/ Commercial	Includes primarily commercial, retail, and office uses, but may also include high density residential as part of a vertical mixed-use development, or similar uses.	2.5 AC	7%
4	Mixed-Use/ Residential/ Commercial/ Institutional/ Educational	Includes primarily commercial, retail, and office uses, but may also include high density residential as part of a vertical mixed-use development, or similar uses. Includes educational uses.	3.0 AC	8%
5	Mixed-Use/ Residential/ Commercial	Includes primarily commercial, retail, and office uses, but may also include high density residential as part of a vertical mixed-use development, or similar uses.	4.9 AC	14%
6	Mixed-Use/ Residential/ Commercial	Includes primarily commercial, retail and office uses, but may also include high-density residential as part of a vertical mixed-use development, or similar uses.	2.5 AC	7%
7	Mixed-Use/ Residential Commercial/ Light Manufacturing	Includes primarily commercial, retail and office uses, but may also include high-density residential as part of a vertical mixed-use development, or similar uses. Includes light industrial uses.	2.9 AC	10%
8	Mixed-Use/ Residential/ Commercial	Includes primarily commercial, retail and office uses, but may also include high-density residential as part of a vertical mixed-use development, or similar uses.	3.0 AC	8%
9	Mixed-Use/ Residential/ Commercial/ Institutional/ Educational	Includes primarily commercial, retail and office uses, but may also include high-density residential as part of a vertical mixed-use development, or similar uses. Includes educational uses.	1.9 AC	6%
10	Mixed-Use/ Residential/ Commercial/ Hospitality	Includes primarily commercial, retail and office uses, but may also include high-density residential as part of a vertical mixed-use development, or similar uses. Includes hospitality/ hotel uses.	2.0 AC	6%
11	Mixed-Use/ Residential Commercial	Includes primarily commercial, retail and office uses, but may also include high-density residential as part of a vertical mixed-use development, or similar uses.	2.5 AC	7%
A		Existing parking to remain.	1.0 AC	3%
B		Existing parking to remain.	0.7 AC	2%
Total Developable (Net) Land Area			± 31 AC	89%
ROW to be dedicated			±3.6 AC	11%
Total Gross Land Area			± 34.6 AC	100%



OPEN SPACE TABLE

	REQUIRED OPEN SPACE	PROPOSED OPEN SPACE
ROW		± 3.6 AC
Sidewalks*		± 3.6 AC
Treelawns		± 1.3 AC
Other Green Space (Buffer/Detention Pond Area)/ Plazas/ Festival Street*		± 4.2 AC
Total Open Space	± 10.4 AC	± 12.7 AC
Active Open Space	± 2.6 AC	± 7.8 AC

* Active Open Space
 Note: Active Open Space shall be a minimum 25% of the total required Open Space, per Adams County Standards and Regulations. Active Open Space for the Denver Mart Master Plan consists of sidewalks, plazas, festival street, trails, dog park or other similar uses.

OPEN SPACE NOTES

- Minimum required open space does not include dedicated ROW for 58th Avenue or Washington Avenue.
- Open space calculations are based on 30% of the 34.6 gross acres as identified in the PDP Zoning Land Use Table.
- Provided open space is based on conceptual landscape plan and is subject to change at time of FDP.

GENERAL NOTES

- The Planning Area acreages may be administratively varied up to 15% without a PDP Amendment.
- Boundaries may be modified through the platting process due to the alignment of any of the streets, parks, open space areas, adjacent parcels, etc.
- Access points and road classifications shown are conceptual and subject to change during the Final Development Plan/Final Plat approval process. Final access points and classifications will be determined by Traffic Analysis as necessary.
- Drainage facilities for this project will be served by one or more detention/retention ponds. Detention facilities for the Denver Mart Master Plan may be temporary until permanent facilities are constructed with adjacent development.
- Detention/ Water Quality Pond is conceptual. Location and size are subject to change and will determined by Final Drainage Report(s).
- Permitted residential units may be transferred between Planning Areas as long as the total number of dwelling units within the PUD Area does not exceed 3,000 total units.

DENVER MART MASTER PLAN
 PLANNED UNIT DEVELOPMENT - PRELIMINARY DEVELOPMENT PLAN
 ADAMS COUNTY, COLORADO

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 SUITE 2400
 DENVER, CO 80216
 303-292-6278

CONSULTANTS:
IRON HORSE ARCHITECTS
 RESPONSIBLE DESIGN

MARTIN/MARTIN
 CONSULTING ENGINEERS

NORRIS DESIGN
 Planning | Landscape Architecture | Interiors

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DATE:
 09.28.2018

CHECKED BY:
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