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Planning Area Goals & Objectives



### PLANNING AREA DESCRIPTION

### Planning Area Boundaries

The Corridor planning area generally includes the areas of the Village south of Belleview Avenue, west of Yosemite Street, north of Arapahoe Road, and east of Quebec Street. Half of the Denver Technological Center, Greenwood Plaza and office and mixed-use centers are located within this planning area.

### Planning Area History

The majority of this area was annexed into the Village in 1975. Smaller areas were annexed in 1976, 1979, 1980, 1999, and 2000.









### **CORRIDOR CHARACTER**

### Natural Environment

Natural features in this planning area were incorporated into the built or urban environment.

### **Built Environment**

The planning area is characterized by highly developed urban office parks, an amphitheater, commercial activity, and higher density residential neighborhoods.

- <u>Land Uses</u>: The planning area is comprised primarily of commercial land uses with some higher-density residential components also mixed in the area.
- <u>Residential Density</u>: The single-family and multi-family residential area is comprised of an average of eight dwelling units per acre.
- <u>Street Characteristics</u>: Paved streets meander throughout the planning area. Vertical curbs and gutters are prevalent.
- <u>Landscape</u>: Detention ponds, semi-public parks and plazas are part of the urban commercial office park development.

### **CORRIDOR INVENTORY**

### **Utilities/Services**

The following utility/service providers serve the Corridor planning area:

- <u>School District</u>: Cherry Creek
- <u>Sanitation</u>: Goldsmith Gulch, Southgate, Castlewood
- <u>Water</u>: Castlewood, Southgate, Greenwood Plaza
- <u>Metro Districts</u>: Greenwood North, Greenwood, Greenwood South, Goldsmith, Orchard Valley

### **Planning Area Facilities**

Parks and open space consist of the following:

- Improved Parks: 4.90 acres
- <u>Unimproved Parks</u>: 12.19 acres
- Natural Parks: 0.00 acres
- Bike Paths: 1.19 miles
- Equestrian Paths: 0.00 miles

#### Parks

- William McKinley Carson Park
- Orchard Commons

#### Schools - None





### Homeowners Associations

There are seven homeowners associations maintained in the Corridor planning area. The associated neighborhoods are shown in the related map.

- Georgetown
- Hermitage
- Landmark
- One Cherry Lane
- Round Tree
- Village Plaza Lofts I
- Village Plaza Lofts II



### THE CORRIDOR PLANNING AREA VISION

### **Planning Area Vision**

The concept of the Corridor planning area is to design and develop a mix of commercial, institutional or civic, residential, and open public gathering spaces that attract and serve people and help create a unique Village identity.

The Corridor provides a variety of land uses and activities that complement and reinforce each other. The Corridor will include opportunities for a mix of office, commercial, entertainment, civic and residential uses. Open public gathering spaces and tree-lined streets will be created to attract people throughout the day and night. The physical environment will promote walking, bicycling, and transit. Convenient and safe pedestrian connections will be provided within the Corridor, linking a Village Center, Arapahoe Light Rail Station, Orchard Light Rail Station, commercial uses along Arapahoe Road and other uses within the Corridor. The Corridor will serve as the hub for the Village's comprehensive trail and sidewalk system, offering connections to all neighborhoods and districts in the Village.

The Corridor as a whole also serves as the primary employment district within the Village. This area provides a diverse and stable economic and employment base. This district, which includes the DTC and Greenwood Plaza, is attractive and well designed and sets high standards in site planning, architecture, landscaping, lighting, and signage. The Orchard Light Rail Station will support the use of public transit in the planning area. In addition to the Village Center, the Corridor Planning Area will include a variety of complementary supporting uses, such as residential, business services, convenience retail, childcare, and restaurants. Sidewalks and pedestrian paths will be provided throughout the district, connecting employment uses with supporting uses, transit, and open space.

There is one distinct planning subarea within the Corridor planning area. This subarea is known as the Village Center Planning Subarea.





### Land Use

### Goals / Objectives

Seek development and redevelopment that reinforces the retail sales tax base of the Village.

*Minimize noise or light pollution effects of development on adjacent residential areas.* 

Additional ground-level open space can be generated by increasing height/intensity.

Maximize opportunities for mixed commercial development associated with light rail facilities.

Encourage development of mixed-use development and redevelopment.

Plan redevelopment to preserve scenic views and vistas.

#### **Policies**

1a. Encourage a concentrated mixture of complementary commercial, public, and employment uses in the Corridor, including a florist, a cobbler, a barber, a newspaper stand, a grocery store, hotels, restaurants, a bookstore, a health club, a library, and parks, within walking distance to the activity centers of workers (daytime) and residents (day and nighttime).

1b. Encourage vertical mixed-use structures with offices located about ground-floor retail and services. Encourage vertical mixed-use structures to include parking, provided that structures are designed to with active portions of the building facing the street, thereby wrapping around interior parking.

1c. Encourage parking structures to incorporate "wrap-around" retail uses on the first floor of street-side edges, thereby not allowing the monotony of parking structures to dominate the street.







#### Land Use

### **Policies - Continued**

1d. Encourage numerous diverse public and private entertainment facilities, such as performing arts center, an outdoor pavilion, a concert hall, and a movie house, in clustered, central areas.

1e. Prohibit the Corridor Planning Area from developing auto-oriented businesses, including drive-through facilities and "big box" retail.

1f. Protect the Corridor Planning Area from unnecessary and disruptive businesses, including auto parts and repair businesses and manufacturing uses that produce noise, dust, glare and similar disturbances.

1g. Orient land use types, patterns, and densities to maximize potential transit use at the proposed Arapahoe Light Rail Station.

1h. Coordinate with the DTC, Greenwood Plaza and other property owners to promote compact mixed-use development in order to expand the area as a full-service employment and activity center.

1i. Encourage transit-oriented development at the proposed Orchard Light Rail Station to support ridership and reduce traffic congestion. The Orchard Light Rail Station shall be designed in a convenient and safe walking environment, and uses may include attractive community and regional commercial, office/employment, parks and open space, and community uses.

1j. Encourage supporting uses in the district, such as hotels, restaurants, convenience retail, child care, and athletic clubs. These uses should be secondary to primary employment uses.

1k. The current mix of uses in the I-25 Corridor is considered appropriate. Development and redevelopment should principally be focused on commercial and employment aspects of the Corridor Planning Area.

7a. Encourage redevelopment of existing commercial buildings into more economically feasible land use scenarios.

### Transportation

### Goals / Objectives

Promote pedestrian and bike linkages to and throughout the planning area.

Promote connectivity of Village and neighborhood pedestrian facilities by providing pedestrian and vehicle crossings over I-25 and other busy roadways, such as Belleview Avenue.

Provide for integration of multiple modes of transportation at transportation centers.

Provide for safe pedestrian accessibility in the construction/reconstruction of major interchanges.

Improve connections within the planning area to regional mass transit.

*Improve planning area accessibility through high quality circulator bus service.* 

Minimize traffic congestion on the periphery of the planning area.

#### **Policies**

2a. Promote land use patterns, parking policies, and traffic management methods that support transit, and efficient roadway system, and bicycle and pedestrian travel.

2b. Provide an interconnected network of narrow, tree-lined streets that tie into the surrounding neighborhoods, allowing convenient and safe automobile, pedestrian, and bicycle travel from one end of the Corridor Planning Area to another.







### **Transportation**

### Policies - Continued

2c. Promote structured parking lots to reduce land devoted to surface parking lots.

2d. Require existing surface parking to be broken up into smaller lots and permit vehicles to park along the streets, providing a buffer between the pedestrians on sidewalks and moving automobiles. Promote the redevelopment of existing parking surface lots with buildings and structured parking.

2e. Reduce the parking ratio requirements for new developments and encourage joint-use parking lots and structures with staggered peak demands that will efficiently serve retail, office, public, and entertainment uses, thus reducing the amount of land required for separate parking for each land use.

2f. Promote the RTD call-n-Ride areas for servicing the DTC, Greenwood Plaza, the Village Center, and other surrounding office and retail development to each other and to the existing Arapahoe park-n-Ride, the Ulster/Tufts Transfer Station and the Orchard and Arapahoe Light Rail Stations.

2g. Promote land use patterns, parking policies, and traffic management methods that support transit, an efficient roadway system, and bicycle and pedestrian travel.

2h. Encourage shared parking when peak periods of demand are staggered for adjacent uses. Encourage parking structures, with wrap-around retail, wherever possible within the district. Discourage parking areas between primary, "front" building facades and the street.

### Parks, Trails, Open Space, and Recreation

#### Goals / Objectives

As an urban center, provide for recreational opportunities within the planning area.

Combine stormwater facilities with urban park opportunities.

#### **Policies**

3a. Promote the addition of pedestrian facilities, including sidewalks and pedestrian paths, and pedestrian-oriented design in the area to encourage walking and biking as an alternative to the automobile.

3b. Provide numerous, safe, and convenient connections to the City's comprehensive trail and sidewalk system.

*3c.* Develop continuous, lighted pedestrian walkways and bicycle paths in the form of sidewalks and trails to connect focal points of pedestrian activity, such as the Arapahoe Light Rail Station and other transit stops, street crossings, public plazas and parks, building entry points, and parking areas.

3d. Design the Arapahoe Light Rail Station to incorporate a convenient and safe walking environment. The streets and facilities within the Arapahoe Light Rail Station will be designed to provide convenient and safe pedestrian access.

3e. Encourage bicycle opportunities in the Corridor Planning Area by providing bicycle facilities, including lockers or racks, within well-lighted well-signed, highly visible areas that are close to the light rail station and other concentrated areas of activity. Provide on-street and off-street bicycle lanes and paths that are safe and visible and that provide connections to uses throughout the Corridor Planning Area.





#### Parks, Trails, Open Space, and Recreation

#### **Policies - Continued**

*3f. Promote the addition of pedestrian facilities, including sidewalks and pedestrian paths, and pedestrian-oriented design in the area to encourage walking and biking as an alternative to the automobile.* 

3g. Encourage the acquisition or dedication of vacant areas in the planning area for open space, parks, and trails to meet the recreational needs of residents and employees.

3h. The area around the Orchard Light Rail Station shall have a safe and convenient pedestrian system, including sidewalks and trails that offer connections to the City's comprehensive trail system.

*3i. Provide and encourage direct pedestrian connections to building entries from sidewalk and parking structures.* 

*3j.* A 30 percent open space requirement for development and redevelopment in the Corridor Planning Area is appropriate.

#### **Natural Environment**

#### Goals / Objectives

Maintain urban water quality through the construction/reconstruction of stormwater detention facilities as part of urban redevelopment programs.

### **Policies**

6a. Protect and enhance riparian, wetland, and aquatic habits of upper Greenwood Gulch.

### Image, Identity, & Quality of Life

#### Goals / Objectives

Ensure that development minimizes the impact of noise and light.

Promote pedestrian-oriented environments.

Create residential living environments that will retain workers.

Promote the planning area as a major metropolitan mixed-use center in the region.

Assure highest quality appearance of the built environment.

Promote high quality landscaping in development/redevelopment.

Promote Fiddler's Green Amphitheatre as a community and regional entertainment amenity.

Provide for high quality public plazas and public meeting places.

Foster a unique sense of place.

Provide for a Village focal point.

It is important that new buildings relate well to the existing community. There should be good building height transitions between existing development and new development.





### Image, Identity, & Quality of Life

### Policies

4a. Encourage the physical environment in the Corridor Planning Area to be coordinated in a manner that contributes to coherent design and identity.

4b. Design streets, parking areas, public spaces, and buildings in the Corridor Planning Area to establish a unique and distinctive character.

4c. Emphasize landscaping and open space treatments for new development.

4d. Promote the design of buildings and streets to maintain existing view planes.

4e. Require architectural elements, such as signage, awnings, storefronts, proportional windows, and other human-scale details.

4f. Support design measures that eliminate or minimize the impacts of blank walls along streets, parks, and plazas. Require building facades lacking windows or other architectural details facing or visible from public spaces within the Corridor Planning Area to be screened by landscaping to buffer the impacts of building mass or to be designed with architectural details that add visual interest and human scale to the wall.

4g. Provide public plazas in prominent places through the Corridor Planning Area, particularly at the junction between activity retail and surrounding office and residential uses, with amenities such as parks, outdoor pavilions, fountains, benches, trees, monuments, kiosks, or public art, designed to serve as central gathering places. Design public plazas to create comfortable outdoor spaces designed to attract and accommodate people, therefore creating high levels of pedestrian activity. Plazas and parks will be linked to and made visible from streets and sidewalks.

4h. Plazas and parks will serve as gateways to activity destinations, including theaters, restaurants, and retail, providing an alternative to entering and existing these buildings by way of a parking lot.

### Image, Identity, & Quality of Life

### Policies - Continued

*4i.* Design entrances and parking lots to be functional and inviting with continuous landscaped walkways linking all land uses and areas within the Corridor Planning Area.

4j. Design buildings to be oriented to sidewalks and outdoor spaces for people not set back from parking lots or oriented only to parking lots. The current configuration of many buildings in the area on isolated "pad sites" surrounded by parking lots and driveways will no longer be permitted in the design of future developments in central Corridor Planning Area.

*4k. Display public are throughout the Corridor Planning Area, particularly at public plazas, gateways to the Corridor Planning Area, building entrances, and along pedestrian walkways.* 

4. Create a master plan to coordinate future development activities within the Corridor Planning Area.

4m. Continue to encourage excellence in architectural and land use planning for the Corridor Planning Area.

4n. Emphasize landscaping and open space treatments for new development within the planning area.

40. Promote reasonable height limitations in order to maintain existing view planes.

4p. Consideration should be given to establishing the maximum allowed height for buildings along Quebec Street as no greater than what exists at the current building setback.

4q. To the extent practical, the impacts of the heights and massing of new buildings shall be considered in development proposals.





### Image, Identity, & Quality of Life

### Policies - Continued

4r. In determining the appropriateness of a proposed building the height and massing impacts on the surrounding area shall be considered.

4s. The determination of appropriateness of overall height of a proposed building shall consider the existing grades and topography of the site and nearby areas.

4t. Visual simulations will be required to promote an understanding of a proposed development's height and massing impact on views of the surrounding area.

4u. To the extent practical, structure placement should consider the views of existing buildings and residences.

4v. The general high quality image, appearance, and identity of the Corridor in Greenwood Village shall be maintained and enhanced.

4w. Maintaining an appropriate physical separation between taller buildings in the Corridor contributes to the overall high quality character of the Corridor. The approach to building separation that has been use in the past should continue to be used in the future.

4x. In order to fully understand and appreciate view impacts of development proposals in the Corridor, proposed development shall be required to model the impacts of the development on properties within the view plane.

*4y. At minimum view impact visual simulations shall present perspectives that depict the impact of the development on the views from adjacent properties from multiple vantage points.* 

4z. The existing development intensity levels are considered generally appropriate for the Corridor Planning Area.

4aa. Higher intensity development than what is generally found in the Corridor will be considered within the Village Center.

### Image, Identity, & Quality of Life

### Policies - Continued

4bb. The radial height plane regulations that govern maximum building heights in the Greenwood Plaza Area are generally considered appropriate for the area.

4cc. The test of a visual impact on new development is not whether it can be seen nor whether the new development impacts a view, but the degree to which a building height or massing creates a significant visual imposition or impact on nearby property.

4dd. Visual simulations will be required to promote an understanding of a proposed development's height and massing impact on the scenic views of the surrounding property.

4ee. At a minimum view impact visual simulations shall present perspectives that depict the impact of the development on the views from adjacent properties from multiple vantage points.

5a. Due to the built out nature of the I-25 Corridor, significant additional housing is neither anticipated nor encouraged. Limited additional residential developments may occur within the Denver Technological Center Master Development plan area based on previous land entitlements.

*5b.* Additional single-family detached housing types are not encouraged in the Corridor.

5c. Higher density residential development will be discouraged in the Corridor, except in the Village Center.

5d. Generally additional multi-family rental housing will not be encouraged in the Corridor Planning Area.

5e. Only a limited amount of future additional owner-occupied multi-family housing will be considered in the Village Center.



#### CHAPTER CONTENT

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15

### THE VILLAGE CENTER PLANNING SUBAREA

The Village Center is proposed to be the hub of the Corridor planning area. Located in the area surrounding the Arapahoe Light Rail Station, it will be a unique and identifiable community focal point and the primary activity center of the Corridor and the Village as a whole. The Village Center will be a walkable, mixed-use area designed to function as the downtown center of the Village, with pedestrian-scale building frontages, detached sidewalks, and narrow tree-lined streets. Vertical mixed-use buildings will include retail shops and restaurants on the first floor with office and residential on the remaining floors. The Village Center will be the primary retail and civic concentration in the Corridor, creating continuous activity on weekdays and weekends. The Village Center will be an active and lively place patronized by the entire Village, including those who live and work in the Corridor, those who live in residential neighborhoods, and those who work in commercial employment centers.



#### Land Use

1a. In order to promote and foster an environment of vibrancy and vitality, development in the Village Center Planning Subarea should offer a full mix of land uses. The focus of development and redevelopment will remain on the commercial, retail, entertainment, and employment aspects of the area.

#### Housing

2a. Residential Development may be considered subject to the policy considerations for residential development.

2b. A variety of housing types, densities, and tenure opportunities are generally not encouraged in the Village Center Planning Subarea.

2c. Higher density residential development may be considered in the Village Center Planning Subarea.

2d. In considering additional multi-family housing proposals for the Village Center Planning Subarea, the City Council will place considerable weight on the goal of achieving an appropriate balance between owner- and renter-occupied multi-family housing within the City.

2e. Generally additional multi-family rental housing will not be encouraged in the Village Center Planning area. Only a limited amount of future additional owner occupied multi-family housing will be considered in the Village Center Planning Area.

2f. In considering the appropriateness of higher density residential development in the Village Center Planning area, traffic, infrastructure, and service cost implications must be fully considered and mitigated.



The Village Center serves as the primary employment district within the village.





The Village Center serves as the primary employment district within the village.

### Image and Quality of Life

3a. To ensure high quality living environments for residents in the Village Center Planning Subarea appropriate horizontal and vertical setbacks from I-25 should be required.

3b. In addition to building setbacks to ensure high quality living environments, design and construction standards shall be adopted by City Council to achieve target ambient noise levels within residential units.

*3c. Higher intensities than what is generally allowed in the Corridor Planning Area may be appropriate within the Village Center Planning Area. The intensity of land development will be greater than the intensities that currently surround it.* 

3d. Special attention must be paid to the transition of development from the existing developed areas of the City to the development and redevelopment opportunities of the Village Center Planning Area.

*3e. To the extent possible, building heights and building placements should preserve view corridors from public plazas and open space areas.* 

3f. The vested rights that have been granted for the Village Center west of I-25 are generally considered to be appropriate.

*3g. New height regulations governing the Village Center east of I-25 are anticipated as part of the rezoning of the property.* 

### Image and Quality of Life (Continued)

3h. A high quality image, appearance and identity for the Village Center Planning Area shall be created and maintained. In order to create a unique vibrancy and vitality identity for the Village Center, special considerations with regard to appearance shall be granted to properties located within the Village Center.

*3i. Building separation in the Village Center Planning Area may be less than what is found in other areas in the Corridor Planning Area.* 

*3j. The Planned Sign Program recently prepared and adopted by both the City and the Greenwood Plaza South Architectural Control Committee shall provide the basis for all signage in the Village Center Planning Area.* 

*3k. Higher intensity development may be considered within the boundaries of the Village Center Planning Area subject to the development limitations noted for the Village Center Planning Area.* 

#### **Open Space**

4a. Minor deviations from the Corridor 30 percent open space standard may be considered in the Village Center. In those instances where a reduction in open space is considered, extraordinary high quality plaza spaces or other pedestrian amenities should be provided in consideration for the reduction in total open space.

