FAR NORTHEAST AREA PLAN AMENDMENT

Public Meeting #2

February 24, 2022
6:00PM - 7:30PM

Virtual via Zoom
AGENDA

- Welcome
- FNE Area Plan Amendment Presentation
- General Development Plan Amendment Update
- Pepsi Co. Presentation
- Public Comments
Existing Far Northeast Area Plan

- Adopted in June 2019
- Went through an 18 month public planning process to establish a community driven vision
- Plan sets recommendations for an equitable FNE and addresses:
  - Land Use & Built Form
  - Mobility
  - Quality of Life
  - Economic Development
FOCUSED PLAN AMENDMENT

FNE Area Plan Amendment boundary
Large Development Review (LDR) Process
WHY IS PEPSI RELOCATING?

1. Pepsi is in need of expansion to continue operations and fulfill the demand in production.

2. Pepsi will employ 475-525 workers at its new location.
WHAT IS BEING AMENDED & WHY?

1 Land Use

• To support the industrial / manufacturing use

• To support the rezoning from Former Chapter 59 Commercial Mixed Use to Industrial Mixed Use (I-MX Zone)
WHAT IS BEING AMENDED & WHY?

2. Mobility Network

- The mobility network responds to land use
- Industrial uses have larger block patterns than a community oriented use

Amended Plan Area
WHAT IS BEING AMENDED & WHY?

3 Transformative Project in DIA

- To support the industrial/manufacturing use
- To support the rezoning from Former Chapter 59 Commercial Mixed Use to Industrial Mixed Use (I-MX Zone)

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3.3.6.8 - TRANSFORMATION PROJECT - EMPLOYMENT CENTER NORTH OF 64TH AVE

What is it?
As previously noted, the AIC predates the development of residential north of 64th Ave, it allowed for an opportunity for a variety of commercial, value manufacturing, innovation-ries, industrial, and other mixed uses to flourish in this area. As land value increases and development patterns change it impacts Denver’s ability to retain industrial and manufacturing jobs, a significant part of the employment sector for the City. The vast greenfield sites north of 64th Ave provide an opportunity for Denver to retain employment centers that require large footprints for operational needs and ample additional space for expansion.

This transformative project plans for the area noted between Arapahoe St, 22nd Ave, Himalaya and Dempster streets respectively and High Point Blvd provides an opportunity to support manufacturing and innovation firms. Moreover, growth projected by DEN immediately across 22nd Ave also echoes this type of development pattern and uses.

Although beyond the trajectory of this plan’s 20-year horizon, there is some anticipation that in the future a light rail stop may be developed around 72nd and Himalaya Street intersection. Although these streets did not exist at the time of the writing of this plan, if such a station is to be implemented it would tremendously benefit the area, and this plan recommends pursuing a future rail transit station at this location or close by.

- Given the lack of available land in other areas of the city, industrial development can be expected to locate in DI making this amenity for Denver’s industrial growth strategy.

Why is it important for the DIA Neighborhood?
The greenfield sites of the DIA coupled with the restriction on housing development create an opportunity to support employment centers in this area. Maintaining those jobs in Denver is of top priority and DIA has the competitive advantage of supporting industrial uses by capitalizing on its proximity to DEN (intersection 72nd Ave Blvd. and E-470). The ability to retain those jobs in the DIA also shows promise for employment in Montbello and SRR. RiNo’s entertainment and recreational use north of 64th Ave. The degree of support for industrial, and the long-term economic benefits associated with a growing industrial node at this location and surrounding properties, suggests that the value manufacturing place type will generate greater benefit to the community and reinforce a growing market trend for the area.
WHAT IS BEING AMENDED & WHY?

Maps and Policies

- To support land use, rezoning, and design standards
MARKET ANALYSIS

1. Strong support for industrial uses in this part of DIA

- Competitive advantage of large greenfield sites and proximity to I-70 and DEN.
- Nearby Adams County is seeing industrial growth.
- Salaries for industrial jobs significantly higher than those of hospitality.
2. Anticipated development in this part of DIA

- Hotel use and development remains strong along Tower Rd

- Greenfield sites east and west of Tower and north of 64th Ave have strong potential for industrial use

*DIA Influence Area Overlay Zone (AIO) prohibits residential north of 64th Avenue.*
1. Develop a community engagement strategy between Pepsi Co. and local organizations, NGO, RNO’s, community meetings, etc.

- CPC, DEDO, Councilwoman’s Gilmore’s office, and Pepsi Co, have been working together on identifying those opportunities

19.5. Establish partnerships between local community organizations and new employment uses for job recruitment that benefits the community by collaborating with DEDO and City Council offices.

   a. Partner employers with communities to provide opportunities for youth and adult training and recruitment at the high school level.
   b. Partner employers with communities to provide opportunities for scholarships for certificate and degree training needed for professional development.
2. What we heard

- How can the company support the use of public transportation where there’s less of a need to drive?

- Pepsi Co is looking to facilitate a shuttle to and from the 61st and Pena light rail stop.

4.3. Support last mile connections between large employment areas and light-rail stops.
What we heard

- Freight traffic management and road maintenance
- Continuing to explore freight traffic navigation options and upkeep of Tower Rd
- Tower was designed to accommodate freight and higher volumes of traffic
- Pepsi Co’s commitment to all Electric Freight by 2030

14.2 Coordinate with DOTI to develop a localized road maintenance plan for Tower Road and Peoria Street where high volumes of freight traffic are anticipated.
16.4. Support the use of negotiated outcomes when rezoning Former Chapter 59 PUDs into the DZC if necessary to preserve community benefits of the existing PUD.

a. Ensure that community benefits are not lost when rezoning out of a PUD. Community benefits in Far Northeast include:

- Affordable Housing
- Job Training

Community Benefits
- Open Space
- Trail Network
- Bridges and New Roadways

EXISTING PLAN SUPPORT
General Development Plans (GDPs) are a planning tool typically used to plan for roads, bridges, trails, etc.
Site is part of an existing plan called the High Point GDP.
Update to the High Point GDP to ensure commitments aren’t lost and new development is consistent with Area Plan.
NEXT STEPS

1. **Public Review Draft - February 24**
   Comments are due by March 11th

2. **Planning Board Public Hearing - March 16**
   Approval needed to move to City Council Hearing
   - FNE Area Plan Amendment
   - Rezoning

3. **City Council Adoption - May 16**
   City Council Hearing
   - FNE Area Plan Amendment
   - Rezoning

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