



Staff Report

TO: Honorable Mayor Piko and Members of City Council

THROUGH: Matt Sturgeon, City Manager
Elisha Thomas, Deputy City Manager
Neil Marciniak, Director, Community and Economic Development
Jill Hassman, Senior Assistant City Attorney
Michael Gradis, Principal Planner

FROM: David King, Planner II

MEETING DATE: October 3, 2023

SUBJECT: ORDINANCE NO. 2023-O-11, AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF CENTENNIAL APPROVING THE ARAPAHOE URBAN CENTER DISTRICT NO. 4 (AUC-4) REGULATING PLAN (REGP-23-00001)

LOCATION: [AUC-4 Map](#)

1. **Executive Summary:**

The City of Centennial proposes the Arapahoe Urban Center District No. 4 (AUC-4) Regulating Plan (“Regulating Plan”) to guide development and redevelopment within the AUC-4 area. The AUC-4 Regulating Plan is a City-initiated application to set the vision and guide cohesive redevelopment for an approximately 40-acre area located at the southwest corner of E. Arapahoe Rd. and Interstate 25 (“Subject Area” or “AUC-4”). AUC-4 is comprised of 23 properties under 21 different ownership entities. Regulating Plans are general in nature, showing a schematic diagram of development and redevelopment. Regulating Plans demonstrate how the form-based standards from the Urban Center (UC) zone district can be implemented and are the basis for the approval of subsequent site plans. This would be the second Regulating Plan in the City, with the first being the Jones District Regulating Plan.

2. **Recommendation:**

Staff recommends that the City Council **approve** the AUC-4 Regulating Plan as set forth in Ordinance No. 2023-O-11.

3. **Background:**

Located at the southwest corner of E. Arapahoe Rd. and Interstate 25, the Arapahoe Urban Center District No. 4 (AUC-4) is a collection of 23 parcels totaling approximately 40 acres. Located at the northern edge of the City, the Subject Area is bounded by E. Arapahoe Road to the north and I-25 and the Light Rail to the east. North of the Subject Area is the City of Greenwood Village. To the west is the Walnut Hills residential neighborhood, with most properties zoned

Neighborhood Conservation, 9,000 sf minimum lots (NC-9). The parcels to the south of the Subject Area are zoned Business Park 75 and 35 (BP-75 and BP-35).

This area of the City has long been identified as a place where something unique or exceptional not only *could* occur, but *should* occur. The Regulating Plan is the next step towards ensuring that development has the tools it needs to occur within the Subject Area in a cohesive and coordinated manner.

This staff report outlines the following:

- Summarize the planning efforts led by the City for the Subject Area;
- Explain why the City is initiating this application;
- Describe how this effort is in line with the mission, vision, and values of the City;
- Review the creation of the Regulating Plan, including community outreach and engagement, and the Regulating Plan components;
- Touch on the Planning and Zoning Commission's approval of a Sign Design Program; and
- Analyze how the Regulating Plan complies with the approval criteria for Regulating Plan applications.

All UC zoned properties are required to develop a Regulating Plan in accordance with Land Development Code (LDC) Section 12-14-902, *Regulating Plans* and Division 4-3. Regulating Plans set forth the schematic diagram of development and apply the standards of the UC zone district. All Regulating Plans are reviewed by the Planning and Zoning Commission, which recommends approval or denial to Council. Council has final approval or denial authority. Both the Planning and Zoning Commission and Council review the proposal to ensure the following seven (7) elements are included in the Regulating Plan:

1. Subdistrict boundaries;
2. Network and types of streets in the development;
3. Building types and frontage types within each subdistrict and block;
4. Building height ranges on each block face;
5. Number, general location, and types of residential units including a development phasing plan to phase the construction of residential uses to coordinate and coincide with the construction of non-residential uses to ensure a mixed-use project;
6. Designation of public spaces; and
7. Maximum gross floor area for each of the three districts: Center Subdistrict, General Subdistrict, and Edge Subdistrict.

Planning and Zoning Efforts

The area was first identified by the 2007 Arapahoe Urban Center Sub-Area Plan ("Sub-Area Plan"), adopted by the Planning and Zoning Commission on October 10, 2007 and ratified by City Council on October 15, 2007. The AUC Sub-Area Plan was focused on the portions of the City in close proximity to East Arapahoe Road and I-25, as far west as South Quebec Street and as far north as East Caley Avenue. The first three Vision Districts were centered in this area. The plan identified a fourth Vision District at the corner of East Arapahoe Road and I-25, with the plan's

designation of Arapahoe Urban Center District No. 4 providing an identity that continues to be utilized. A highly traveled and visible area, the Arapahoe Urban Center was identified as the highest profile major activity center within the City. Its proximity to major roadways, transit options, and employment and retail centers is a distinctive combination within the City.

Within the Arapahoe Urban Center Sub-Area, Vision District No. 4 was identified as a place for more intense redevelopment with landmark status buildings. The area has the highest visibility from E. Arapahoe Rd. and I-25 of any districts within the Sub-Area Plan and was envisioned as the gateway to the City of Centennial and a location that had unique potential for redevelopment. Vision District No. 4 was described as a high-quality major activity center that would be pedestrian-oriented and human-scaled. Furthermore, the Sub-Area Plan identified that while it constituted the first step in setting a vision, additional action and commitment from the City would be required to bring about its implementation.

In 2015, the City conducted a series of City-wide legislative rezonings following the adoption of the current LDC. These legislative rezonings transitioned the City away from the previous zone districts under Arapahoe County's jurisdiction to the functional equivalent within the City's LDC. The exceptions were areas that were covered by an adopted sub-area plan, which was utilized as the guide for the applicable zone districts. Given the vision outlined in the Sub-Area Plan, the Subject Area was zoned UC. The UC zone district, as defined by the LDC, is intended to provide for urban redevelopment in the Arapahoe Urban Center and I-25 corridor areas. The UC zone district is regulated by form-based standards, found in Division 4-3 of the LDC. The designation of the Subject Area under the UC zone district reinforced the desire of the City for the area to redevelop as an iconic urban development along the I-25 corridor.

The vision for the Subject Area, as set forth in the Sub-Area Plan and described in the UC zone district, was further solidified in 2018 with the adoption of Centennial NEXT, the City's comprehensive plan. The Subject Area was identified in the I-25 Corridor Spotlight Area as an Opportunity Site. Spotlight Areas and Opportunity Sites were identified as areas with a high potential for change. The I-25 Spotlight Area carried on the vision from the Sub-Area Plan, noting the opportunities for leveraging the I-25 and Arapahoe Road interchange to increase density of office, retail, and residential uses.

The Sub-Area Plan and Centennial NEXT presented a comprehensive vision for the future of the Subject Area, depicting the area as an iconic gateway to the City, envisioning a once-in-a-generation transformation of the area. The UC zone district took the vision outlined in the planning documents and provided the regulatory framework for such redevelopment to occur within the Subject Area. The UC zone district designation in 2015 was the clearest step in providing the development community with direction on the type, form, and scale of development in the Subject Area that would effectuate the vision from the Sub-Area Plan and Centennial NEXT.

The UC zone district standards are written to promote the creation of an economically vital, pedestrian-oriented cohesive mixed-use environment. The UC standards are form-based, focusing on regulating building form and mass, with a particular focus on the relationship between buildings and the public realm. UC standards are activated by the creation and adoption of a Regulating Plan. Regulating Plans provide a schematic diagram of development but are more general in nature than site plans. An adopted Regulating Plan is the basis for the approval of subsequent site plans. **A Regulating Plan must be adopted prior to the consideration of site**

plans for areas under the UC zone district designation. Regulating Plans provide for coordinated and cohesive development and redevelopment of UC zoned areas.

Following the UC zone district designation, there was a required path for the potential redevelopment of the Subject Area, which would begin with the creation and adoption of a Regulating Plan, followed by site plan applications that would adhere to the vision from the Regulating Plan. Following several years of seeing no redevelopment activity, the City took steps towards the creation of a Regulating Plan to provide predictability for the development community and residents of Centennial on the type and form of development permitted in the Subject Area.

The next section of this staff report will address why the City has taken the step of bringing forward a City-initiated Regulating Plan.

City-Initiated Regulating Plan

As noted, the UC zone district was applied to the Subject Area in 2015, necessitating the creation and adoption of a Regulating Plan for redevelopment to occur. The Subject Area's unique position within the City, including proximity to major roadways like E. Arapahoe Rd. and I-25, and transit, along with its location at the northern edge of the City, created the environment first recognized in 2007 as a place where something different could happen compared to other commercial locations within the City. The UC zone district designation in 2015 provided a path forward for redevelopment but the City received no comprehensive and coordinated redevelopment proposals in the ensuing years.

This lack of activity from the private sector at a desirable location within south metro Denver has several different explanations which all stem from challenges specific to the Subject Area. The first challenge is that the Subject Area is held by a dispersed property ownership. The Subject Area is a collection of 23 parcels, totaling approximately 40 acres, under 21 different ownership entities. The expectation of the UC zone district, in terms of both the form and design standards and the requirement of the Regulating Plan, is for areas to be under coordinated ownership to allow for comprehensive and cohesive development or redevelopment. The other area in the City under the UC zone district designation is The District – Centennial, which is governed by an amended Regulating Plan approved by City Council in 2019. The District – Centennial is approximately 44 acres, with nearly every parcel under the unified control of Brue Baukol LLC. In the case of The District – Centennial, a single development entity purchased parcels under the UC zone district and put forward a Regulating Plan. Given the multitude of property owners within the Subject Area, no single development entity has had the capacity to acquire a collection of parcels and put forward a Regulating Plan for consideration.

The second challenge of the Subject Area is a ramification of the dispersed nature of property ownership. The Subject Area lacks coordinated utility facilities, including fully connected utility lines, rights-of-way, and other utility facilities that could serve future redevelopment. The majority of the Subject Area developed under Arapahoe County's jurisdiction in a piecemeal fashion, with parcels developing at varying times under varying ownership. Much of the Subject Area has remained stagnant since the 1990s. The impact of this development pattern is readily apparent in the Subject Area. There is no formal, direct east-west connection through the Subject Area for either vehicles or pedestrians. The water lines that are present are not connected via a loop system and instead dead-end at the northeast corner of the Subject Area.

The third challenge is that the majority of the Subject Area has already been developed. Of the 23 parcels in the Subject Area, 21 have been developed. The other area in the City zoned UC is The District – Centennial, which is a largely greenfield development under control of a single entity. The greenfield nature of The District – Centennial allowed for the creation of new rights of way and developable parcels in a streamlined manner, while the existing development in the Subject Area complicates the path forward to a more cohesive development/redevelopment. There is not a blank canvas for development; instead there is existing development stitched across the Subject Area. In order to ensure that redevelopment does not occur in a patchwork, uncoordinated manner, the City initiated work on a Regulating Plan to guide cohesive and coordinated redevelopment in line with the mission, vision, and values of the City.

Centennial's Strategic Framework

The City's Strategic Framework identifies the vision, mission, and core values of the City. The Strategic Framework also outlines goals and strategies that guide the work of the City to implement and achieve the overall vision. These goals and strategies provide the foundation for why the Regulating Plan is a City-initiated application. The goals and strategies within the Strategic Framework are Economic Vitality, Fiscal Sustainability, Future Ready City Government, Public Safety and Health, Signature Centennial, and Transportation and Mobility. This section of the staff report will identify which of the goals and strategies are guides for the Regulating Plan, and how the vision set forth in the Regulating Plan aligns with the mission, vision, and values of the City.

The goals and strategies that function as the foundation for why the City is initiating the Regulating Plan are Economic Vitality, Future Ready City Government, and Signature Centennial. The City's decision to initiate the Regulating Plan application is in direct response to the potential of the Subject Area and the chance for the area to flourish in the future. The Subject Area is currently underutilized and the cohesive vision within the Regulating Plan provides for an environment where businesses can thrive, and Centennial residents and visitors can benefit. The Subject Area can be a key cog in the economic engine of the City, promoting Economic Vitality.

A Future Ready City Government looks to anticipate change and leverage resources to benefit the community. The City-initiated Regulating Plan sets forth a vision for an area in need of one and does so in a manner that anticipates the next iteration of development, with a mix of uses in a contextually appropriate, more urban environment than will be seen elsewhere in the City. The Regulating Plan is an innovative approach for Centennial to take, as it looks to activate an area and create an atmosphere where redevelopment is encouraged. The Subject Area benefits from proximity to the Arapahoe at Village Center Light Rail station and future redevelopment can maximize the connections to the transit stop.

At the heart of the Regulating Plan's vision is the desire to create a memorable place within the Subject Area. As the northernmost edge of the City, located immediately adjacent to I-25, the Subject Area is often the portion of the City that welcomes residents home and visitors for their stay. The type of redevelopment envisioned in the Regulating Plan befits this location, recognizing the Subject Area's potential to not only be a place for Centennial residents but as a signature gateway that can be known throughout the Denver metro area. The Subject Area can not only be a unique location within the City, it can be the key to creating a Signature Centennial environment along I-25.

Taken together, these goals and strategies show why the City is initiating the Regulating Plan application and how the Regulating Plan adheres to the City's vision. The Regulating Plan envisions the creation of a new, mixed-use neighborhood that provides unique opportunities for businesses and residents, and as a place where the innovative nature of Centennial can not only be seen but also where innovation can be practiced. The City-initiated Regulating Plan recognizes the potential of the area and chooses to unlock that potential in a manner that aligns with the City's Strategic Framework.

Creation of the City-initiated Regulating Plan

Beginning in late 2018 and taking off in 2019 after inactivity from the private sector that was detailed above, the City took steps towards the creation of a Regulating Plan for consideration by Council. Several consultants were brought on board to assist in the creation of a draft Regulating Plan. Outreach was conducted with property owners within the Subject Area and within the development community to better understand the scale and type of development that would be successful in the Subject Area. These initial conversations were critical in the beginning stages in the creation of the Regulating Plan. As the COVID-19 pandemic began to impact the community, City Staff prioritized its efforts to distribute federal and state aid to local businesses and work on the Regulating Plan paused.

In 2021 and 2022, the City commenced work on advancing the Regulating Plan with a focus on technical documents and review necessary to complete the Regulating Plan. This work included refining the draft Regulating Plan itself to best show the visionary aspects of the document, establishing the framework to guide future redevelopment in accordance with the vision while ensuring that unnecessary details were not included at this stage. Technical documents, including a Phase I Drainage Report and a Transportation Impact Study (TIS) were completed, along with the preparation of community outreach and engagement plan. In 2023, Staff engaged with the community on the draft version of the Regulating Plan. The City created a project webpage on the City's website, which included draft versions of the Regulating Plan, TIS, and Phase I Drainage Report. Additional documents on the website included a Redevelopment Analysis, which summarizes the justification for the City's involvement in creating the Regulating Plan, including analysis of existing City plans, the Subject Area's zone district, market conditions, and various components of the Regulating Plan.

The City hosted a *Have Your Say!* community meeting webpage to facilitate a conversation with the community, with the webpage available for nearly seven (7) weeks. Notices were sent to property owners within AUC-4, business owners within AUC-4, property owners within 500 feet of AUC-4, and homeowner and community associations within one (1) mile. A total of 68 comments were received from members of the public, with the virtual community meeting webpage totaling over 6,600 visits, with the average time spent on the page being approximately 3.5 minutes. In addition to the virtual community meeting, Staff requested to meet with the two (2) community associations in closest proximity to the Subject Area. City Staff attended two meetings in-person, with the Walnut Hills neighborhood and with the Hunters Hill neighborhood. Each meeting had more than 30 people in attendance and consisted of brief presentations and time for questions from attendees. The Community Participation Report, included as Attachment 2, contains a comprehensive discussion of the community outreach and engagement conducted.

Following the community outreach and engagement process, Staff continued work on the Regulating Plan. A theme emerging out of the community outreach and engagement was in

relation to traffic concerns and as a result, the City re-engaged with Fehr & Peers, a national multi-modal transportation planning and engineering firm, to further refine the draft TIS. This additional effort resulted in the development of an updated framework analysis that is more appropriate for the visioning aspect of the Regulating Plan, with the expectation that future site plan applications will be able to build upon the framework TIS from the Regulating Plan in order to create their own more specific TIS documentation as a part of their application at that time. The TIS is included as Attachment 3.

Major components of the Regulating Plan include:

- Building heights that are staggered for the portion of AUC-4 west of S. Yosemite St., adjacent to Walnut Hills. Building heights of 2-3 stories are consistent with the existing built environment. The tallest height allowances are located adjacent to I-25.
- UC subdistrict height allowances provide for staggered building heights between S. Yosemite St. and I-25.
- Maximum residential gross floor area (GFA): 1,250,000 square feet.
- Maximum development gross floor area (GFA): 2,500,000 square feet.
- Creation of a connected street grid throughout AUC-4, including a Mainstreet Overlay
- Unique features, like Terminated Vistas and points of Corner Emphasis, designated to create an urban environment.
- Infrastructure improvements are shown in a manner that distributes the impact across properties.
- Public Spaces are required throughout AUC-4.

Sign Design Program

As a requirement of a Regulating Plan, a Sign Design Program (SDP) is required. An SDP is a guide for cohesive signage throughout the Subject Area, outlining permitted attached and detached signage, proposed sign types and quantities that are appropriate for a more urban context like that which is proposed in the Regulating Plan. These sign types include greater allowances for awning, canopy, and blade signs, along with a more streamlined approach to wall signage for both primary and secondary signs. The overarching theme is to provide signage opportunities that are appropriate in a mixed-use environment. An SDP is approved by the Planning and Zoning Commission and Ratified by City Council. The SDP was approved by the Commission on September 13, 2023 by a vote of 7-0 and was placed on this evening's consent agenda.

External Referral Comments

Staff sent a total of 18 referral letters to outside agencies and community groups; 10 entities responded with comments. The remainder did not respond or provided no comments on the referral.

Based on the responses received, Staff initiated additional conversations with several referral agencies, including Southgate Water and Sanitation District, South Suburban Parks and Recreation District, and Cherry Creek School District. These conversations allowed for better understanding of the scope of the Regulating Plan and established clear steps that can be taken once applications for site plans are received.

All responses are included as Attachment 4.

Criteria for Approval of Regulating Plan

A Regulating Plan requires a recommendation by the Planning and Zoning Commission and approval by City Council. City Council must consider evidence presented at the Public Hearing and evaluate the proposed Regulating Plan against the approval standards set forth in Section 12-14-902(C), *Approval Standards*, of the LDC and listed below.

12-14-902(C)(1) – *The development will comply with the standards of Division 4-3, Form Standards for UC District, fulfill all requirements as listed in Section B above, and the other applicable standards of this LDC.*

Division 4-3 of the LDC establishes the specific requirements within each subdistrict as well as general project design requirements identified in the tables below:

UC Specific Requirement	Discussion
<p>1. Subdistrict boundaries <i>The Regulating Plan shall delineate the boundaries of the subdistricts as defined in 12-4-204, 12-4-305, and 12-4-306.</i></p>	<p>The Regulating Plan proposes three subdistricts, the Edge, General, and Center subdistricts. The Regulating Plan proposes the boundaries to respond to the existing adjacent conditions, with the lowest intensity subdistrict located adjacent to the Walnut Hills residential neighborhood and the highest intensity subdistrict located adjacent to I-25. See Sheet 4 for boundaries.</p>
<p>2. Network and types of street in the development <i>The Regulating Plan shall designate street functions and types for the entire network of interconnected streets.</i></p>	<p>The Regulating Plan designates Yosemite Street, Costilla Avenue, Xeric Street, and the northern portion of Yosemite Court as Primary Streets. Xanthia Street, Davies Avenue, and the southern portion of Yosemite Court are designated as Secondary Streets. See Sheet 6.</p> <p>The Regulating Plan proposes a new street grid, providing connectivity throughout the Subject Area. Streets are designated by typologies found in the LDC or two alternative typologies. See Sheet 6.</p>
<p>3. Building types and frontage types within each subdistrict and block <i>The Regulating Plan shall set out the permitted Building Types and Frontage Types by subdistrict.</i></p>	<p>The Regulating Plan designates the allowed Building, Frontage, and Parking types by subdistrict. See Sheet 5.</p>
<p>4. Building height ranges on each block face <i>Allowed building heights for each subdistrict are as follows:</i> <i>Center Subdistrict – 5-15 stories</i></p>	<p>The Regulating Plan designates three subdistricts, Edge, General, and Center, and outlines the permitted heights as required. See Sheet 4.</p> <p>The Center subdistrict (5-15 stories) is concentrated to areas directly adjacent to I-25, enabling a more intense redevelopment pattern while the Edge subdistrict (2-3 stories)</p>

UC Specific Requirement	Discussion
<p><i>General Subdistrict – 3-8 stories</i> <i>Edge Subdistrict – 2-3 stories</i></p>	<p>is applied to those areas directly adjacent to residential development, providing an appropriate transition of heights for the varying contexts. The General subdistrict (3-8 stories) is located between the Edge and Center subdistricts.</p>
<p>5. Number, general location, and types of residential units including a development phasing plan to phase the construction of residential uses to coordinate and coincide with the construction of residential uses to ensure a mixed-use project.</p>	<p>The Regulating Plan identifies the number, general location, and types of residential units, see Sheets 2 and 5. Residential development Gross Floor Area is capped at 1,250,000 square feet, which is 50% of the total permitted Gross Floor Area of 2,500,000 square feet.</p> <p>The Development Phasing plan is included as Exhibit B to Ordinance No. 2023-O-11. As the Subject Area is already a commercial development, the introduction of residential development will create a mixed-use development and the standards of the Regulating Plan will ensure that a mixed-use environment is provided.</p>
<p>6. Designation of Public Spaces <i>Ten percent of the Regulating Plan area (including areas in the development blocks and street rights-of-way), shall be designated and improved for use as Public Space.</i></p>	<p>The Regulating Plan describes a variety of Public Spaces, including but not limited to parks, plazas, courtyards, greenspaces, rooftop amenities, and enhanced streetscapes. The Public Spaces are permitted throughout the Subject Area and the Regulating Plan requires future site plan submittals to provide Public Spaces, as determined by the City. A minimum of 10 percent of the Subject Area will be utilized as Public Spaces. See Sheet 2, note 12.</p> <p>Public Spaces are further described and depicted in the Regulating Plan’s general design scheme, see Sheets 9-12.</p>
<p>7. Maximum gross floor area for each of the three districts: Center Subdistrict, General Subdistrict, and Edge Subdistrict</p>	<p>The Regulating Plan designates 2.5 million square feet as the maximum allowed developable area. The Edge subdistrict is permitted 300,000 square feet, the General subdistrict is permitted 1,075,000 square feet, and the Center subdistrict is permitted 1,125,000 square feet. See Sheet 4.</p>

UC General Project Design Requirement	Discussion
<p>Block Dimensions</p>	<p>The LDC restricts perimeter block dimensions to 1,600 linear feet except where blocks contain mid-block parking structures or attached public spaces of at least 10,000 square feet, in which case the perimeter block dimensions are allowed to be up to 3,000 linear feet. Blocks exceeding 3,000 linear feet are only permitted where a block contains valuable natural resources.</p> <p>The Regulating Plan meets these criteria. No blocks are proposed to be longer than 1,600 linear feet.</p>

UC General Project Design Requirement	Discussion
Street Network	The Regulating Plan provides a connected street network with the introduction of new publicly accessible, pedestrian-friendly streets. The street network fosters connections across the Subject Area. See Sheet 6.
Designation of Street Level Activation	The Regulating Plan identifies key areas within the street network that will be designated as areas of street level activation to encourage pedestrian circulation, pedestrian-scaled building features, and creating areas of visual interest. See Sheet 5.
Identification of Special Requirements and Overlays	<p>The Regulating Plan identifies Xeric Street as a Mainstreet Overlay, creating a vibrant street with enhanced streetscapes and active uses, featuring special building material requirements. This Mainstreet Overlay may also take the form of a pedestrian-only environment.</p> <p>Areas of Corner Emphasis are identified, framing important intersections through architectural means that address both frontages at the corner.</p> <p>A Terminated Vista is identified as a focal point at the end of street with special architectural features to draw users towards it.</p> <p>Streets are required to provide enhanced streetscapes.</p> <p>See Sheet 5.</p>
Façade Articulation and Building Materials	<p>The Regulating Plan outlines a general design scheme that guides the physical form of development, requiring that styles, materials, and colors be in visual harmony and create visual interest through a varied palette. The general design scheme calls for buildings and surfaces to provide a sense of familiarity and human scale by ensuring consistent use of high-quality materials and design appropriate for an urban area.</p> <p>See Sheets 9-12.</p>
Streetscape Elements	<p>The Regulating Plan requires enhanced streetscapes throughout the Subject Area, see Sheet 6.</p> <p>The general design scheme includes elements of enhanced streetscapes. See Sheets 9-12.</p>

UC General Project Design Requirement	Discussion
Signage (Approved by the Planning and Zoning Commission, must be ratified by City Council)	A Sign Design Program (SDES-23-00001) was approved by the Planning and Zoning Commission for the Subject Area to provide for cohesive and coordinated signage. The Sign Design Program outlines permitted sign types and total sign area. The general design theme of the signage is referred to the general design scheme within the Regulating Plan.

12-14-902(C)(2) – *The proposed development will implement the City’s comprehensive plan and any applicable Sub-Area Plan.*

Arapahoe Urban Center Sub-Area Plan (2007)

The 2007 Arapahoe Urban Center Sub-Area Plan focused on several areas along East Arapahoe Road west of I-25, including the AUC-4 study area. AUC-4 is envisioned as a gateway to the City that emphasizes its unique location and redevelopment potential.

The plan’s vision for the AUC-4 study area included specific goals:

- Create a pedestrian-oriented, human-scaled commercial center.
- Enable a high-quality major activity center.
- Encourage revenue generating regional, community, and neighborhood retail and commercial uses along Arapahoe Road.
- Enhance the level of service from I-25 to local roadways and commercial centers.

Centennial NEXT 2040 Comprehensive Plan (2018)

Centennial NEXT identifies urban center as the land use typology for the AUC-4 area. The urban center typology describes future development that provides a mix of land uses including residential, office, commercial, service, and employment within a single, concentrated, and dense development. The typology is utilized along the I-25 corridor, providing increased density centered around transit nodes. Future development in these areas is to be scaled to create a functional, pedestrian-friendly, urban environment with public gathering spaces. Development will be characterized by high quality site and building design within a diverse and attractive environment.

Centennial NEXT recognizes the AUC-4 study area as an Opportunity Site within **Spotlight Area E**, which contains the I-25 Corridor where redevelopment of the corridor could include leveraging highway, light rail, and its regional location to transition existing retail and employment centers to accommodate future office, retail, and residential trends.

Centennial NEXT includes goals and strategies that are advanced by the Regulating Plan including:

PLACES – 2. Create and uphold community character through enhanced design standard and placemaking initiatives.

2a. Enhance the City's gateways and major corridors to create a unique sense of place through the establishment of streetscape design standards and wayfinding signage program(s).

2c. Ensure new development and redevelopment:

- i. Provides open space and landscaping that maximizes aesthetics, is context appropriate, is resilient to the climate, and fulfills the intended purpose.
- ii. Complements and enhances the vitality of the surrounding area.
- iii. Provides pedestrian-oriented design, including sidewalks, seating, shade, trash receptacles, lighting, and bike racks.
- iv. Is reviewed against the adopted sub-area plans and City-wide studies.

PLACES – 3. Promote social, physical, and economic health by allowing efficient, diverse, and integrated land use mix.

3d. Support Transit-Oriented Development (TOD) near the City's urban centers (generally within one mile of transit hubs).

PLACES – 4. Provide opportunities for new housing options that meet market trends and the evolving needs of current and future residents.

4a. Support increased residential densities within Transit Oriented Developments (TODs).

ECONOMY – 1. Position Centennial's employment centers to participate in the innovation economy.

1a. Leverage Centennial's Smart City initiatives, partnerships, and infrastructure to attract, retain, and expand innovation-based companies.

1c. Reposition existing employment centers to accommodate a greater mix of uses and densities

ECONOMY – 4. Attract and develop an exceptional workforce equipped to adapt to a changing economy.

4a. Investigate housing demand with specific consideration given to identifying housing types needed to attract and retain the current and future targeted workforce.

4b. Implement initiatives and policies that support reinvestment in Centennial's built environment to appeal to the current and future targeted workforce. These initiatives could include placemaking, infrastructure, mixed-use retail center reinvestment, experiential retail and unique business attraction, quality of life improvements, and installation of new urban amenities, where appropriate.

ECONOMY – 6. Retain and expand the City's tax base and revenue sources by repositioning Centennial's retail centers to respond to the ever-changing retail environment and consumer demands.

6a. Support reinvestment in retail centers through the use of incentives and other tools, including the exploration of urban renewal tools.

INNOVATIONS – 1. Establish Centennial as an incubator for innovative ideas and pilot projects that are the topic of public and private sector conversations about governmental efficiency.

1b. Encourage a culture of innovation that is efficient, flexible, and willing to test new approaches through pilot projects in partnership with public and private organizations.

COMMUNITY - 4. Pursue recreational, civic, art, culture, wellness, and tourism opportunities that enhance quality of life within the City.

4a. Integrate active lifestyle considerations as an essential component of the City's built environment.

- i. Encourage mixed-use centers, corridors, and neighborhoods that support the ability of residents to meet their daily needs without reliance on vehicles.
- iii. Design streets and other public spaces with an eye towards the safety and comfort of pedestrians.

4. Alternatives:

As this is a quasi-judicial action, City Council has the following alternatives:

- 1. Deny the Regulating Plan based on specific findings of fact made at the public hearing;
or
- 2. Continue the public hearing for additional information.

5. Fiscal Impact:

The creation and production of the proposed AUC-4 Regulating Plan and related studies comes from appropriated funds and staff resources.

6. Next Steps:

If approved, the Regulating Plan will allow land use applications for redevelopment to be received by the City for the Subject Area. Additional City involvement in the Subject Area may be necessary to support redevelopment.

7. Previous Actions:

AUC-4 was rezoned to the UC zone district in 2015, with work on the City-initiated Regulating Plan beginning in 2019. The Planning and Zoning Commission held [public hearings](#) on the Regulating Plan and the Sign Design Program on September 13, 2023. The Commission unanimously recommended approval of the Regulating Plan by a 7-0 vote. The Sign Design Program was unanimously approved by the Commission by a 7-0 vote and is on the City Council Consent Agenda for tonight (October 3, 2023).

8. Suggested Motions:

SUGGESTED MOTION FOR RECOMMENDING APPROVAL OF THE REGULATING PLAN (THIS IS THE MOTION RECOMMENDED BY STAFF):

I MOVE TO APPROVE ORDINANCE NO. 2023-O-11, AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF CENTENNIAL APPROVING THE ARAPAHOE URBAN CENTER DISTRICT NO. 4 (AUC-4) REGULATING PLAN (CASE NO. REGP-23-00001).

SUGGESTED MOTION FOR RECOMMENDING DENIAL OF THE REGULATING PLAN* (NOT RECOMMENDED BY STAFF):

I MOVE TO DENY ORDINANCE NO. 2023-O-11, AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF CENTENNIAL, APPROVING THE ARAPAHOE URBAN CENTER DISTRICT NO. 4 (AUC-4) REGULATING PLAN CASE NO. REGP-23-00001).

9. Attachments:

- Attachment 1: Letter of Intent
- Attachment 2: Community Participation Report
- Attachment 3: Transportation Impact Study (TIS)
- Attachment 4: External Referral Comments
- Attachment 5: AUC-4 Regulating Plan, REGP-23-00001
- Attachment 6: Ordinance No. 2023-O-11