FAR NORTHEAST AREA
PLAN AMENDMENT

Public Meeting #1

December 9, 2021
6:00PM

Virtual via Zoom
AGENDA

• Welcoming remarks from Councilwoman Gilmore

• Presentation
  ◦ Why we need an amendment?
  ◦ What will be amended and where in the FNE?
  ◦ How will this planning process work?
  ◦ Next steps

• Pepsi Bottling Co Presentation

• Public Questions and 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
Although most areas within Far Northeast will change and grow to some extent in the future, most change is expected to occur in greenfield areas that are currently undeveloped.
Districts are places with a specifically designed purpose, such as educational campuses or industrial areas.

Districts that are located in Far Northeast include: airport, campus, value manufacturing, and innovation/flex.
The parks and recreation system is one of Far Northeast’s most prized assets.

Parks, recreation centers, trails, and open spaces were among the most commonly-cited facilities in response to survey questions asking people to identify the biggest assets in their neighborhoods.
New Manufacturing Industry is coming to FNE

**FOCUS AREA**

**ACTIVATED THE NEED FOR A FOCUSED PLAN AMENDMENT TO THE FNE AREA PLAN**
Relocation of Pepsi Bottling Plant

Why is Pepsi Relocating?
Pepsi is in need of expansion to continue operations and fulfill the demand in production.

2019 FNE Area Plan Recommendation
Use major regional transportation infrastructure including I-70 and Peña Boulevard to attract more businesses.
Plan Area Context

DIA

1,700 Residents

700 Households

2.2% of total far northeast population

2.4 People per household
0.06 more than Denver's average

.25% new residents per year

100

Tower Rd

Pena Blvd

64th Ave

56th Ave

Food & Beverage

Hotel/Motel

Employment

Townhomes

Multifamily

Church
Plan Area Context

DIA Influence Area Overlay Zone (AIO)

• Single and two-unit residential uses are prohibited throughout the AIO.

• Multi-unit residential uses are prohibited north of 64th Avenue.
Relocation of Pepsi Bottling Plant

Why relocate to the DIA Neighborhood?

- Department of Economic Development (DEDO) understands the importance of retaining light-industrial and manufacturing facilities within Denver to attain the jobs and workforce within the city.

- DEDO aided Pepsi in the search of a new site that would allow Pepsi to grow and expand in the next 50-100 years, retaining jobs in Denver.

2019 FNE Area Plan Recommendation
Coordinate with (DEDO) for tenant recruitment.
Establish new districts through market driven
Relocation of Pepsi Bottling Plant

Does this fit with FNE Area Plan vision?
- DIA Neighborhood scored low on jobs
- The 2019 plan recommended that the large amounts of undeveloped land in many of Far Northeast’s areas present a strong opportunity to attract more jobs.

2019 FNE Area Plan Recommendation
Far Northeast 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.
Relocation of Pepsi Bottling Plant

How many jobs will it create?

- Pepsi will continue to employ all existing workers and will bring 475-525 jobs to the DIA neighborhood.

2019 FNE Area Plan Recommendation

The large amounts of undeveloped land in many of Far Northeast’s employment areas presents a strong opportunity to attract more jobs.
Why do we need a Plan Amendment?

FNE Area Plan projected a long-term vision for DIA

- This vision was based on near-term projection of a transit stop at Colorado A Line.
- Since plan adoption we’ve learned that this transit stop will not be realized within the 20 year planned horizon of this plan.
- We still need to promote development and job creation, understanding that without a transit line we need to rethink the appropriate uses and development typology in DIA especially at 72nd and Tower adjacent to DEN.
Why do we need a Plan Amendment?

**FNE Area Plan proposed a granular mobility network**

- The mobility network is designed to support a very different placetypes and land uses
- Any changes to these will require a re-evaluation on mobility network
Area will also be Rezoned

Why would a rezoning be needed?

- Current Zoning does not support proposed bottling plant
- Proposed use will be supported by:
  - I-MX Zone (*industrial mixed-use, 8 stories*)
- Rezoning needs to be supported by City-Council Adopted Plans

MAP OF EXISTING ZONING

2019 FNE Area Plan Recommendation
Rezone Former Chapter 59 properties into the Denver Zoning Code.

Former Chapter 59 Zoning
- C-MU-30 (Commercial Mixed Use)
- C-MU-20 (Commercial Mixed Use)
- C-MU-10 (Commercial Mixed Use)
- GTWY (Commercial Mixed Use)
Coordination with Denver International Airport

1. **DEN’s Vision for Pena Station Next**
A mixed-use, transit-oriented development that promotes renewable energy and emerging smart city technologies to prioritize health and sustainability.

2. **DEN’s Vision for Second Creek Campus**
A hub of research, development, and advanced manufacturing adjacent to the wildlife refuge with unobstructed views west toward their bison herd and the Rocky Mountains.

3. **DEN’s Vision north of 72nd Ave**
Recent conversations with DEN revealed that they’re looking at this area as light-industrial, manufacturing, and or innovation flex. Development blocks will be larger here.
Market Analysis

1. How are the light industrial and manufacturing markets performing, in the focus area?

2. What is the anticipated demand for new development in the study area?

3. What concentrations of industry are expected?
Anticipated modifications to the 2019 FNE Area Plan

Anticipated modifications in the amendment will include:

- Placetypes and land uses
- Mobility network
- Employment opportunity

- All changes will be confirmed with the public
Anticipated changes to Mobility Network

**Modifications to Street Grid may include:**

- Changes to through connections of Local Streets
- Changes to block patterns
- All road network changes shall accommodate anticipated freight traffic connecting to I-70 north of 72nd Ave
Next Steps

1. **Public Meeting #1 - December**
   Introduction of Amendment + Applicant presentation

2. **Steering Committee Meeting #2 January 2022**
   Review Final Proposed Changes

3. **Public Review Draft late January 2022**
   Review proposed edits to the Amendment

4. **Public Meeting #2 February 2022**
   Review final edits to the Amendment (Draft should go out in late January)

5. **Planning Board Public Hearing - March 2022**
   Approval needed to move to City Council Hearing

6. **City Council Adoption- March/April 2022**
   City Council Hearing
Why did we propose a Community Center here?

- A mix of office, retail, eating and drinking establishments, commercial services and multi-unit residential uses
- Visited by residents of surrounding neighborhoods

Future Places

Proposed Modal Priority Streets

Mobility network recommendations for connectivity using standard street function categories classify roads as arterial, collector, or local