



NWC Regulatory Package Zoning Strategy

NWC CAC Meeting (January 31, 2019)

Tonight

- Regulatory Package components review
- Area to be rezoned
- Zoning Strategy walk-thru
- Next steps
- Questions/discussion



Zoning



DSG



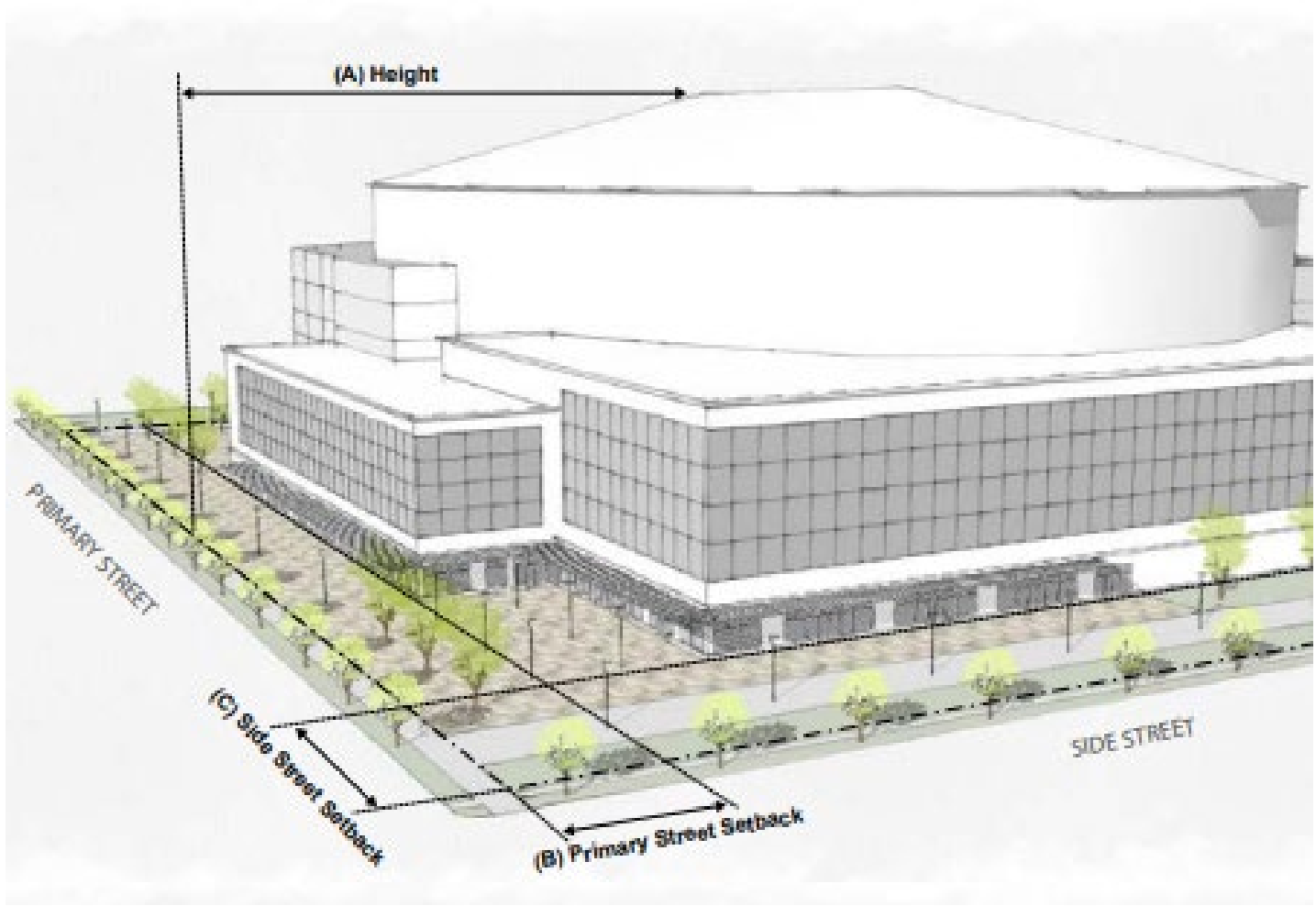
HB

City Review

SADL/CAC

Zoning

- Sets basic parameters/requirements
- Quantitative/measurable
- Predictable
- Easily administered
- Hard to change
- Little flexibility



Zoning

Façade Transparency





Articulation of a Building Wall

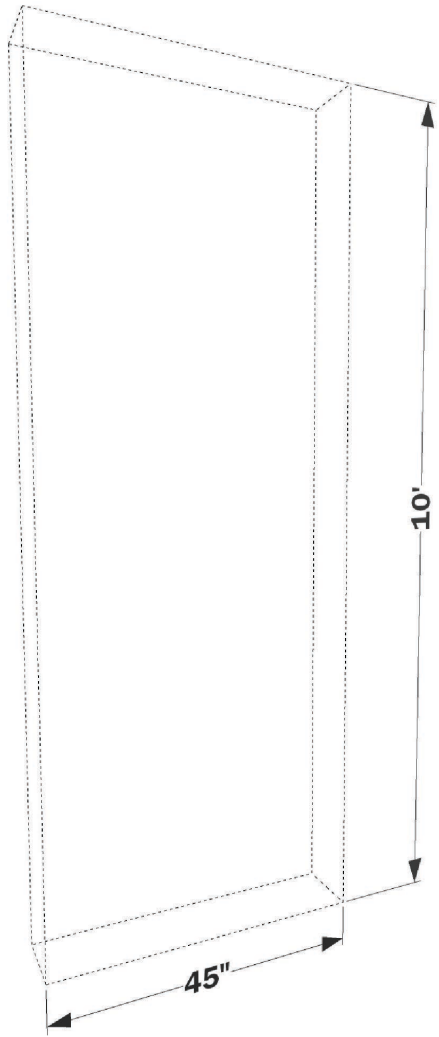


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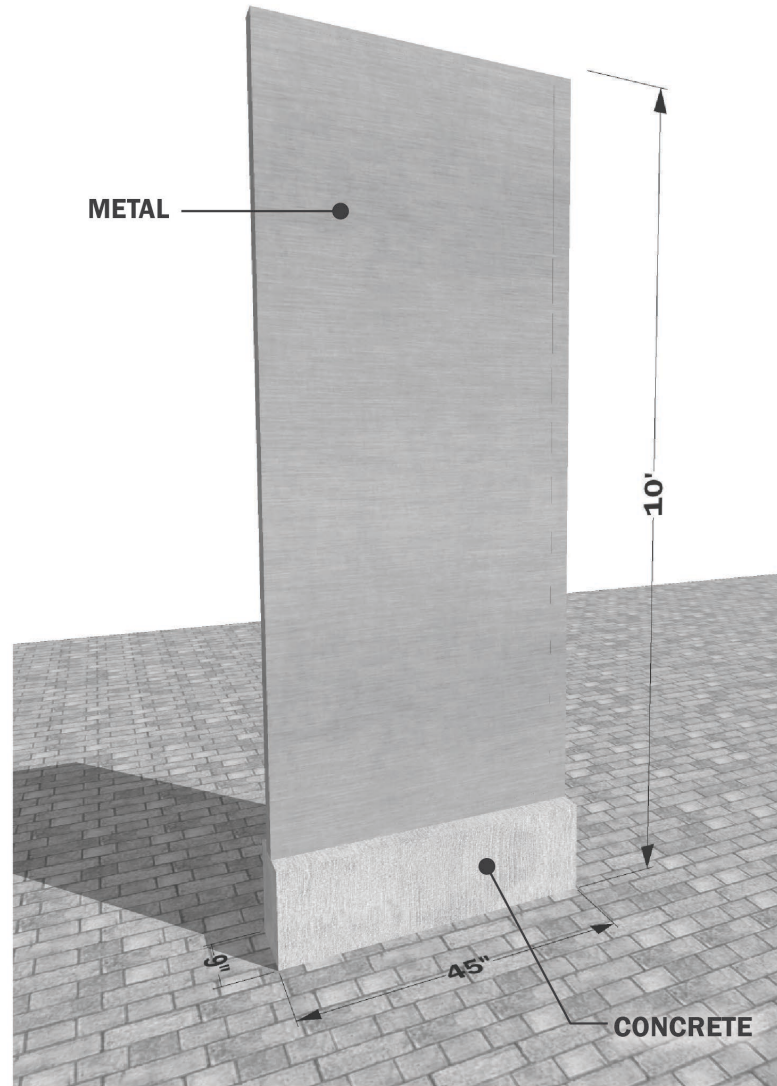
- Materials Selection
- Color
- Interpretive Elements
- History
- Story Telling
- Etc.



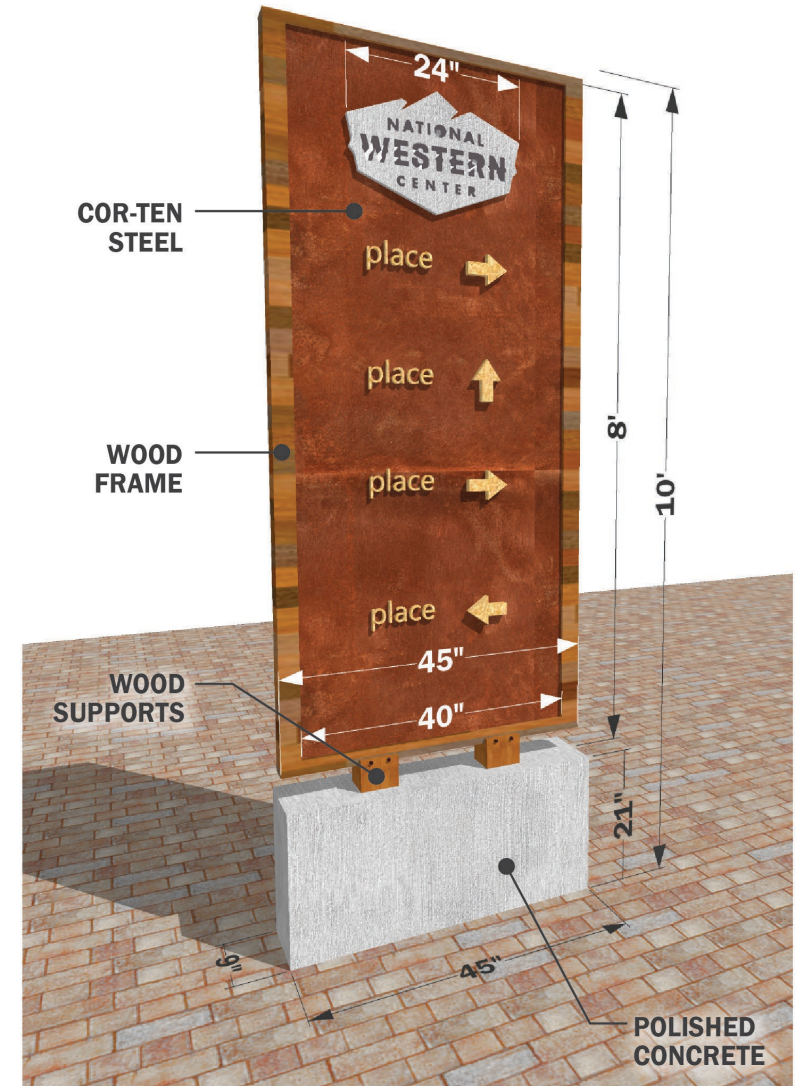
Application of the Tools – A Simple Ground Sign



ZONING



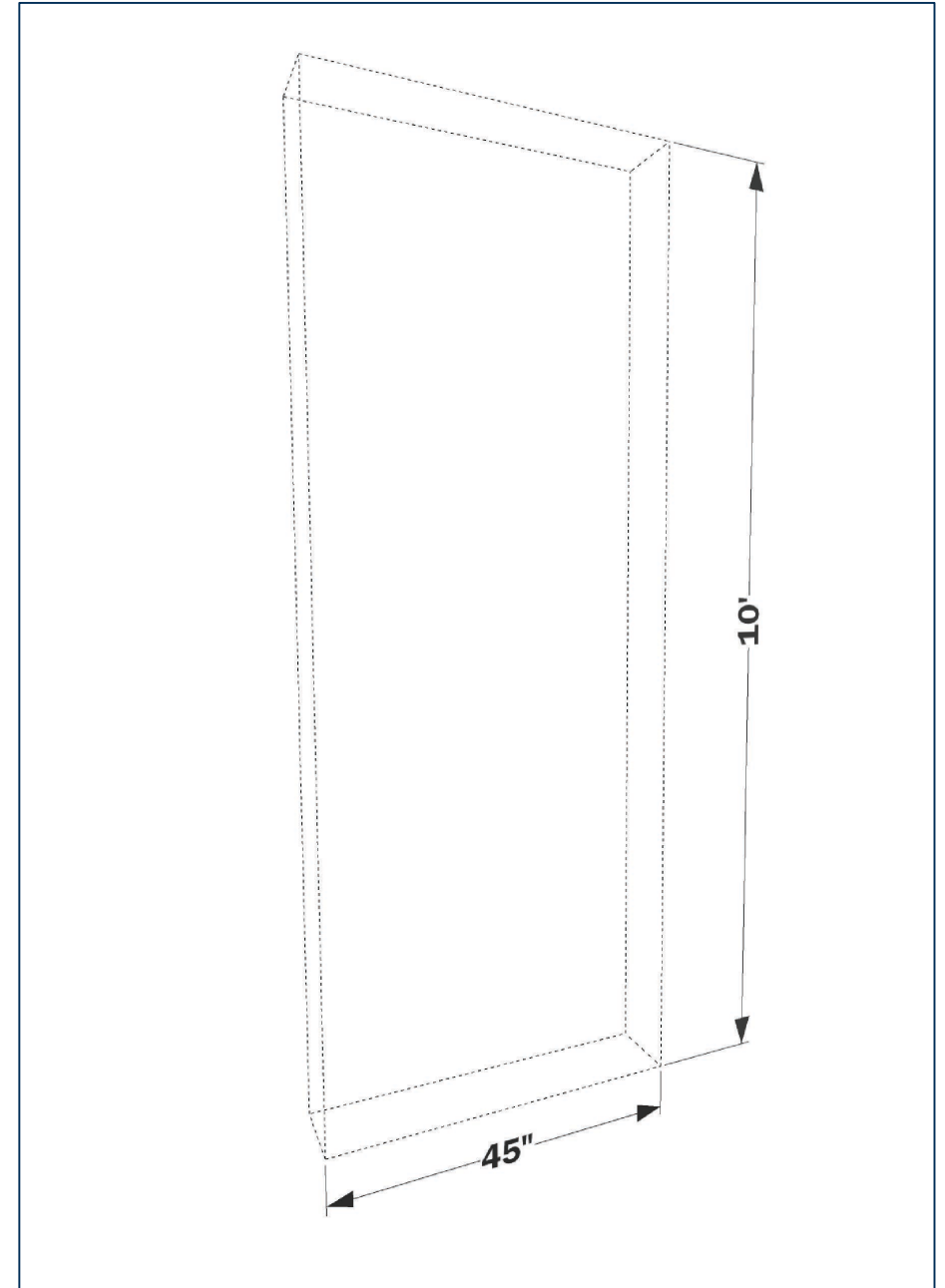
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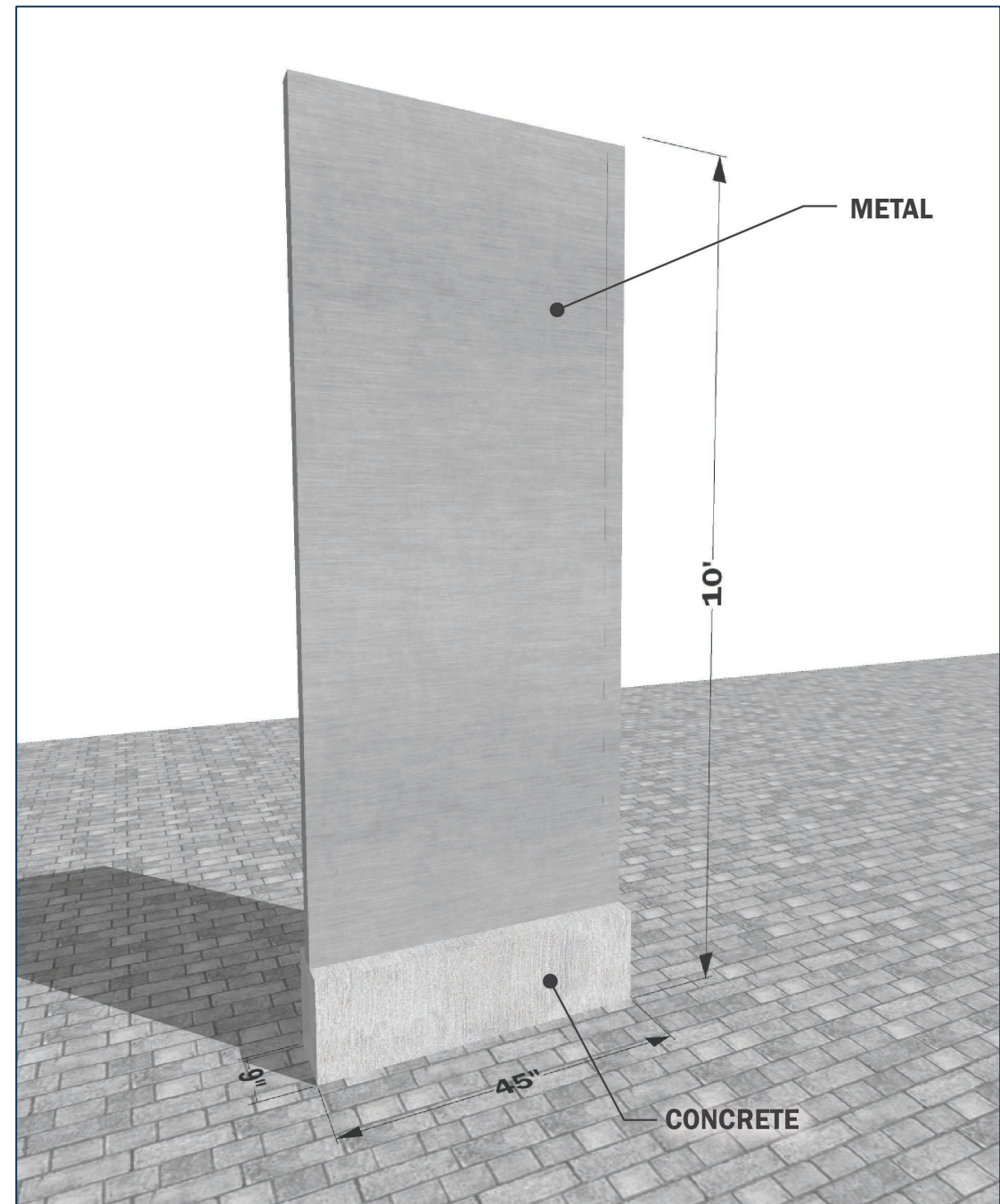
Zoning

- Type of sign
- Sign area
- Sign height



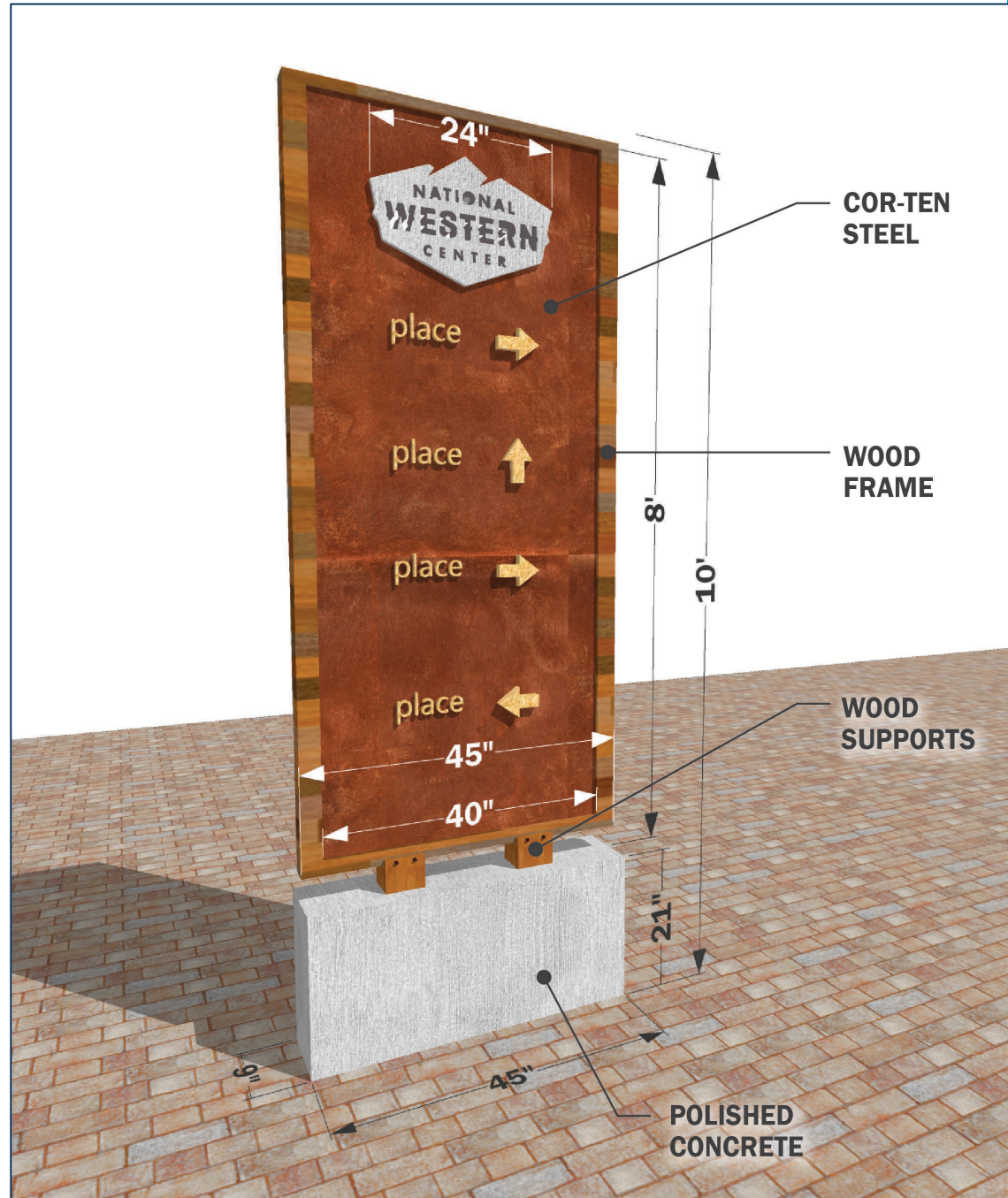


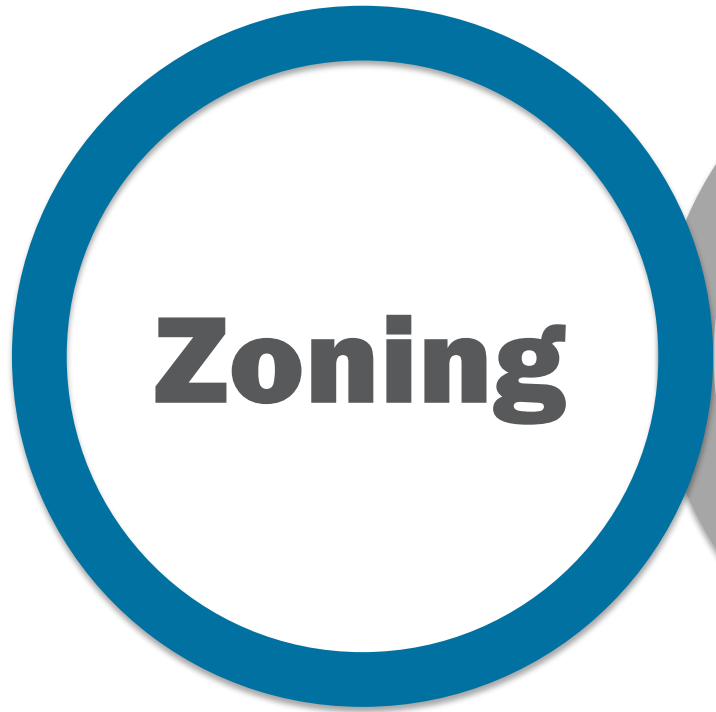
- Proven durable materials
- Scaling/articulation
- Placement relative to other features





- Colors
- Content
- Specific materials
- Continuity/relationship with other signs

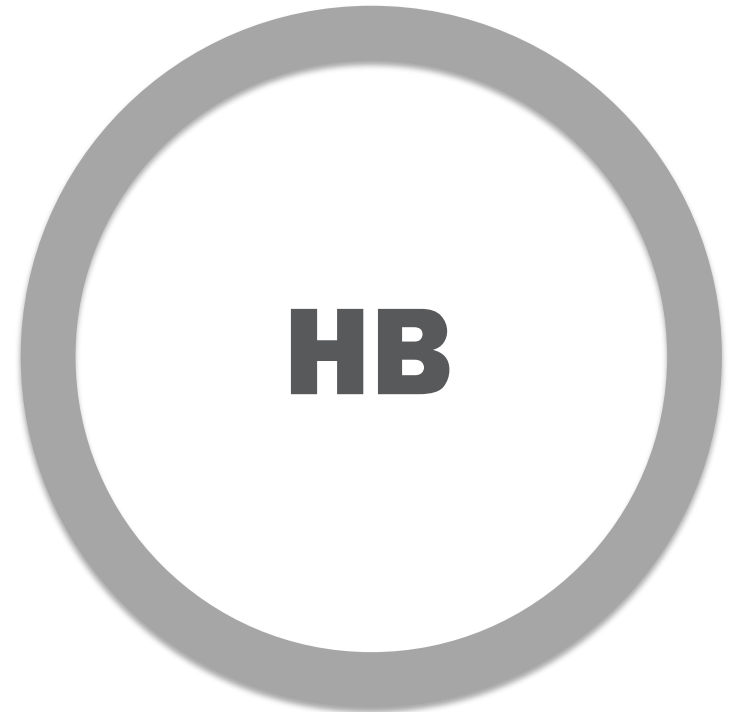




Zoning



DSG



HB



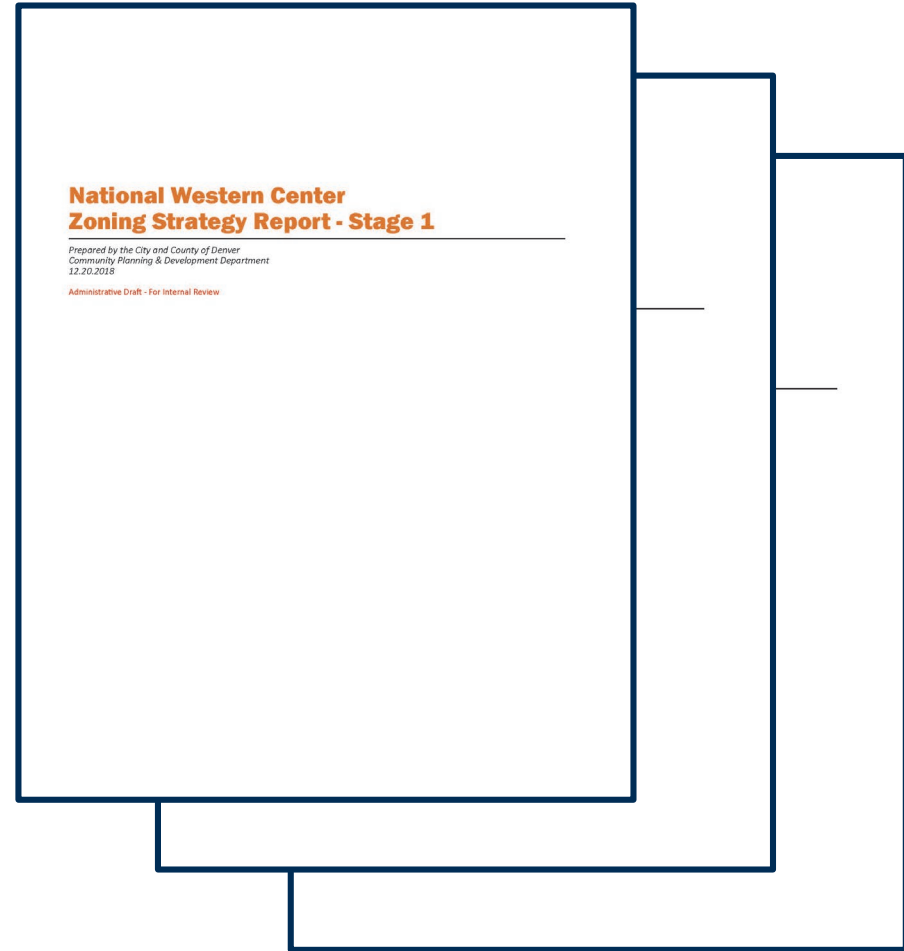
City Review



SADL/CAC

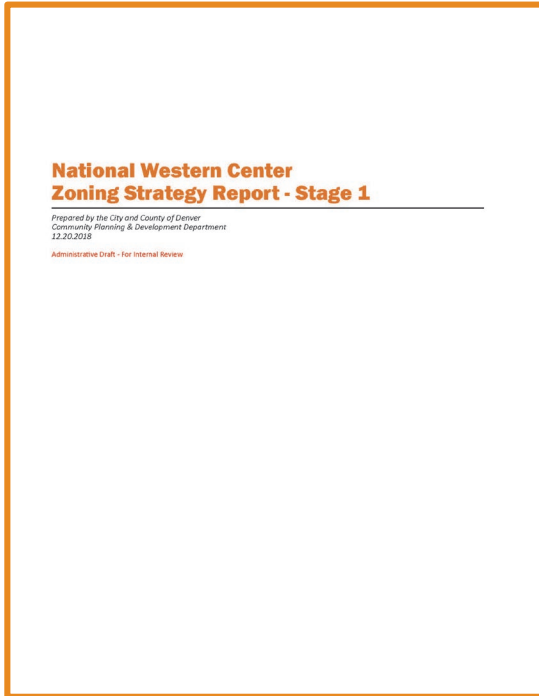
Zoning Strategy

- A first cut at the zoning
- Opportunity for early CAC review
- Stepping stone to actual zoning amendments



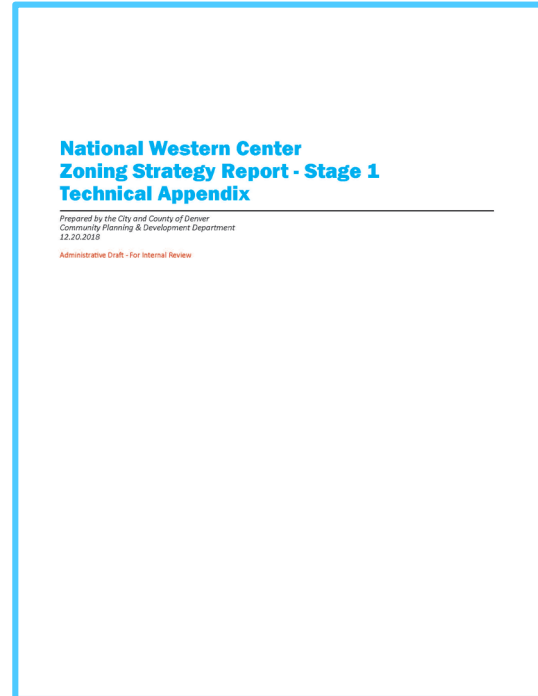
Zoning Strategy

Strategy Report



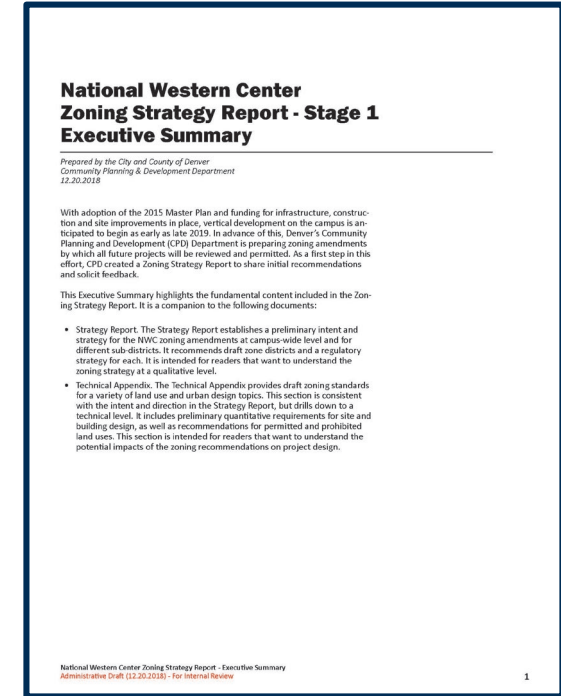
Meat of the Strategy
Identifies intent and approach overall and by district
Written at a qualitative level

Technical Appendix



Technical component
Identifies potential quantitative rules
Land uses, site design, street edge character

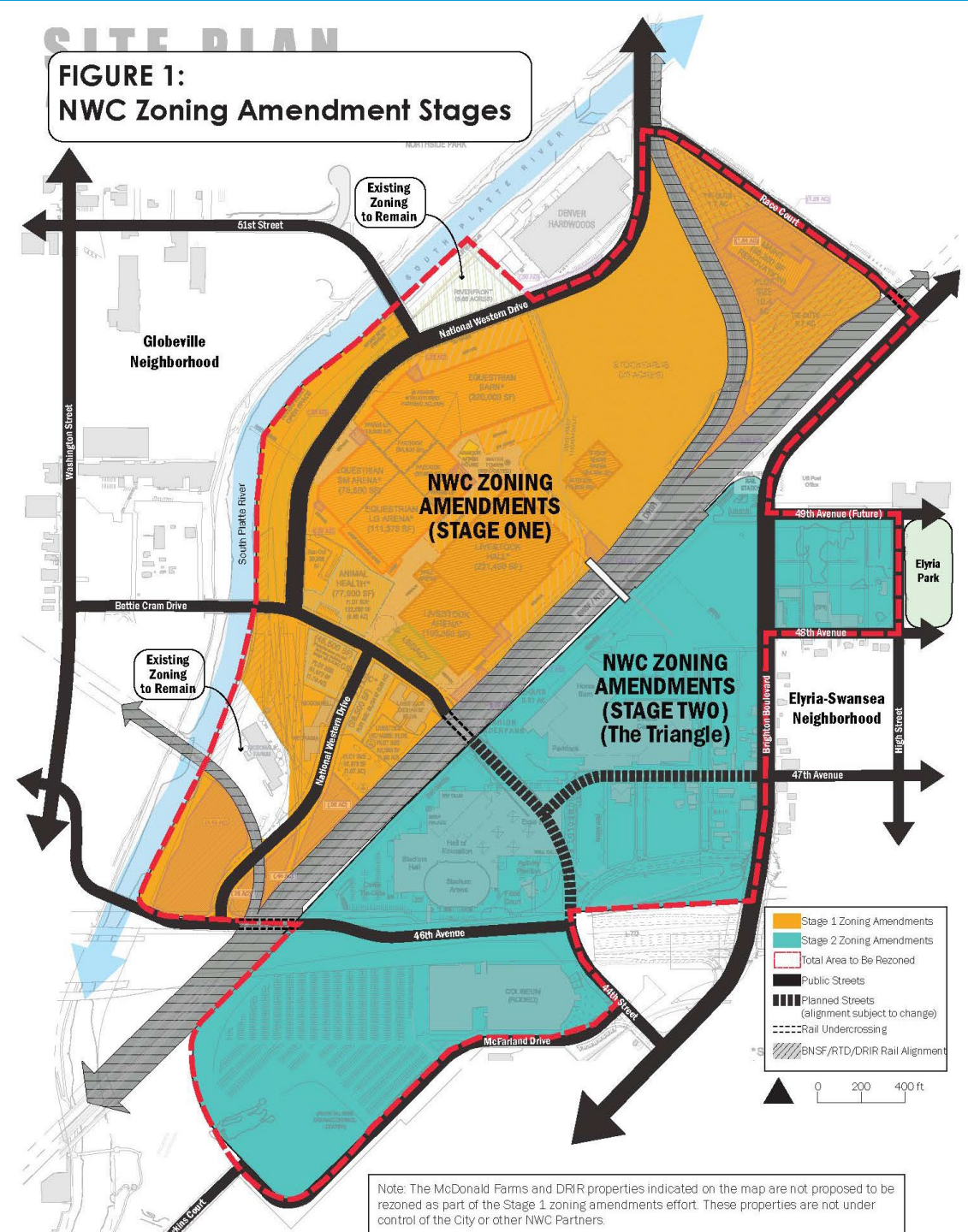
Executive Summary



5-pages of highlights
Overall approach and districts intent

Zoning Strategy – Two Stage Approach

- Amend zoning west of the tracks first
- Except two properties not owned by City/Partners (McDonald Farms and DRIR)
- Triangle will follow in a second Stage



Zoning Strategy – Implementation of Adopted Plans

NATIONAL WESTERN CENTER



Master Plan
Denver, Colorado
March 9, 2015



2015 ELYRIA & SWANSEA NEIGHBORHOODS PLAN



Adopted by Denver City Council
2/23/15

THIS PLAN AMENDED IN 2016

The 38th & Blake Station Area Height Amendments, as adopted under Ordinance 2016-0760, refines and updates the building height recommendations of this plan as applied to the area near the 38th and Blake commuter rail station; recommends a new regulatory approach to achieve greater building design standards; and recommends the integration of affordable housing and mixed income development within the 38th and Blake station area. Where there is conflict between the plan amendments and this plan, the plan amendments supersedes this plan.



GLOBEVILLE NEIGHBORHOOD PLAN



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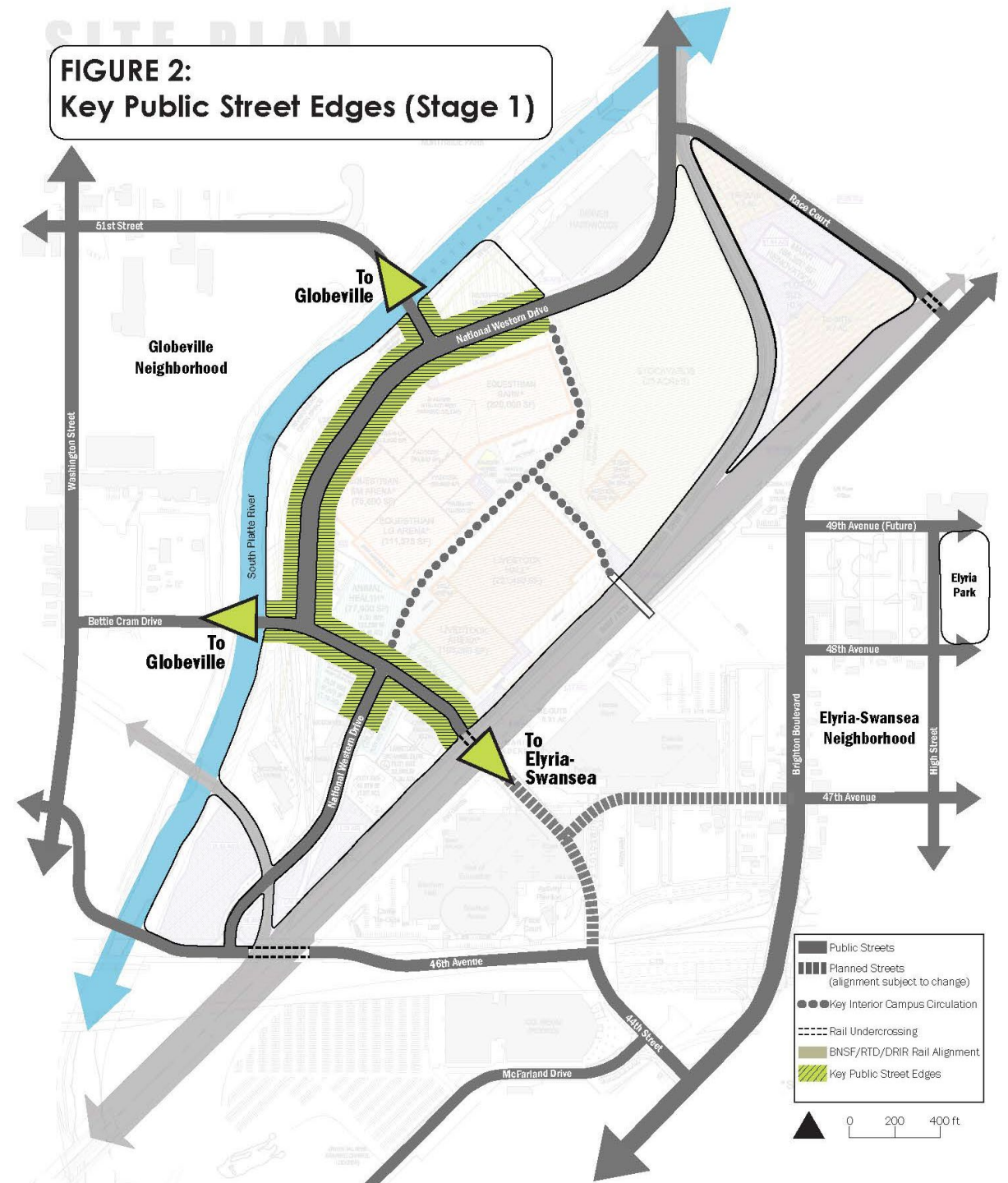
Adopted December 1, 2014

Zoning Strategy – Street Edges

- Design street edges carefully
- Especially key neighborhood connectors

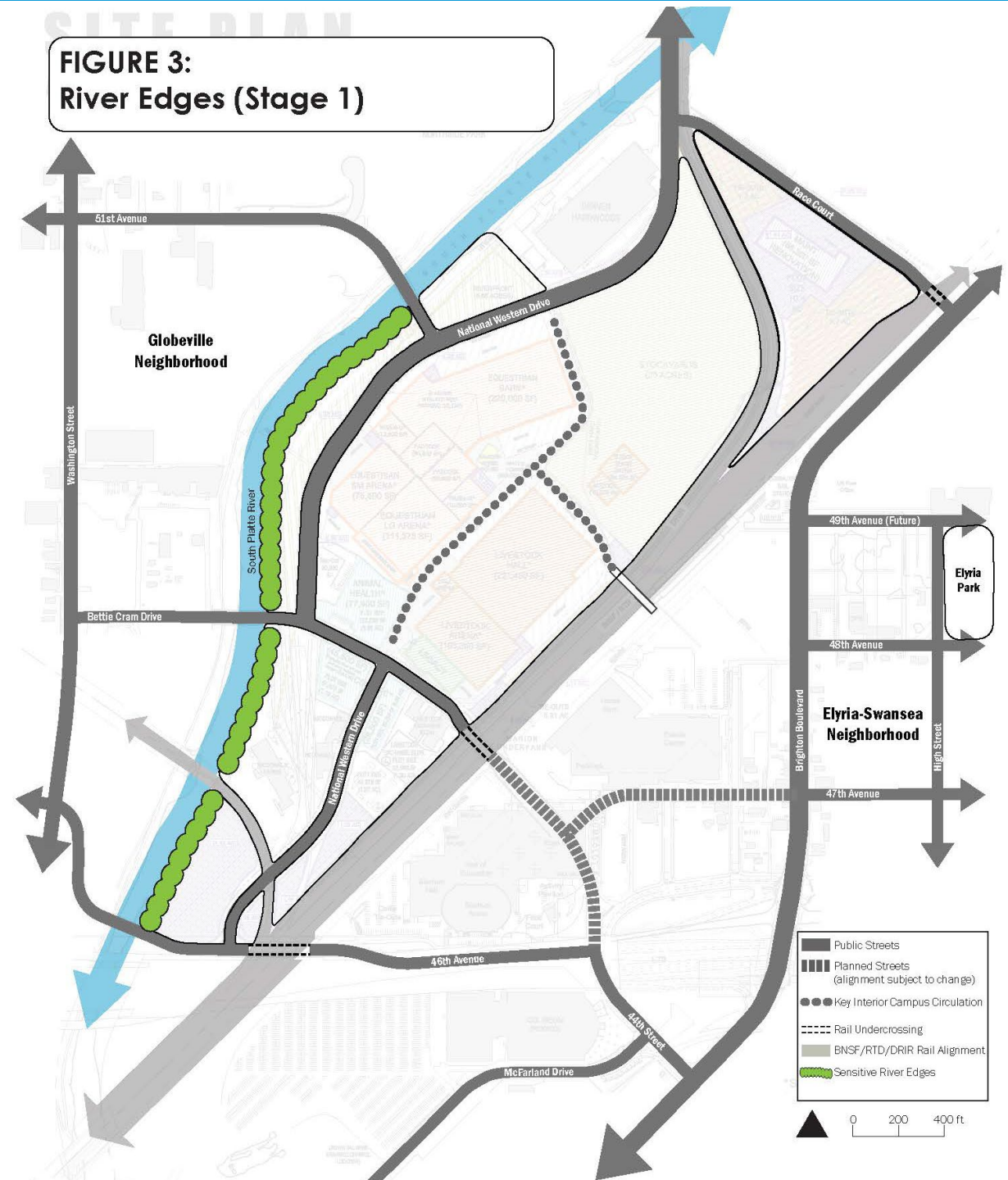


**FIGURE 2:
Key Public Street Edges (Stage 1)**



Zoning Strategy – River Edges

- Respect the South Platte River
- Ensure opportunities for engagement, interaction, connectivity



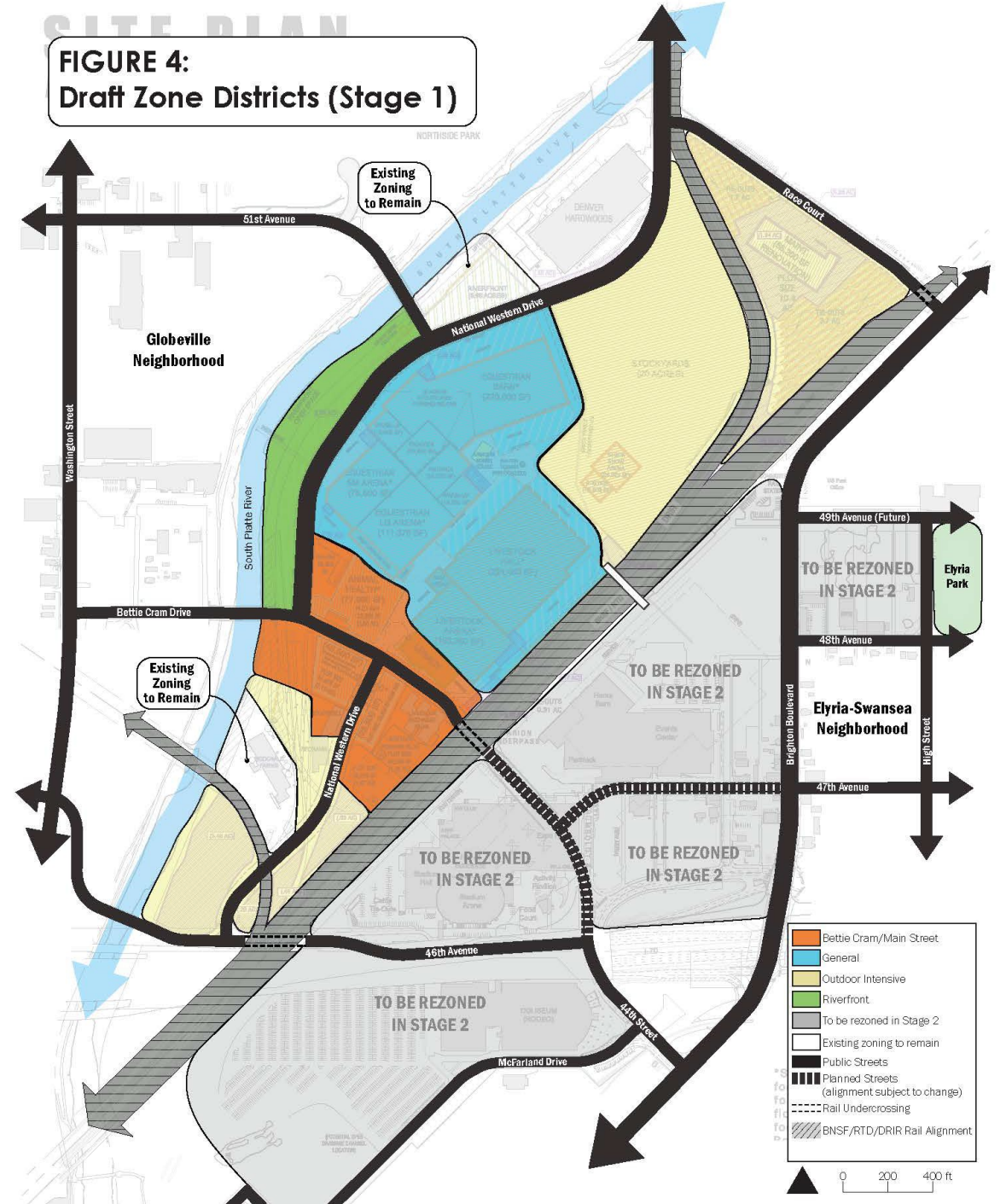
Zoning Strategy – Varying Uses

- Accommodate a WIDE range of activities



Zoning Strategy – Districts Framework

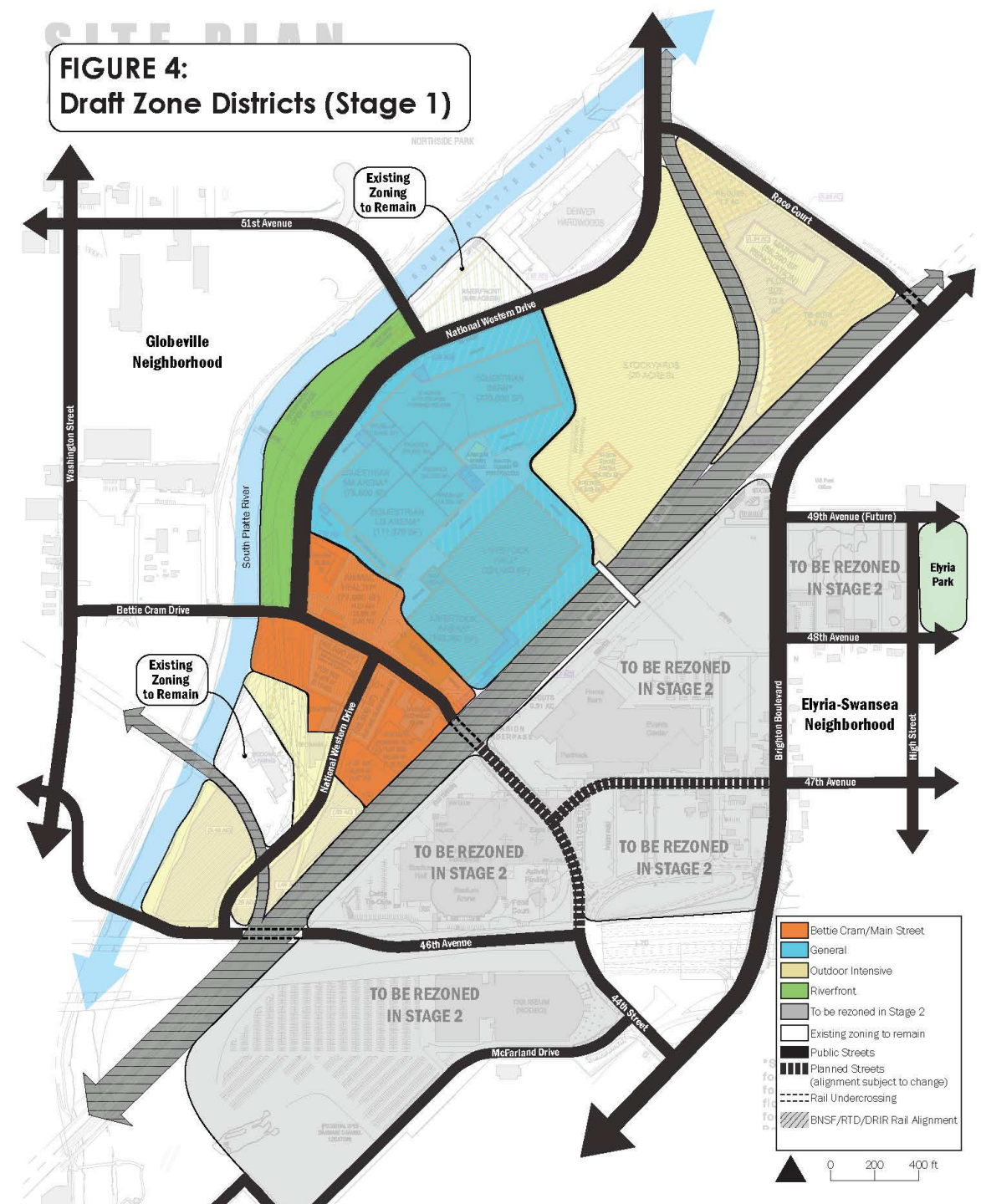
- Establish zone districts
- Set different rules for each



Zoning Strategy – Districts Framework

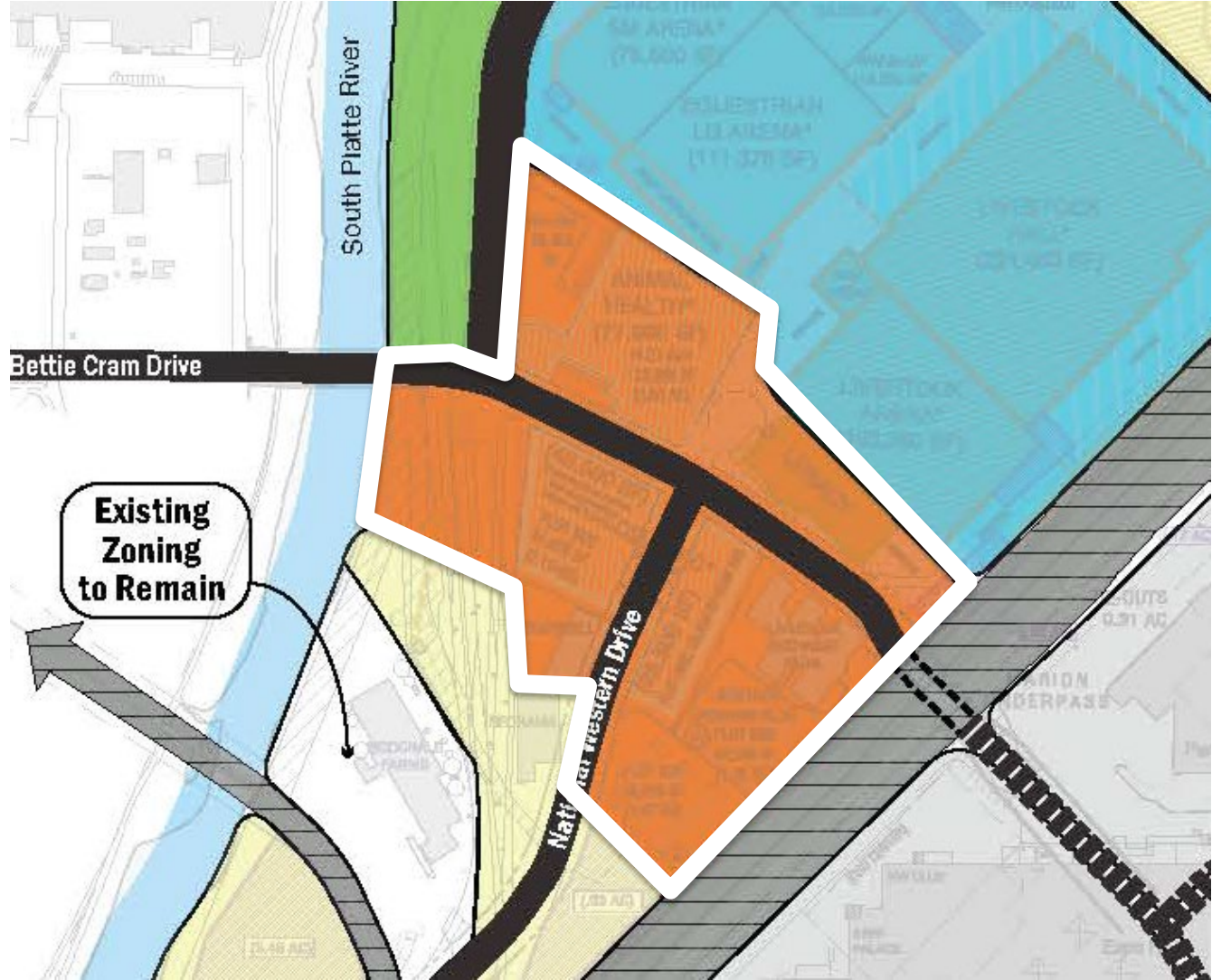
- Land Uses
- Building Height
- Required Parking
- Neighborhood Scale Compatibility
- Street Edge Character
 - Parking location restrictions
 - Façade design
 - Pedestrian access
 - Active uses

**FIGURE 4:
Draft Zone Districts (Stage 1)**

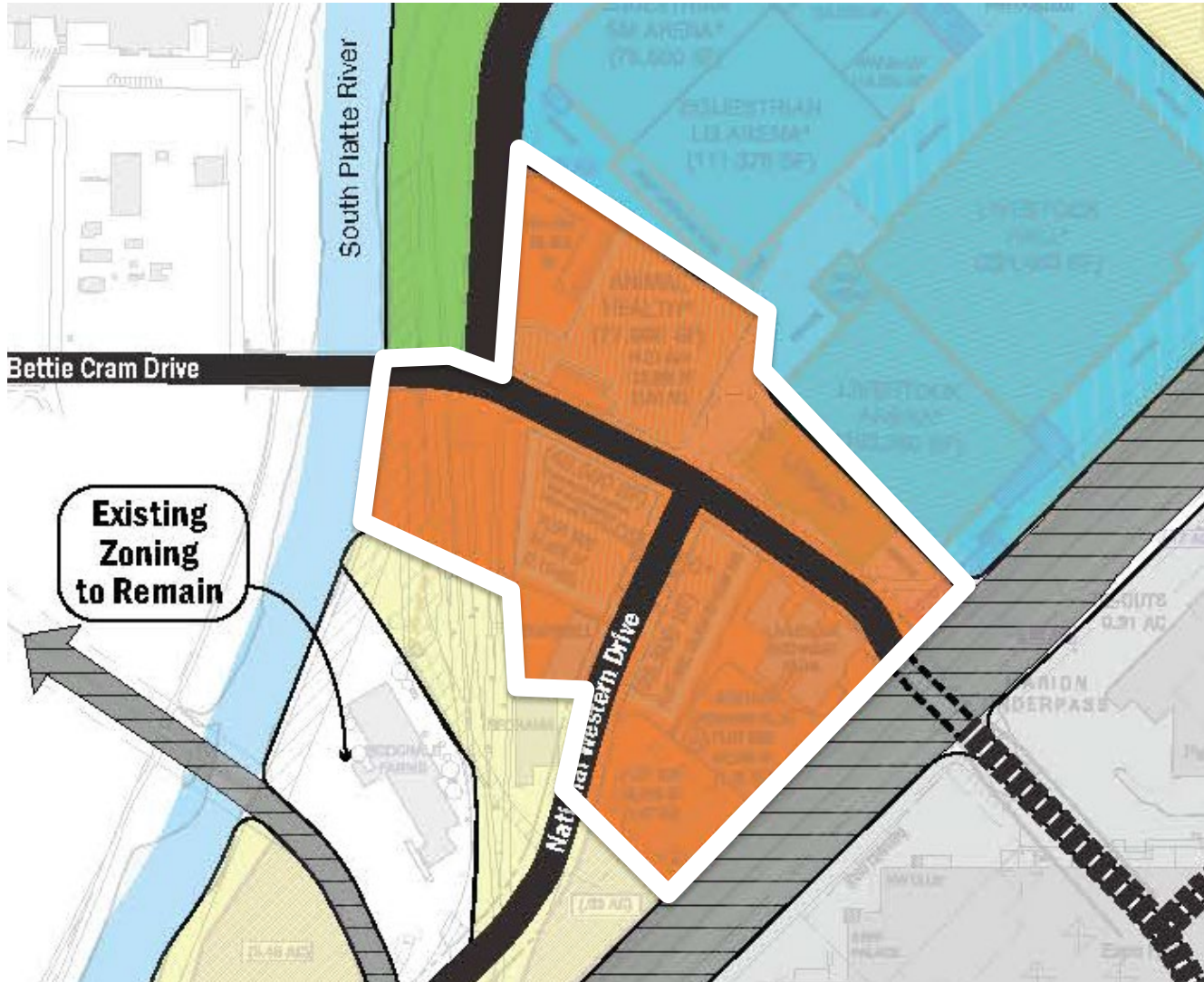


Zoning Strategy – Bettie Cram/Main Street

**NWC's
Downtown!**

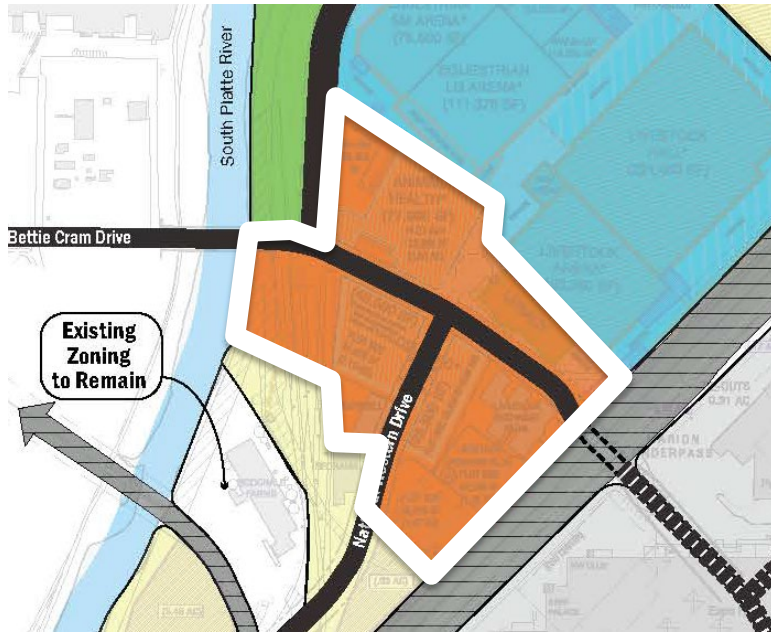


Zoning Strategy – Bettie Cram/Main Street Façade Transparency



Zoning Strategy – Bettie Cram/Main Street

Transparency – Strategy Report



BETTIE CRAM/MAIN STREET DISTRICT **1**



Require a minimum level of transparency on the ground floor of a street-facing or river-facing building facade. Allow alternative treatments, like the permanent public art shown here, to count toward a limited amount of the transparency requirement.

Pedestrian Access

Intent

- Ensure a strong visual and physical connection between Bettie Cram and National Western Drives and buildings along these streets.
- Provide street level visual interest.

Recommended Zoning Approach

- Require a building to include a publicly-accessible entrance that faces and physically connects to the street.

Transparency and Transparency Alternatives

Intent

- Provide street level visual interest along Bettie Cram and National Western Drives.
- Provide visual interest on a building façade that faces the South Platte River.
- Promote flexibility in how street level interest is provided.

Recommended Zoning Approach

- Require a minimum level of transparency (windows) on the ground floor of a street-facing or river-facing building façade.
- Allow alternative treatments for a limited amount of the transparency requirement, such as display cases, permanent public art or other visually interesting design features. Allow a more limited percentage of transparency alternatives for a building façade that faces Bettie Cram Drive.

Zoning Strategy – Bettie Cram/Main Street

Transparency – Technical Appendix

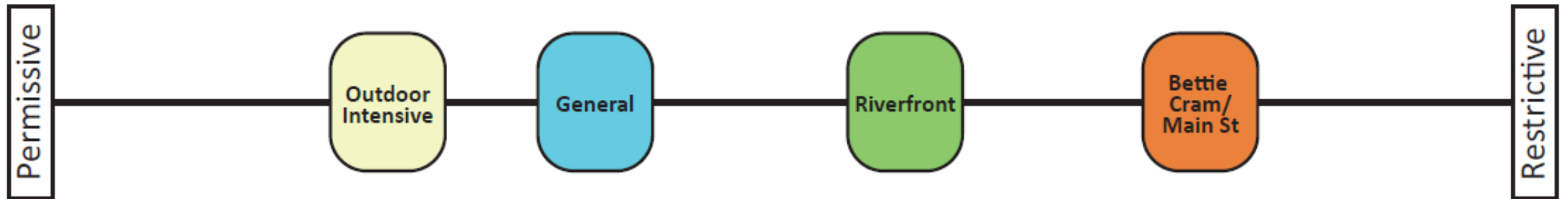
DESIGN ELEMENTS	CMP-NWC Bettie Cram/ Main Street	CMP-NWC General	CMP-NWC Outdoor Intensive	CMP-NWC Riverfront
BUILDING CONFIGURATION				
Dwelling Unit Configuration	Structure may contain Side-by-Side Dwelling Units			
Upper Story Setback above 5 stories or 70' (min); (applies to a Zone Lot with a Zone Lot Line abutting National Western Drive North)	na	25'	na	na
Upper Story Setback Above 27', adjacent to Protected District: Rear, alley/Rear, no alley and Side Interior (min)	20'/25'	20'/25'	20'/25'	20'/25'
Upper Story Setback Above 51', adjacent to Protected District: Rear, alley/Rear, no alley and Side Interior (min)	35'/40'	35'/40'	35'/40'	35'/40'
STREET LEVEL ACTIVATION				
Transparency, Primary Street (min)	60%	na	na	40%*
Transparency, South Platte River Primary Street (min)	60%*	na	40%	40%*
Transparency, Side Street (min)	35%	na	na	na
Pedestrian Access, Primary Street	Entrance	Entrance	Pedestrian Connection	Entrance

Zoning Strategy – Bettie Cram/Main Street

Transparency – Executive Summary

Street Edge Character

Zoning will address street edge character (the design of sites and buildings adjacent to a street) to ensure a visually interesting and comfortable pedestrian experience. A permissive approach allows for a wider range of methods for achieving these objectives. A restrictive approach imposes a more limited set of options to ensure a building and site maximize the pedestrian-orientation of an adjacent street.



Zoning Strategy - Signs

- Maintain Existing Sign Regulations for Permitted Signs
- Allow flexibility for innovative and high quality signage
- Require preparation and approval of a District Sign Plan
- Must be enabled in zoning
- Zoning establishes baseline criteria



Zoning – Next Steps

- Collect feedback
- Draft technical zoning amendment language
- Return to CAC for additional feedback

January 2019

**Draft Zoning
Strategy**

March 2019

**Draft Zoning
Amendments**

April 2019

**Planning Board
Draft**

August 2019

**City Council
Adoption Hearing**

