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 Djaniants; 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 Djaniants**
   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 block 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.Djianants@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 fares 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