

# West End 38 Urban Renewal Plan

## Table of Contents

<b>Section</b>	<b>1.0</b>	<b>Introduction</b>	<b>3</b>
	1.1	Preface	
	1.2	Blight Findings	
	1.3	Other Findings	
	1.4	Urban Renewal Plan Area Boundaries	
	1.4.1	Map of West End 38 Urban Renewal Plan Area	
	1.5	Public Participation	
<b>Section</b>	<b>2.0</b>	<b>Definitions</b>	<b>6</b>
<b>Section</b>	<b>3.0</b>	<b>Plan Purpose and Vision</b>	<b>7</b>
	3.1	Plan Vision	
	3.2	Plan Objective	
	3.3	Plan Goals	
	3.4	Plan Implementation	
<b>Section</b>	<b>4.0</b>	<b>Blight Conditions</b>	<b>10</b>
<b>Section</b>	<b>5.0</b>	<b>Plan Relationship to Other Community Documents</b>	<b>12</b>
	5.1	Plan Conformity	
	5.2	Consistency with the Comprehensive Plan and Corridor Plan	
	5.3	Correlation with Other Community Plans	
<b>Section</b>	<b>6.0</b>	<b>Authorized Urban Renewal Undertakings and Activities</b>	<b>16</b>
	6.1	Complete Public Improvements and Facilities	
	6.2	Complete Other Improvements and Facilities	
	6.3	Promote Development and Redevelopment	
	6.4	Adopt Standards	
	6.5	Modify the Plan	
	6.6	Review the Plan	
	6.7	Provide Relocation Assistance	
	6.8	Demolish, Clear and Prepare Improvements	
	6.9	Acquire and Dispose of Property	
	6.10	Enter Into Redevelopment / Development Agreements	

# West End 38 Urban Renewal Plan

## Table of Contents (cont'd)

	6.11	Enter Into Cooperation Agreements	
	6.12	Tax Increment Area	
<b>Section</b>	<b>7.0</b>	<b>Project Financing</b>	<b>21</b>
	7.1	Public Investment Objective	
	7.2	Financing Mechanisms	
	7.3	Tax Increment Financing	
	7.3.1	Special Fund	
	7.3.2	Base Amount	
	7.3.3	Incremental Revenues	
	7.4	Other Financing Mechanisms and Structures	
<b>Section 8.0</b>		<b>Severability</b>	<b>24</b>
Appendix A:		Excerpts from the <u>Envision Wheat Ridge Comprehensive Plan</u> , adopted October 12, 2009 and <u>38<sup>th</sup> Avenue Corridor Plan</u> , adopted October 2011	
Appendix B:		Legal Description and Supporting Illustration for the Urban Renewal Plan and Tax Increment Financing Area	

# West End 38 Urban Renewal Plan

City of Wheat Ridge, Colorado

## 1.0 Introduction

### 1.1 Preface

This West End 38 Urban Renewal Plan (the “Plan” or the “Urban Renewal Plan”) has been prepared for the City of Wheat Ridge (“City”). It will be carried out by Renewal Wheat Ridge, the City of Wheat Ridge urban renewal authority (the “Authority”), pursuant to the provisions of the Urban Renewal Law of the State of Colorado, Part 1 of Article 25 of Title 31, Colorado Revised Statutes, 1973, as amended (the “Act”). The administration and implementation of this Plan, including the preparation and execution of any documents implementing it, shall be performed by the Authority.

### 1.2 Blight Findings

Under the Act, an urban renewal area is a blighted area, which has been designated as appropriate for an Urban Renewal Project. In each urban renewal area, conditions of blight, as defined by the Act, must be present, and in order for the Authority to exercise its powers, the City Council must find that the presence of those conditions of blight, “substantially impairs or arrests the sound growth of the municipality or constitutes an economic or social liability, and is a menace to the public health, safety, morals or welfare.”

The West End 38 Urban Renewal Plan Area Conditions Survey, prepared by Ricker|Cunningham, dated November, 2015, and presented to the Authority under separate cover, demonstrates that the West End 38 Area (the “Study Area”) as defined in the Survey, is a blighted area under the Act.

### 1.3 Other Findings

The Area, as defined in Section 1.4 below, is appropriate for one or more urban renewal activities and undertakings authorized by the Act to be advanced by the Authority.

It is the intent of the City Council in adopting this Plan that the Authority has available to it any and all powers authorized in the Act which are necessary and appropriate to accomplish the objectives stated herein. Further, it is the intent of this Plan that the Authority exercises these powers for the elimination of qualifying conditions in the West End 38 Urban Renewal Plan Area (the “Plan Area” and the “Area”) and furtherance of the goals and objectives of the community’s general plan.

The powers conferred by the Act are for public uses and purposes for which public money may be expended. This Plan is in the public interest and necessity -- such finding being a matter of legislative determination by the City Council.

#### 1.4 Urban Renewal Area Boundaries

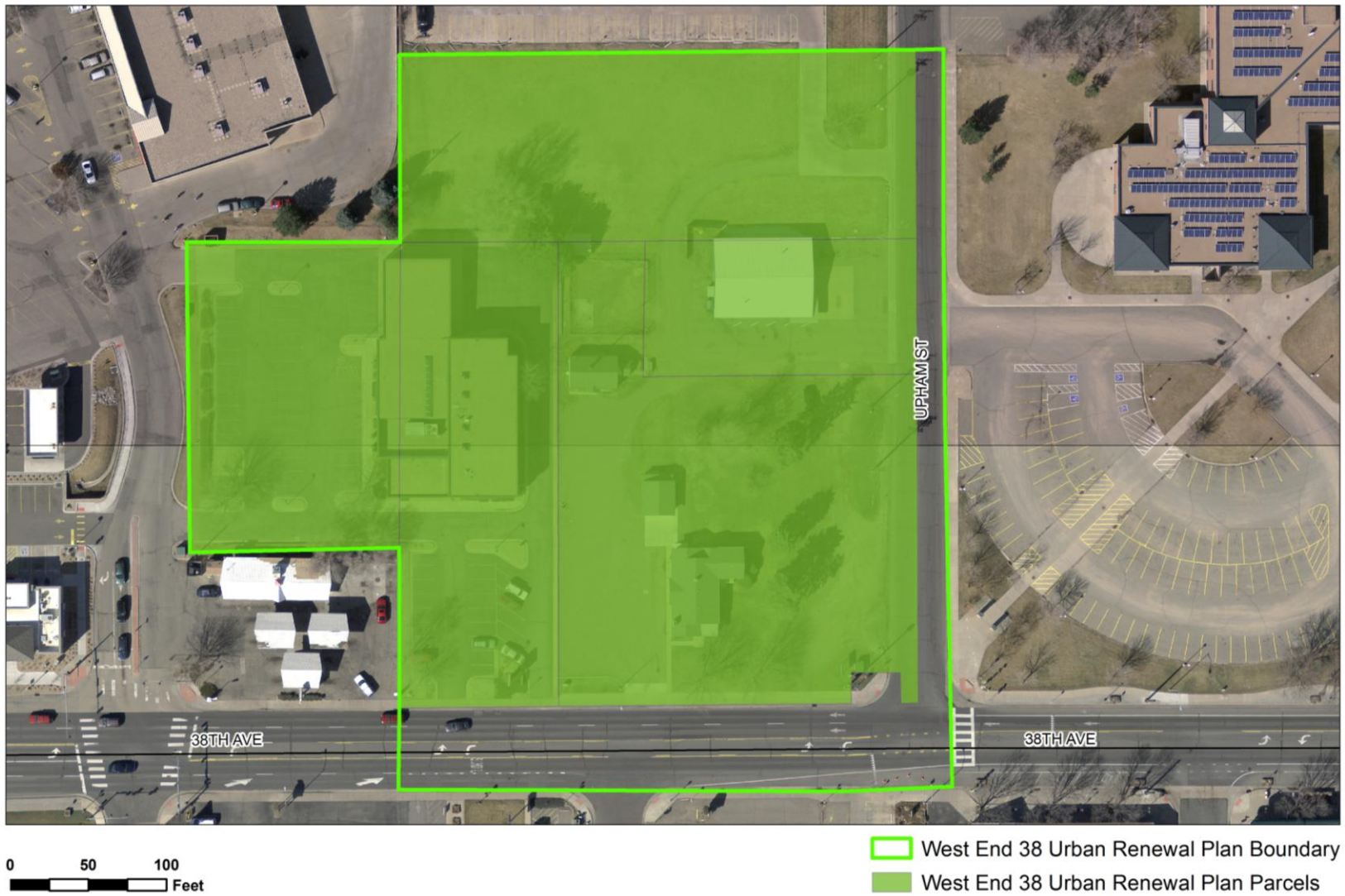
The Area includes four legal parcels and right-of-way area, comprising approximately 4.535 acres and located at the northwest corner of West 38<sup>th</sup> Avenue and Upham Street in the City of Wheat Ridge, Colorado. As illustrated in **Table 1**, the parcels are owned by two entities, Olive Street Development Co, LLC and Wadsworth Building Corporation (Vectra Bank Colorado), and are zoned Mixed-Use Commercial (MU-C). As shown in the Envision Wheat Ridge Comprehensive Plan, adopted October 2009, the Area is designated as a Mixed-Use Commercial Area, “focusing on long-term infill and redevelopment, reinvestment and high quality urban design and landscaping for vacant or underutilized properties” and as a Main Street Corridor, encouraging “small-scale mixed-use infill and redevelopment activities.” The Area currently contains two vacant residential structures located along 38<sup>th</sup> Avenue within the eastern portion of the Area, a vacant auto repair building located within the northeast quadrant of the Area west of Upham Street, and a Vectra Bank building located within the interior of the Area. The **Urban Renewal Plan Area Map** is presented as **Figure No. 1** on the following page.

**Table 1**  
**West End 38 Urban Renewal Plan Survey Area - Property Ownership**

Parcel Number	Property Ownership	Land Area	% of Area
39-234-00-086	Wadsworth Building Corporation	57,150 sf	28.93%
39-234-00-088	Olive Street Development Co, LLC	12,325 sf	6.24%
39-234-00-089	Olive Street Development Co, LLC	53,840 sf	27.26%
39-234-04-030	Olive Street Development Co, LLC	36,491.5 sf	18.47%
	City of Wheat Ridge Right of Way	37,730.5 sf	19.1%
<b>Total:</b>	<b>197,537 square feet or 4.535 acres</b>		

Source: Jefferson County Assessor

Figure No. 1: West End 38 Urban Renewal Plan Area



*West End 38 Urban Renewal Plan (12.14.2015)*

## **1.5 Public Participation**

Notification of the public hearing was provided to property owners, residents and owners of business concerns at their last known address of record within the Area as required by the Act. Additionally, all property owners have been provided written consent for their property to be included within the Area, and notice of the public hearing to consider the Plan was published in the Wheat Ridge Transcript as required by the Act.

The City Planning Commission reviewed the Plan on November 19, 2015, and found that the Plan is consistent with the Comprehensive Plan. The City Council reviewed and approved the Plan at a public hearing on December 14, 2015.

## **2.0 Definitions**

**Act** – means the Urban Renewal Law of the State of Colorado, Part 1 of Article 25 of Title 31, Colorado Revised Statutes, as amended. Unless otherwise stated, all capitalized terms herein shall have the same meaning as set forth in the Act.

**Area or Plan Area** – means the West End 38 Urban Renewal Plan Area as depicted in **Figure No. 1** and described in **Appendix B** of this Plan.

**Authority** – means Renewal Wheat Ridge, the City urban renewal authority (the “Authority”).

**Base Amount** – means that portion of property taxes which are produced by the levy at the rate fixed each year by or for each public body upon the valuation for assessment of taxable property in a Tax Increment Area last certified prior to the effective date of approval of the Plan; and, that portion of municipal sales taxes collected within the boundaries of the Tax Increment Area in the twelve-month period ending on the last day of the month prior to the effective date of approval of the Plan.

**City Council** – means the City Council of the City of Wheat Ridge.

**Comprehensive Plan** – means the Envision Wheat Ridge Comprehensive Plan, adopted 2009.

**Cooperation Agreement** – means any agreement between the Authority and the City, or any public body (the term “public body” being used in this Plan as defined by the Act) respecting action to be taken pursuant to any of the powers set forth in the Act or in any other provision of Colorado law, for the purpose of facilitating public undertakings deemed necessary or appropriate by the Authority under this Plan.

**Corridor** – generally represents linear areas along major arterial streets and including commercial corridors.

**C.R.S.** – means the Colorado Revised Statutes, as amended from time to time.

**Impact Report** – means the West End 38 Urban Renewal Plan - Jefferson County Impact Report prepared by Ricker/Cunningham, dated November 2015 and presented to the Authority under separate cover.

**Plan or Urban Renewal Plan** – means this West End 38 Urban Renewal Plan (the “Plan”).

**Project or Urban Renewal Project** – for purposes of this Plan, the Project includes any and all undertakings and activities within the Plan Area to remedy or prevent blighted conditions or otherwise achieve the goals of the Plan.

**Redevelopment / Development Agreement** – means one or more agreements between the Authority and developer(s) and / or property owners or such other individuals or entities as may be determined by the Authority to be necessary or desirable to carry out the purposes of this Plan.

**Study Area** – means the geographic area defined for the Survey.

**Survey** – means the West End 38 Urban Renewal Plan Area Conditions Survey, prepared by Ricker/Cunningham, dated November 2015 and presented to the Authority Board under separate cover.

**Tax Increment** – means that portion of property and / or municipal sales taxes in excess of the base amount set forth in Section 7.3.2 of this Plan allocated to and, when collected paid into the Authority’s Tax Increment Revenue Fund.

**Tax Increment Area** – means the area designated as a Tax Increment Area, as defined and pursuant to the procedures set forth in Section 6.12 of this Plan.

**Tax Increment Finance (or Financing) (TIF)** - means a financing mechanism which uses future revenues resulting from private investment within an established area (Tax Increment Area) to fund improvements for the public benefit.

**Tax Increment Revenue Fund** - means a fund supervised by the Authority and the resources of which include incremental ad valorem property and municipal sales tax revenue resulting from investment and reinvestment in an established urban renewal area.

### **3.0 Plan Purpose and Vision**

The purpose of this Plan is to reduce, eliminate and prevent the spread of blight and to stimulate and catalyze growth and investment within the Area boundaries. To accomplish this purpose, the Plan is intended to promote local objectives expressed in adopted community plans and advance the priorities of the Comprehensive Plan. The Envision Wheat Ridge Comprehensive Plan was adopted in 2009. Presented below in Section 5.0, are excerpts (taken

verbatim) from the Comprehensive Plan that describes how implementation of Urban Renewal Projects within the Area will advance the vision and goals expressed in that document. Also provided are excerpts (taken verbatim) from the 39<sup>th</sup> Avenue Corridor Plan, adopted 2011, which will similarly be addressed by these Urban Renewal Projects. Additional excerpts from both documents are presented in **Appendix A** of this Plan.

### **3.1 Plan Vision**

As expressed in the City's general plan and numerous subarea and corridor plans, Wheat Ridge desires to be a *prominent and sustainable community, with a prosperous future built upon the foundation of the community's major assets* (comfortable neighborhoods, unique culture and history, abundant open space, terrific views, and proximity to Denver and the Rocky Mountains). Additionally, *the city will grow a broad and resilient local economy that provides family wage jobs and thriving business districts to balance with the community's friendly and established neighborhoods*. Finally, *Wheat Ridge will offer convenient transportation options, valuable services, and high quality of life for all residents*. Also confirmed is the City's recognition that attaining this vision will require *an aggressive approach and willingness of the community to embrace change*.

### **3.2. Plan Objective**

The objective of this Plan is to alleviate conditions of blight by actively promoting investment and reinvestment within the Area; and, to make financial resources available to assist its partners (private, public, non-profit and others) with addressing those conditions of blight identified herein, and explained in greater detail in the West End 38 Conditions Survey, especially those that render undertakings or investment within its boundaries infeasible.

### **3.3 Plan Goals**

All development in the Area shall conform to the zoning code and any site-specific zoning regulations or policies which might impact properties, all as are in effect and as may be amended from time to time. Although the Act authorizes the Authority to: undertake zoning and planning activities to regulate land use, establish maximum or minimum densities, and institute other building requirements in an urban renewal area, for the purpose of this Plan, the Authority anticipates that the City will regulate land use and building requirements through existing municipal codes and ordinances.



General goals of the Plan include redevelopment of properties within its boundaries for the purpose of generating revenue sufficient to fund public improvements that address conditions of blight and facilitate investment. Specific goals include:

1. Eliminate and prevent blight by facilitating redevelopment.
2. Implement elements of the Comprehensive Plan.
3. Support and advance actions identified in existing plans related to development of vacant and under-utilized parcels that are consistent with the vision of this Plan.
4. Provide public infrastructure and make more efficient use of existing land.
5. Promote sustainability - development, fiscal, resource, etc.
6. Advance uses that can leverage public investment in planned improvements including multiple modes of transportation (vehicular and non-vehicular).
7. Enhance the public realm including streetscape amenities, trail connections and other pedestrian-friendly improvements in a manner consistent with the existing community character.
8. Encourage economic sustainability throughout the community and growth in appropriate locations.
9. Provide a range of financing mechanisms for improvements.
10. Provide additional opportunities for residential development to support commercial uses in the Area.
11. Support existing industry by encouraging a stronger jobs-housing balance.
12. Encourage growth and stability in local businesses.
13. Facilitate public-private partnerships.

### **3.4 Plan Implementation**

As the plan administrator, the Authority will seek to advance the Plan objectives through the following if deemed necessary:

- Financing of redevelopment undertakings and activities and critical infrastructure; and
- Agreements with private, public and other partners to undertake redevelopment undertakings and activities.

The Authority will work in cooperation with the City to advance the objective and its goals through:

- Investment in the public realm (roadway, parks, open space);
- Encouragement of development consistent with or exceeding existing standards;
- Provision of supportive programs to existing area businesses; and
- Judicious use of limited resources.

#### **4.0 Blight Conditions**

Before an urban renewal plan can be adopted by the City, the Area must be determined to be a “blighted area” as defined in Section 31-25-103(2) of the Act, which provides that, in its present condition and use, the presence of at least one of the following factors in the Area if all property owners consent (four of the factors if property owner consent is not expressly obtained or five of the factors in cases where the use of eminent domain is anticipated), substantially impairs or arrests the sound growth of the municipality, retards the provision of housing accommodations, or constitutes an economic or social liability, and is a menace to the public health, safety, morals, or welfare:

- (a) Slum, deteriorated, or deteriorating structures;
- (b) Predominance of defective or inadequate street layout;
- (c) Faulty lot layout in relation to size, adequacy, accessibility, or usefulness;
- (d) Unsanitary or unsafe conditions;
- (e) Deterioration of site or other improvements;
- (f) Unusual topography or inadequate public improvements or utilities;
- (g) Defective or unusual conditions of title rendering the title nonmarketable;
- (h) The existence of conditions that endanger life or property by fire or other causes;
- (i) Buildings that are unsafe or unhealthy for persons to live or work in because of building code violations, dilapidation, deterioration, defective design, physical construction, or faulty or inadequate facilities;
- (j) Environmental contamination of buildings or property;
- (k.5) The existence of health, safety, or welfare factors requiring high levels of municipal services or substantial physical underutilization or vacancy of sites, buildings, or other improvements; or

- (l) If there is no objection by the property owner or owners and the tenant or tenants of such owner or owners, if any, to the inclusion of such property in an urban renewal area, “blighted area” also means an area that, in its present condition and use and, by reason of the presence of any one of the factors specified in paragraphs (a) to (k.5) of Section 31-25-103(2), substantially impairs or arrests the sound growth of the municipality, retards the provision of housing accommodations, or constitutes an economic or social liability, and is a menace to the public health, safety, morals, or welfare.

As stated above, factor "l" above applies when there is no objection by the **Area's** property owner or owners. However, despite the statutory allowance for the presence of fewer factors when creation of an urban renewal area is being requested voluntarily, every effort was made during preparation of the West End 38 Conditions Survey, dated November 2015, to identify all factors impacting investment within its boundaries. Additionally, all property owners have provided written consent for their property to be included within the Area.

The general methodology for conducting the Survey is to: (i) define the Study Area; (ii) gather information about properties, infrastructure and other improvements within that Area; (iii) evaluate evidence of blight through field reconnaissance, review of aerial photography, discussions with representatives of various City departments; and, (iv) record observed and documented conditions listed as blight factors in the Act.

Among the 11 qualifying factors identified in the Act, the Survey showed the presence of the following nine (9) blight factors in the Study Area which is the subject of this Plan and presented herein as **Figure 1**.

- (b) *Predominance of defective or inadequate street layout* – ill-defined driveways, particularly along Upham Street; lengthy curb cuts along 38<sup>th</sup> Avenue and no curb cuts along Upham Street; and, increasing trend of traffic accidents and incidents
- (c) *Faulty lot layout in relation to size, adequacy, accessibility, or usefulness* – one lot that is too small to redevelop according to municipal standards; another lot with an irregular shape leaving significant portions undevelopable without an assemblage; irregular and absent curb cuts making access confusing and potentially dangerous

- (d) *Unsanitary or unsafe conditions* – presence of environmentally hazardous contaminants within a general influence area of properties within its boundaries; and, increasing trend of traffic accidents and criminal incidents
- (e) *Deterioration of site or other improvements* - unpaved parking surface; lack of landscaping in a portion of the Area; weeds and unkempt landscaping on one parcel; overall impression of neglect due to vacancy; and, damaged signage that is inconsistent with current municipal standards
- (f) *Unusual topography or inadequate public improvements or utilities* – see curb cut references above; substandard in 38<sup>th</sup> Avenue due to a lack of appropriate accommodations for bicycles (as required by the code), and pedestrians, particularly along 38<sup>th</sup> Avenue closest to Wadsworth Boulevard where sidewalk widths narrow to less than 6’ (as required by the general plan and code); and, the lack of sidewalks along Upham Street
- (h) *Existence of conditions that endanger life or property by fire or other causes* - presence of environmentally hazardous contaminants within a general influence area of properties within its boundaries; and, increasing trend in criminal incidents
- (i) *Buildings that are unsafe or unhealthy for persons to live or work in because of building code violations, dilapidation, deterioration, defective design, physical construction, or faulty or inadequate facilities* - presence of environmentally hazardous contaminants within a general influence area of properties within its boundaries
- (j) *Environmental contamination of buildings or property* - presence of environmentally hazardous contaminants within a general influence area of properties within its boundaries
- (k.5) *Existence of health, safety, or welfare factors requiring high levels of municipal services or substantial physical underutilization or vacancy of sites, buildings, or other improvements* – requiring high levels of municipal services; and, underutilization of sites and buildings throughout the Area

## **5.0 Plan Relationship to Other Community Documents**

### **5.1 Plan Conformity**

As supported by specific references presented herein, implementation of this Plan will further the objectives and requirements of the Comprehensive Plan with respect to development and redevelopment, particularly within the community’s commercial corridors. As stated earlier, as development occurs in the Area, it shall conform to the Comprehensive Plan and any subsequent updates, as well as any regulating documents

including the current building code or other rules, regulations, and policies promulgated pursuant thereto. Any site-specific planning documents that might impact properties in the Area including, but not limited to City-approved site, drainage, and public improvement plans; and, any applicable City design standards, all as may be in effect and amended from time to time, will also be adhered to. Finally, conditions of blight within the Area will be remedied by the Plan and redevelopment by private enterprise, to the greatest extent possible, but will need to first be identified as a priority investment by the Authority in consultation with the City and affected property owners. It is the Plan's intent that public improvements will be phased as the market allows and funded in part by tax increment revenues.

## **5.2 Consistency with the Comprehensive Plan and Corridor Plan**

As explained earlier, a general plan for the City, known as the Envision Wheat Ridge Comprehensive Plan, was adopted in 2009. The Authority, with the cooperation of the City, private enterprise and other public bodies, will engage in undertakings and activities described herein in order to eliminate the identified conditions of blight while also implementing the goals and objectives of the Comprehensive Plan, the 38<sup>th</sup> Avenue Corridor Plan, adopted in October 2011, and all other adopted City plans which may impact properties within the Area. Select goals and policies of those plans which this West End 38 Urban Renewal Plan will advance are described below, and in detail in **Appendix A**. Those that are particularly relevant to potential actions within the Plan Area are bolded in blue.

### Envision Wheat Ridge

#### **Building on Previous Planning Efforts**

The Plan update included review of these previous efforts and documents. Many of the goals, policies, and ideas for the future represented in the previous planning efforts are still relevant, and are carried forth in this plan. Some examples of overarching themes in this plan that are carried forth from previous planning efforts include:

- **Commit to quality development and redevelopment (from the 2000 Comprehensive Plan)**
- Preserve and enhance Wheat Ridge's Neighborhoods (2000 Comprehensive Plan)
- Continue to provide quality community services, parks, and open spaces (2000 Comprehensive Plan)
- Encourage alternative transportation opportunities and intergovernmental cooperation on regional issues (2000 Comprehensive Plan)

- Focus on increasing housing options to attract a range of household types (Neighborhood Revitalization Strategy)
- **Prioritize the redevelopment of key commercial areas (Neighborhood Revitalization Strategy)**
- Enhance community character and gateways (Neighborhood Revitalization Strategy)
- Promote transit-supportive development (Northwest Subarea Plan)
- **Develop a Town Center (Wadsworth Subarea Plan)**
- Increase property maintenance and stability (Fruitdale Subarea Plan)

### **Previous Planning Efforts in Wheat Ridge**

#### *Comprehensive Plans*

- 2000 Comprehensive Plan
- Repositioning Wheat Ridge: Neighborhood Revitalization Strategy (NRS, 2005)

#### *Subarea Plans*

- Northwest Subarea Plan (2006)
- Wadsworth Corridor Subarea Plan (2007)
- Fruitdale Subarea Plan (2007)
- **38<sup>th</sup> Avenue Corridor Plan (2011 – following adoption of the Comprehensive Plan)**

#### *Urban Renewal Plans*

- Wadsworth Boulevard Corridor Redevelopment Plan (2001)
- West 44th Avenue Ward Road Redevelopment Plan (2001)
- 38th Avenue Corridor Redevelopment Plan (2001)
- I-70 / Kipling Corridor Urban Renewal Plan (2009)

### **Key Trends and Issues**

Throughout the planning process a number of key trends and issues emerged as important topics for the Envision Wheat Ridge Plan to address. The list of key trends and issues are summarized below:

#### *Economic and Fiscal Issues*

- Developing a clear economic strategy
- Defining roles and responsibilities of partner organizations
- **Addressing opportunities for future employment and retail centers**
- **Identifying prime areas for redevelopment and infill, and address barriers to development**

- Addressing the fiscal realities of the City and how to achieve sustainable revenue sources to maintain current levels of City services
- Investing in new technology to advance economic development

#### *Land Use, Housing, and Design Issues*

- **Recognizing the importance of the community's neighborhoods and addressing how to increase the variety of housing options (beyond the single-family ranch homes and older apartments)**
- **Addressing how to reinvest in existing neighborhoods to maintain their character but also make them more appealing to new residents**
- **Achieving a sustainable balance of housing, retail, and employment land uses over time**
- **Identifying appropriate density and design for different parts of the community**
- **Establishing areas for future activity centers such as a larger scale Town Center and smaller neighborhood centers**

#### *Community Character and Livability Issues*

- **Addressing how to promote the community's assets to attract new residents, employees, and visitors**
- **Accommodating the needs of different types of households**
- Coordinating with the school district to maintain quality schools
- **Identifying barriers for active lifestyles and promoting healthy lifestyles**
- Continuing parks, recreation, and open space investment and offerings
- Engaging residents in crime prevention and code enforcement efforts
- Including sustainability as a key theme throughout the Plan

#### *Other Issues*

- Incorporating previous planning efforts into the Comprehensive Plan
- **Focusing on strategic implementation and priority actions to achieve the Plan's goals**

### 38<sup>th</sup> Avenue Corridor Plan

#### **Executive Summary**

West 38th Avenue, between Sheridan and Wadsworth Boulevards, is a priority redevelopment area in Wheat Ridge. The City's comprehensive plan, Envision Wheat

Ridge, identifies the corridor as one of five key redevelopment sites and designates 38th Avenue as the City's main street. Although many residents view 38th Avenue as the heart of the community, today it lacks the physical environment and economic vitality that is commonly associated with a main street corridor. The purpose of the 38th Avenue Corridor Plan is to establish a vision for 38th Avenue so that it can be revitalized into an attractive focal point for the community. Building on valuable input from stakeholders and the public at-large, the plan creates a vision for the future of the street. It establishes four guiding principles that set the framework for the plan's recommendations, which focus on transportation, land use, urban design, and economic development.

#### VISION STATEMENT

The following statement captures the vision for what 38th Avenue will become in the next two decades:

*"West 38th Avenue between Sheridan and Wadsworth is a safe, vibrant and diverse corridor in Wheat Ridge with a strong identity and robust commercial and residential markets. The corridor has identifiable sub-districts with its Main Street being a source of community pride and a primary destination for city residents and visitors. In the year 2030, people of all ages and abilities live, work, learn, shop, and play along 38th Avenue."*

### **5.3 Correlation with Other Community Plans**

Implementation of this Plan will be consistent with objectives expressed in all City adopted and accepted plans that speak specifically to properties in the Area, including those cited above.

### **6.0 Authorized Authority Undertakings and Activities**

Whereas the Act allows for a wide range of activities to be used in the implementation of an urban renewal plan, it is the Authority's intent to provide both financial assistance and public improvements in partnership with property owners and other affected parties in order to accomplish the objectives stated herein. Public-private partnerships and other forms of cooperative development will be essential to the Authority's strategy for preventing the spread of blight and eliminating existing blighting conditions. Specific undertakings of the Authority in the furtherance of this Plan are described as follows.



## **6.1 Complete Public Improvements and Facilities**

The Authority may, or may cooperate with others to, finance, install, construct, and reconstruct any public improvements. Additionally, the Authority may, or may cooperate with others to, demolish and clear existing improvements for the purpose of promoting the objectives of the Plan and the Act.

While public improvements or investment should, whenever possible, stimulate (directly and indirectly) desired private sector investment, it is the intent of this Plan that the combination of public and private investment that occurs in the Area will contribute to the overall economic well-being of the community at-large.

As described in Section 4.0 of this Plan, nine (9) qualifying conditions of blight, as defined in Section 31-25-103(2) of the Act, are evident in the Area. This Plan proposes to remedy those conditions by providing certain public improvements and facilities, including, but not limited to the following:

- (b) Assistance with property assemblages (if needed); and, consolidate and improve existing, and assist in the construction of new curbs and gutters, along with other improvements in an effort to raise values and the investment climate in an effort to reduce traffic accidents and incidents
- (c) Assistance with property assemblages (if needed); and, consolidate and improve existing, and assist in the construction of new curbs and gutters
- (d) Elimination and / or mitigation of environmentally hazardous contaminants; and, assist and improve properties and public infrastructure in an effort raise values and the investment climate in an effort to reduce traffic and criminal incidents
- (e) Provide assistance for landscaping, parking lot and signage improvements
- (f) Consolidate and improve existing, and assist in the construction of new curbs and gutters; and, assist with the completion of accommodations for pedestrian and bicycles
- (h) Elimination and / or mitigation of environmentally hazardous contaminants; and, provide “gap” financing to meritorious projects which advance the vision stated herein and in relevant City adopted plans
- (i) Elimination and / or mitigation of environmentally hazardous contaminants
- (j) Same as (i)

- (k.5) Assistance with property assemblages (if needed); and, assist and improve properties and public infrastructure in an effort raise values and the investment climate in an effort to reduce crime

## **6.2 Complete Other Improvements and Facilities**

To the extent that non-public improvements in the Area may be required to accommodate development and redevelopment and still benefit the public, the Authority is hereby authorized to assist in the financing or construction of such improvements to the extent authorized by the Act.

## **6.3 Promote Development and Redevelopment**

A key concept associated with implementation of the Plan is targeted investment that will serve to catalyze development throughout the Area and fund future public improvements. The potential impact of this investment to Jefferson County is quantified in the West End 38 Urban Renewal Plan – Jefferson County Impact Report, dated November 2015, presented to the Authority Board under separate cover.

## **6.4 Adopt Standards**

As stated earlier, all development in the Area shall conform to applicable rules, regulations, policies, other requirements, and standards of the City, along with any other governmental entity which has jurisdiction in the Area. While the Act allows for the adoption of standards and requirements applicable to activities undertaken in an urban renewal area, in the context of this Plan, it is the Authority's intention that investment within its boundaries conform to City-approved documents.

## **6.5 Modify the Plan**

The Authority may propose, and the City Council may make, modifications to this Plan as may be necessary provided they are consistent with the Comprehensive Plan and any subsequent updates. Additionally, any such amendments made in accordance with this Plan and as otherwise contemplated, must also be compliant with the Act. Finally, the Authority may, in specific cases, allow non-substantive variations from the provisions of this Plan, if it determines that a literal enforcement of the provision would constitute an unreasonable limitation beyond the intent and purpose stated herein.

## **6.6 Review the Plan**

The ongoing review process for the Plan is intended to provide a mechanism to allow those parties responsible for administering and implementing key activities within its boundaries to periodically evaluate its effectiveness and make adjustments to ensure efficiency in implementing these activities. To this end, the following steps are presented to serve as a guide for future Plan review:

- (a) The Authority may propose modifications, and the City Council may make such modifications as may be necessary provided they are consistent with the Comprehensive Plan and any subsequent updates, as well as the Act.
- (b) Modifications may be developed from suggestions by the Authority, property and business owners, and City staff operating in support of the Authority and advancement of this Plan.

## **6.7 Provide Relocation Assistance**

While it is not anticipated as of the date of this Plan that acquisition of real property will result in the relocation of any individuals, families, or business concerns; if such relocation becomes necessary, the Authority will adopt a relocation plan in conformance with the Act.

## **6.8 Demolish, Clear and Prepare Improvements**

While also not anticipated as of the date of this Plan, the Authority may, on a case-by-case basis, elect to demolish or cooperate with others to clear buildings, structures and other improvements within the Area in an effort to advance activities and undertakings deemed consistent with the vision stated herein. Additionally, existing Development or Cooperation Agreements may require such demolition or site clearance to eliminate unhealthy, unsanitary, and unsafe conditions; obsolete uses deemed detrimental to the public welfare; and, otherwise remove and prevent the spread of deterioration.

## **6.9 Acquire and Dispose of Property**

While the Act allows for the acquisition of property by negotiation or any other method, this Plan does not authorize the Authority uses its resources to acquire property by eminent domain. Properties acquired by entities other than the Authority may temporarily be operated, managed and maintained by the Authority if requested to do so by the acquiring entity and deemed in the best interest of the Urban Renewal Project

and the Plan. Such property shall be under the management and control of the Authority and may be rented or leased pending its disposition for redevelopment.

The Authority may sell, lease, or otherwise transfer real property or any interest in real property subject to covenants, conditions and restrictions, including architectural and design controls, time restrictions on development, and building requirements in accordance with the Act and this Plan.

#### **6.10 Enter Into Redevelopment / Development Agreements**

The Authority may enter into Redevelopment / Development Agreements or other contracts with developer(s) or property owners or such other individuals or entities determined to be necessary to carry out the purposes of this Plan. Further, such Agreements, or other contracts, may contain terms and provisions deemed necessary or appropriate for the purpose of undertaking the activities contemplated by this Plan and the Act. Any existing Redevelopment Agreement between the City and private parties that are consistent with this Plan are intended to remain in full force and effect, unless all parties to such agreements agree otherwise.

#### **6.11 Enter Into Cooperation Agreements**

For the purpose of this Plan, the Authority may enter into one or more Cooperation Agreements pursuant to the Act. Whereas the City and the Authority recognize the need to cooperate in the implementation of this Plan, these Cooperation Agreements may include without limitation the planning, financing, installation, construction and / or reconstruction of public or other eligible improvements. This paragraph shall not be construed to require any particular form of cooperation.

#### **6.12 Tax Increment Area**

The boundaries of the Urban Renewal Plan Area shall be as set forth in Section 1.4 and illustrated in **Figure 1**. It is the intent of the City Council in approving this Plan to authorize the use of Tax Increment Financing (TIF) by the Authority as part of its efforts to advance the vision, objectives and activities described herein. Pursuant to the provisions of Section 31-25-107(9) of the Act, the City Council further contemplates that

a Tax Increment Area is being created with concurrent boundaries to the Urban Renewal Area, effective as of the date of City Council's approval of this Plan. Notwithstanding such distinction, the Authority is specifically authorized to expend the revenue from property and sales tax increments to the extent authorized by the Act and this Plan. However, improvements which enhance the financial viability of existing businesses and / or redevelopment of these businesses will be a priority use for these resources.

While this West End 38 Urban Renewal Plan contemplates that the primary method of *assisting with financing eligible expenses* in the Area will be through the use of Property Tax Increment revenue, the City Council may allocate municipal sales Tax Increments if requested to do so by the Authority, and only after receipt of a financing plan outlining the proposed amounts and purpose for which the municipal sales Tax Increment is to be used. As such, the use of sales tax increment is hereby authorized pursuant to Section 31-25-107 (9), C.R.S., which is by this reference incorporated herein as if set forth in its entirety, but any such pledge of municipal sales Tax Increment by the Authority in a Development or Redevelopment Agreement shall not be authorized until a separate Cooperation Agreement between the Authority and the City Council setting forth the amount and terms of this allocation of incremental sales taxes between the City Council and the Authority is established. The approval of such Cooperation Agreement by the City Council and the Authority is hereby found by the City Council not to be a substantial modification of the Urban Renewal Plan, and is not an addition or modification of the Urban Renewal Project, does not alter the boundaries of the Plan Area, does not change the mill levy or sales tax component of the Plan (up to 100% of the sales tax increment being hereby authorized by the Plan), and is not an extension of the Plan or the duration of a specific Urban Renewal Project, regardless of when such Cooperation Agreement may be approved.

The entire Plan Area is hereby designated as a single Tax Increment Area.

## **7.0 Project Financing**

### **7.1 Public Investment Objective**

A critical component to the success of any urban renewal strategy is participation by both the public and private sectors. Leveraging of resources will be key, as no one entity, either public or private, has sufficient resources alone to sustain a long-term improvement effort. Possible public infrastructure investments may include, but will not be limited to completing non-vehicular public and eligible improvements intended

to improve safe movement within the Area and advance key goals of the Comprehensive Plan; roadway improvements including curbs, gutters, and drainage and utility, and infrastructure improvements and relocations; as well as, providing financial assistance for other expenses considered eligible under the Act.

## **7.2 Financial Mechanisms**

The Authority may finance undertakings pursuant to this Plan by any method authorized under the Act or any other applicable law, including without limitation of the following: issuance of notes, bonds and other obligations as defined in the Act in an amount sufficient to finance all or part of this Plan; borrowing of funds and creation of indebtedness; reimbursement agreements; and / or, utilization of the following: federal or state loans or grants, interest income, annual appropriation agreements, agreements with public or private entities; and loans, advances and grants from any other available sources. The principal, interest, costs and fees on any indebtedness are to be paid for with any lawfully available funds of the Authority.

Debt may include bonds, refunding bonds, notes, interim certificates or receipts, temporary bonds, certificates of indebtedness, or any other obligation lawfully created.

## **7.3 Tax Increment Financing**

Activities may be financed by the Authority under the Tax Increment Financing provisions of the Act. Such incremental revenues may be used for a period not to exceed the statutory requirement, which is presently twenty-five (25) years after the effective date of the Plan adoption which authorizes and creates the Tax Increment Area.

### **7.3.1 Special Fund**

In accordance with the requirements of the law, the Authority shall establish a Tax Increment Revenue Fund for the deposit of all funds generated pursuant to the division of ad valorem property and municipal sales tax revenue described in this section.

### **7.3.2 Base Amount**

The Base Amount includes that portion of the property taxes which are produced by the levy at the rate fixed each year by or for each public body upon the valuation for assessment of taxable property in the Tax Increment Area last certified prior to the effective date of approval of the Plan (or future modifications); and, that portion of municipal sales taxes collected within the boundaries of the Tax Increment Area in the twelve-month period ending on the last day of the month prior to the effective date of approval of the Plan and paid to the public body, as are all other taxes collected by or for said public body.

### **7.3.3 Incremental Revenues**

Incremental revenues including that portion of said property, and if authorized by City Council, municipal sales taxes in excess of the base amount set forth in Section 7.3.2 above shall be allocated to and, when collected, paid into the Authority's Tax Increment Revenue Fund. The Authority may use these funds to pay the principal of, the interest on, and any other premiums due in connection with the bonds of, loans or advances to, or indebtedness incurred (whether funded, refunded, assumed, or otherwise) by the Authority, for financing or refinancing, in whole or in part, any portion of an Urban Renewal Project considered eligible under the Act. Unless and until the total valuation for assessment of the taxable property in any Tax Increment Area exceeds the base valuation, all of the taxes levied upon taxable property in the Tax Increment Area shall be paid into the funds of the respective public bodies. Also, when such bonds, loans, advances and indebtedness, including interest thereon and any premiums due in connection therewith, have been paid, all taxes upon the same taxable property shall be paid to the respective public bodies.

Further, the incremental portion of said taxes, as described in this subsection 7.3.3, may be irrevocably pledged by the Authority for the payment of, principal and interest on, and any premiums due in connection with such bonds, loans, advances and / or indebtedness incurred by Authority to finance an Urban Renewal Project (as defined in the Act); except:

- (a) Any offsets collected by the County Treasurer for return of overpayments or any funds reserved by the Authority for such purposes in accordance with Section 31-25-107(9)(a)(III) and (b), C.R.S.

- (b) Any reasonable (as determined by the Authority) set-asides or reserves of incremental taxes paid to the Authority for payment of expenses associated with administering the Plan.

If there is any conflict between the Act and this Plan, the provisions of the Act shall prevail, and the language in the Plan automatically deemed to conform to the statute.

#### **7.4 Other Financing Mechanisms / Structures**

The Plan is designed to provide for the use of Tax Increment Financing as one tool to facilitate investment and reinvestment within the Area. However, in addition to Tax Increment Financing, the Authority shall be authorized to finance implementation of the Plan by any method authorized by the Act. The Authority is committed to making a variety of strategies and mechanisms available which are financial, physical, market and organizational in nature. It is the intent of this Plan to use the tools either independently or in various combinations. Given the obstacles associated with redevelopment, the Authority recognizes that it is imperative that solutions and resources be put in place which are comprehensive, flexible and creative. Finally, the Authority may contract with the City to administer various incentives.

#### **8.0 Severability**

If any portion of this Plan is held to be invalid or unenforceable, such invalidity will not affect the remaining portions of the Plan.



**Appendix A:**

# **West End 38 Urban Renewal Plan**

City of Wheat Ridge, Colorado

*Excerpts from the Envision Wheat Ridge Comprehensive Plan, adopted October 12, 2009 and 38<sup>th</sup> Avenue Corridor Plan, adopted October 2011*

## 2 - COMMUNITY VISION AND VALUES

*Page 11*

### **Key Values**

The following six broad Key Values are the primary principles behind the Community Vision. They describe the community's aspirations and organize the more specific policies into the chapters of this Comprehensive Plan.

#### Create a Resilient Local Economy Based on a Balanced Mix of Land Uses

A diverse mix of land uses including residential neighborhoods, primary employment, and commercial goods and services will build and sustain a broad and resilient tax base.

#### Promote Vibrant Neighborhoods and an Array of Housing Options

Maintaining the character of existing neighborhoods and establishing new housing options will retain and attract a range of household types.

#### Enhance Community Character and Accentuate Quality Design

Marketing Wheat Ridge's unique qualities and emphasizing quality design for new development and redevelopment will reposition Wheat Ridge as a unique community.

#### Increase Transportation Connections and Options

Continued coordination and investment in transportation efficiency, travel options and connections will improve mobility for community residents, employees, and visitors.

#### Provide Quality Community Amenities, Services, and Resources

A commitment to providing exemplary community services will maintain the high quality of life for community residents, and will help attract future households and employers.

#### Ensure a Sustainable Future \*

Continued focus on the future implications of today's choices and their impacts on the community's residents, the natural environment, and community prosperity will ensure a prosperous future for future generations.

*Page 12*

### **\* Vision for a Sustainable Future**

- A sustainable future is a continuous journey to balance social, environmental, and economic interests. It respects and provides stewardship of the natural environment, facilitates active lifestyles and civic engagement, and bestows economic prosperity to individuals and the community.
- A community with a sustainable future focuses on its local progress while also considering the global impacts of its decisions.

### 3 – Structure Plan

Page 13

#### Introduction

##### Overview

The Structure Plan is intended to provide strategic guidance and general land uses for future **redevelopment** to aid the Wheat Ridge community in achieving its future vision. It provides high-level guidance for the community's areas and corridors - it is not intended to be parcel-based, nor is it a zoning map. The Structure Plan, in combination with goals and policies, will help the community determine appropriate locations and strategies for:

1. conservation of the community's assets and foundation;
2. **areas in need of reinvestment and revitalization**; and
3. **targeted development and redevelopment to achieve vibrant commercial, mixed-use, and employment areas.**

Page 20

##### Foundations

Foundations are neighborhoods and commercial areas with common characteristics, upon which the focus areas are layered. They include:

**Neighborhood Revitalization** - residential areas -- individual properties or general pockets that might benefit from reinvestment; often require special attention because they have issues related to dilapidated properties, code enforcement, crime and safety, lower rates of owner occupancy, and / or incompatible mix of uses; promote home ownership and spur reinvestment through infrastructure improvements; and / or, limited small-scale residential redevelopment will be encouraged in areas that exhibit several of the following characteristics of neighborhoods in need of revitalization

##### Criteria to distinguish Neighborhood Revitalization Areas

- Increasing incompatibility of uses
- Infrastructure needs (e.g., utilities in disrepair)
- Less stability than established neighborhoods

##### Neighborhood Buffer Areas

- Along both sides of Kipling Street north of 44th Avenue
- 44th Avenue near Youngfield Street
- **Along Wadsworth Boulevard**
- Along Sheridan Boulevard

##### Mixed-Use Commercial Areas

###### *Existing Areas*

- Kipling Street at I-70
- Youngfield Street and 38th Avenue at I-70

- **38th Avenue between Sheridan and Wadsworth Boulevards**

The plan designates existing commercial areas mixed with office and employment as mixed-use commercial areas. Focus in these areas is on long-term infill and redevelopment, reinvestment, and high quality urban design and landscaping for vacant or underutilized properties, with "centers" being the primary emphasis.

Page 24

#### Corridors and Gateways

Corridors and Gateways are areas of future focus and emphasis layered on top of the foundations. Corridors are the major thoroughfares through Wheat Ridge along which businesses are located. The intensities and land use characteristics of the city's corridors will vary from vehicular-oriented commercial districts to quaint and pedestrian-friendly neighborhood commercial areas. The corridors include:

**Primary Commercial Corridors** - focus on assembling and redeveloping outdated and underutilized properties primarily from 35th to 44th Avenues, encourage development of a mixed-use Town Center, including multi-family housing (as lofts or part of the mix), improved bicycle and pedestrian connections along routes parallel to Wadsworth

**Main Street Corridor, 38th Avenue Corridor (between Wadsworth Boulevard and Sheridan Boulevard)** - show case nodes of locally owned commercial businesses and employers in a transit and pedestrian-friendly "main street" environment that emphasizes Wheat Ridge's historic and hometown character; small-scale mixed-use infill and redevelopment activities will be focused primarily between Wadsworth and Pierce, with additional nodes of development extending along 38th Avenue to Sheridan, streetscape and other urban design improvements will be extended through the *Main Street* corridor to provide a walkable and distinct gateway

#### Neighborhood Commercial Corridors

- 44th Avenue (between Youngfield and Kipling Streets)
- 44th Avenue (between Kipling Street and the greenbelt)
- 44th Avenue (east of Wadsworth Boulevard)
- Harlan Street (from I-70 to just south of 44th Avenue),

#### Primary Gateway, Primary Gateways

- I-70 at Wadsworth
- I-70 at Kipling Street
- I-70 at Ward Road
- I-70 at Youngfield Street / 32nd Avenue
- Wadsworth at 26th Avenue
- 38th Avenue at Sheridan Boulevard
- 26th Ave at Kipling Street
- 44th Avenue at Harlan Street

## 4 - ECONOMY AND LAND USE

*Page 35*

### **Relationship to the Community Vision and Structure Plan**

**Emphasis on retention and reinvestment in commercial areas will ensure that residents have convenient local locations to shop, in addition to generating retail sales tax to maintain City services. To provide balance to the community's strong residential base, future employment and commercial development efforts will target key areas.**

**Goal ELU1: Make Wheat Ridge a "community of choice" in which to live, work, shop, and recreate.**

Wheat Ridge will actively promote the community's positive assets to attract and retain residents, employers, and visitors. The City will emphasize and market its high quality of life to position Wheat Ridge as a desirable place to live, work, recreate, and visit.

#### *Policies*

### **ELU 1.2 – Become a Regional Destination**

The City will promote the community's attributes, and showcase entrances and travel corridors to draw visitors and position the community as a regional destination.

#### **Strategies:**

- A. Develop programs to enhance and highlight the city's main entrances (gateways) with landscaping and signage

**Goal ELU2: Attract Quality Retail Development and Actively Retain Existing Retailers to Locate in Wheat Ridge**

Actively retain existing retailers and attract quality retail development. Wheat Ridge will proactively work with existing quality retailers to remain and thrive in Wheat Ridge, and encourage new businesses, particularly those that provide healthy and high quality products and goods and services to locate in Wheat Ridge. In addition, the City will plan for future regional retail, community commercial, and neighborhood commercial centers and promote opportunities for niche and specialty businesses and districts.

#### *Policies:*

### **ELU 2.1 – Retain and Enhance Existing Retailers**

The City, in conjunction with its economic development partners, will work with existing quality retailers and businesses to remain and expand in Wheat Ridge so that goods are purchased locally and retail sales taxes are not lost to neighboring communities.

#### **Strategies:**

- C. Assist existing retailers with expansion plans or opportunities for local relocation

## **ELU 2.2 – Promote Specialty Retail Businesses**

The City, in partnership economic development partners, and the development and business communities, will work to establish and grow unique small businesses and niche business districts in areas identified as activity centers and along key corridors.

### **Strategies:**

- E. Work with local brokers and developers to identify and attract regional niche retailers for a potential location in Wheat Ridge.

## **ELU 2.3 – Rehabilitate Underutilized Retail Spaces**

**Coordination and partnership between the City, economic development partners, and the development community to improve the appearance and function of outdated and inefficient retail spaces will re energize the community’s primary corridors and key activity centers.**

### **Strategies:**

- B. Encourage land assemblage and denser nodes of development within activity centers**
- C. Partner with area economic development organizations
- D. Continue to work with local property owners on identifying opportunities for façade and landscaping improvements and upgrades**

## **ELU 2.4 – Develop Regional Retail**

The City, economic development partners, and private developers will partner to develop the Regional Commercial Center west of I-70 (including the Crossing at Clear Creek site) with a mix of regional retail anchors, smaller retailers, and secondary uses such as offices and hotel.

- B. Enter public / private partnerships and facilitate the use of tools such as **Tax Increment Financing** through an **Urban Renewal Authority**, special districts, and other tools to share infrastructure development costs; and
- C. Provide business start-up incentives and financing tools (such as **Tax Increment Financing**).

## **Goal ELU3 – Retain and Diversify Local Employment**

Wheat Ridge will foster a business climate that encourages expansion or creation of employment opportunities. Particular emphasis will be placed on growing the community’s existing health care industry, redevelopment of the area surrounding the future FasTracks Gold Line Transit Station, and allowing secondary employment opportunities in the Crossing at Clear Creek Regional Commercial Center area. This business climate will require the retention of industrially zoned lands, and will place emphasis on new, high-quality employment opportunities in growing fields such as clean energy and biotechnology.

### *Policies:*

## **ELU 3.1 – Retain and Expand Established Employers**

The City and its economic development partners will work with the community's existing primary employers such as Exempla Lutheran Hospital to maintain and grow operations to provide quality local jobs to residents.

**Strategies:**

- A. Supply an adequate mix of housing in the community to create a "whole community" where residents can live and work;
- D. Work closely with local employers and business owners to address issues and retain them in Wheat Ridge; and
- E. Coordinate with employers to develop plans for future growth and expansion and help facilitate their plans through the City's development review process.

**ELU 3.2 – Generate New Primary Employment**

The City, in partnership with economic development and other business organizations, will recruit new primary employers to locate in Wheat Ridge, in order to provide quality jobs for the community's large residential base, and to draw employees into the city on a daily basis.

**Strategies:**

- A. Market development sites within Enterprise Zone and Urban Renewal Authority areas
- B. Target medical-related facilities
- C. Work on a package of appropriate incentives and establish the criteria by which these incentives can be used

**Goal ELU4 – Increase the Diversity of Land Uses**

Wheat Ridge will work to ensure that the limited future development and redevelopment areas provide increased opportunities for employment, retail, and commercial services, along new housing options, to achieve a sustainable and balanced mix of land uses for the community.

*Policies:*

**ELU 4.1– Efficient Use of Limited Land**

Because of the limited amount of land available for new development, the City will require efficient use of newly developing and redeveloping areas by promoting higher-intensity development. Priority areas for new development include the Crossing at Clear Creek site west of I-70 and the future T.O.D. area north of I-70 near Ward Road.

**Strategies:**

- A. Emphasize mixed-use development in developing and redeveloping areas
- C. Prioritize areas for future subarea and corridor plans, and potential overlay districts to identify opportunities for property assemblage and efficient use of land

- E. Seek to remove height and density limitations from the City Charter in targeted development and redevelopment locations and examine / rezone those areas as necessary to achieve goals

#### **Goal ELU5: Revitalize Key Redevelopment Areas**

##### *Policies:*

#### **ELU 5.1 – Infill and Redevelopment**

Many properties along Wheat Ridge’s primary corridors and in activity centers are dated and underutilized. The City will work with partners and private developers to promote infill and redevelopment in key areas shown on the Structure Plan.

##### **Strategies:**

- A. **Provide financing tools and incentives (such as Tax Increment Financing in Urban Renewal Areas and Enterprise Zone tax credits) to jump-start redevelopment in underutilized areas**
- B. **Identify areas with potential for property assemblage (through future subarea and corridor plans) and provide assistance with assemblage**
- C. Actively pursue grants and technical assistance in determining the existence of brownfields at key redevelopment locations
- D. **Coordinate with all interested parties (property owners, adjacent property owners, and City) to plan and define the vision for future development on infill sites**
- E. Identify areas for future overlay districts
- F. Enter public-private partnerships (between City government, developers, financial institutions, nonprofit organizations, and neighborhood organizations) to increase cooperation and development success

#### **ELU 5.2 - High Quality Redevelopment**

**The City will require high quality urban design for all future infill and redevelopment, in order to ensure compatibility with surrounding neighborhoods, and to improve the overall appearance of the community’s primary corridors and activity centers.**

##### **Strategies:**

- A. **Assist with property assemblage to promote well coordinated, complete areas for redevelopment (not piecemeal properties)**
- C. Identify areas for future subarea and corridor plans, and potential thematic-based overlay districts (to establish guidelines and standards to address suitable design and scale, variety and visual interest, and appropriate materials specific to each subarea or corridor)

#### **Goal ELU6: Establish Community Activity Centers and a Town Center**

##### *Policies:*

#### **ELU 6.1 – Community Activity Centers**



The City will guide development and redevelopment to occur in planned activity centers. A range of existing and proposed activity centers along major corridors will discourage strip commercial development by concentrating a mix of uses to serve as neighborhood and community destinations.

#### Existing Community Activity Center Locations

- Youngfield at 38th Avenue (Community Commercial Center)
- Sheridan at 38th Avenue (Community Commercial Center)
- **Wadsworth at 38th Avenue (Community Commercial Center)**

#### Future Community Activity Center Locations

#### **Wadsworth between 38th and 44th Avenue (Town Center)**

- Crossing at Clear Creek site (Regional Commercial Center)
- Future Gold Line Transit Station Area (Employment/Commercial Center)

#### **Strategies:**

- A. Partner with private property owners, economic development organizations, and developers to assemble parcels for redevelopment
- C. Encourage a mix of uses in activity centers (including multi-family residential and senior housing where appropriate)
- D. Provide multi-modal transportation connections and options to activity centers (especially bicycle and pedestrian connections)
- E. Coordinate development with established **Urban Renewal Authority**, Colorado Department of Transportation, and other regional plans

#### **ELU 6.2 – Town Center Development**

**In collaboration with economic development partners and other organizations, the City will guide the development of a mixed-use Town Center, located along Wadsworth between 38th and 44th Avenues.**

#### **Strategies:**

- C. Provide multi-modal transportation connections and options to activity centers (especially bicycle and pedestrian connections)
- D. Enter public / private partnerships to assist with development funding and design**
- E. Establish an appropriate package of incentives to help jump-start redevelopment**

#### **5 - NEIGHBORHOODS AND HOUSING**

*Page 54*

#### **Goal NH2: Increase Housing Options**

#### Policies:

## **NH 2.1 – New Housing Types**

The City will direct the development of new housing types such as townhomes, condos/lofts, and senior living units (especially in Neighborhood Revitalization, Neighborhood Buffer and other mixed-use areas) to meet market demand.

### **Strategies:**

- B. Promote traditional neighborhood development with a variety of housing types (possibly including accessory dwelling units, multi-family, and senior housing units) as a component of infill / redevelopment sites

## **Goal NH4: Stimulate Investment and Redevelopment in Neighborhood Buffer Areas**

### Policies:

## **NH 4.1 – Enhance Neighborhood Buffer Areas**

The City will coordinate and partner economic development partners, neighborhood groups, and private developers to initiate investment and redevelopment efforts in Neighborhood Buffer Areas.

### **Strategies:**

- A. Coordinate revitalization efforts within established Urban Renewal Authority areas and plans
- B. Enter public / private partnerships to improve or redevelop outdated multi-family properties
- C. Encourage and facilitate property assemblages to accommodate new small-scale mixed-use developments to provide transition between primary corridors and residential neighborhoods

## **6 - COMMUNITY CHARACTER AND DESIGN**

*Pages 61 through 63*

### *Policies*

## **Goal CC1: Create Recognizable Gateways and Corridors**

**Wheat Ridge will establish a clear identity that promotes a positive community image in primary community entrances (“gateways”).**

## **CC 1.1 – Gateway Identity**

In collaboration with economic development partners, private developers, and other groups, the City will improve primary gateways into the community (as shown on the Structure Plan) so that they project a positive, cohesive community identity and clear sense of place.

### **Strategies:**

- A. Develop signage and landscaping at gateways and along I-70 that uses recent community branding efforts to “tell the Wheat Ridge story” (such as the themed gateway signage and streetscape on 38th Avenue near Sheridan)

- B. Provide and maintain attractively landscaped areas at community entrances (such as the recent I-70 and Kipling interchange improvements)

#### **CC 1.2 – Corridor Image**

The City will work with private developers, economic development partners, Colorado Department of Transportation and other organizations to enhance the image of the city's primary corridors (as identified on the Structure Plan).

#### **Strategies:**

- B. Enter public / private partnerships to coordinate, fund, develop, and maintain streetscape improvements
- C. Continue the community sign code to ensure quality new signage along corridors and to encourage upgrades to existing non-conforming signage

### **7 - TRANSPORTATION**

*Pages 79 through 83*

#### **Goal T 1: Provide an Integrated Transportation System to Address all Modes of Travel and Future Funding Priorities**

Wheat Ridge will accommodate all modes of travel including motorists, pedestrians, bicycles, and transit riders.

#### *Policies:*

#### **T 1.1 – Targeted Improvement Areas**

The City will focus future investment for infrastructure improvements in targeted corridors and intersections, as identified on the Transportation Structure Plan.

#### **Strategies:**

- A. Institute transportation improvements as activity centers and primary corridors develop and redevelop
- B. Use the improvements shown on the Transportation Structure Plan to establish key areas for each travel mode and capital improvement projects
- C. Establish criteria to identify neighborhoods that are not targeted areas for street or sidewalk enhancements

#### **T 1.2 – Improvements Funding**

The City will continue to invest in transportation infrastructure improvements and will seek opportunities to partner with regional, state, and national agencies to establish funding for key projects.

#### **Strategies:**

- A. Seek to establish a new local funding source for pedestrian and bicycle system improvements

- B. Work to establish a blend of local and matching funds for multi-modal improvements

### **T 1.3 – Complete Streets**

The City will coordinate with Colorado Department of Transportation (CDOT) to establish roadway design criteria that ensure safe, attractive, and comfortable access and travel for all users (also commonly referred to as “complete streets”).

#### **Strategies:**

- A. Develop new road cross sections for principal corridors that meet the needs of all modes of transportation
- B. Revise development regulations to require new development to construct or enhance segments of pedestrian and bicycle systems**
- C. Establish and require level of service standards for all travel modes
- D. Complete the Implementation Plan (Phase 2) of the Bike and Pedestrian Route Master Plan

## **8 - COMMUNITY SERVICES**

### **Goal CS 4: Continue Coordination with Fire Districts and Utility Providers to Maintain Quality Service**

The City will continue to coordinate with utilities and fire districts to maintain quality levels of service to existing customers and provide new services to areas where future growth will occur.

#### *Policies:*

#### **CS 4.1 – Utility and Service Districts**

The City will continue to coordinate development and redevelopment activities with utility providers and service districts.

#### **Strategies:**

- B. Develop and offer credits or incentives for development / redevelopment that reuses, establishes new connections to, or upgrades existing utility infrastructure.**

## **10 - PLAN IMPLEMENTATION**

*Pages 111 and 112*

### **An Economic Development Strategy**

This Plan, and the process to develop it, has continually identified economic development of targeted redevelopment areas as a primary strategy for the City to accomplish its livability, fiscal, image, and identity-related goals.

#### Five Target Redevelopment Areas

- a. Crossing at Clear Creek (Cabela’s)
- b. 38th Avenue “Main Street”**
- c. Kipling Corridor

#### **d. Wadsworth Corridor / Town Center**

##### **e. Gold Line/Ward Road Station - Transit- Oriented Development (TOD)**

#### Short- and Long-Term Priorities

The strategy should confirm, in discussion with policymakers and staff, short- and long-term priorities for redevelopment and geographic areas. For example, redevelopment priorities in the “target areas” should focus on the long-term desires as reflected in the Comprehensive and Sub-Area Plans, while in other commercial and industrial areas, the priority may be to minimize vacancies.

#### **Identify Appropriate Financial Tools**

Public agencies can employ a number of financing tools to finance public improvements. The special districts, authorities, and other tools described in the following table are a short list of financing tools that are applicable to the redevelopment of key areas in Wheat Ridge.

*Page 115, 117 and 118*

#### **Economic Strategies for Geographic Areas**

##### **b. 38th Avenue “Main Street”**

Establishing a small locally oriented retail center at 38th Avenue is a high priority for residents of Wheat Ridge. Challenges include the perception that there is “no market,” checkerboard zoning, the lack of funding for significant improvements, and land assembly. Initial action items are focused on market creation.

#### Potential Financing Tools

- **Urban Renewal Area**
- Local Marketing District
- Business Improvement District

##### **d. Wadsworth Corridor/ Town Center Background**

The Wadsworth Corridor between 38th and 44th Avenues has been identified as the preferred location for a Town Center that would have a small civic component such as a library, retail development, and places for public gathering. The URA owns the site just east of the 1st Bank at 44th and Wadsworth and has been working with public and private partners to foster its development. Redevelopment of the Wadsworth Corridor hinges on actions by CDOT to widen and / or improve the road.

#### Potential Financing Tools

Specific parcels may require land write-down assistance, environmental remediation, and assistance with current property ownership. Other tools to encourage redevelopment in this corridor area are listed below. Their use will depend on the specific situation.

- Metropolitan Districts
- General Improvement Districts

- **Urban Renewal Area**
- Special Improvement Districts
- Public Improvement Fees
- Use Tax Rebates

**e. Gold Line/Ward Road Station - Transit-Oriented Development (TOD) Site**

This site is seen as having longer term importance to the City; however, potential projects are not likely to materialize until after the commuter rail line is close to completion (Gold Line station estimated completion for 2016).

Potential Public Financing Tools

- **Urban Renewal Authority**
- Metropolitan District
- General Improvement District
- Special Improvement District
- Public Improvement Fee
- Use Tax Rebates
- Others for the Specific TOD Project

### **38th Avenue Corridor Plan, adopted 2011** *(some excerpts grammatically edited)*

Those that are particularly relevant to potential actions within the Plan Area are bolded in **blue**.

*Pages 1 and 2*

#### **EXECUTIVE SUMMARY**

West 38th Avenue, between Sheridan and Wadsworth Boulevards, is a priority redevelopment area in Wheat Ridge. The City's comprehensive plan, Envision Wheat Ridge, identifies the corridor as one of five key redevelopment sites and designates 38th Avenue as the City's main street. Although many residents view 38th Avenue as the heart of the community, today it lacks the physical environment and economic vitality that is commonly associated with a main street corridor. The purpose of the 38th Avenue Corridor Plan is to establish a vision for 38th Avenue so that it can be revitalized into an attractive focal point for the community. Building on valuable input from stakeholders and the public at-large, the plan creates a vision for the future of the street. It establishes four guiding principles that set the framework for the plan's recommendations, which focus on transportation, land use, urban design, and economic development.

#### **Vision Statement**

The following statement captures the vision for what 38th Avenue will become in the next two decades:

**"West 38th Avenue between Sheridan and Wadsworth is a safe, vibrant and diverse corridor in Wheat Ridge with a strong identity and robust commercial and residential markets. The corridor has identifiable sub-districts with its Main Street being a source of community pride and a primary destination for city residents and visitors. In the year 2030, people of all ages and abilities live, work, learn, shop, and play along 38th Avenue."**

#### **Sub-Districts**

##### ***Wadsworth Town Center***

The Wadsworth Town Center anchors the corridor at its western end. Building upon the City's adopted plans which envision a mixed-use town center on Wadsworth between 38th and 44th Avenues, this sub-district includes a mix of community and regional serving retail, offices, and residences. Improvements in the Area will serve as a gateway into Wheat Ridge's downtown and Main Street from the west.

##### ***Main Street***

The vision for Main Street is a historic gathering place that integrates small shops, restaurants, and services at the ground floor with residences and office space on upper floors. This half-mile stretch of 38th Avenue will be easily walkable and attract a synergy of people and activities during the day and night.

## Guiding Principles

The input received during the visioning process led to the creation of four guiding principles that inform the plan recommendations.

**Identity - Redevelop 38th Avenue with a strong identity as Wheat Ridge's Main Street**

**Vitality -** Promote economic and real estate vitality and healthy living

**Appeal -** Create an attractive, comfortable, inviting atmosphere

**Mobility -** Develop a complete street that better accommodates pedestrians, cyclists, and transit riders while maintaining adequate vehicular access and parking

*Pages 5 through 8*

## 1 - INTRODUCTION

### 1.1 – Study Area Location

West 38th Avenue is an important east-west corridor that runs the entire length of Wheat Ridge. The focus of this plan is the portion of West 38th Avenue that falls between Sheridan Boulevard and Wadsworth Boulevard, which is about 1.5 miles in length. The study area continues just west of Wadsworth Boulevard in order to capture the entire 38th Avenue and Wadsworth Boulevard intersection, which is a gateway within Wheat Ridge and into the study area. To the east, the study area ends at Sheridan Boulevard, which is also the boundary between the city of Wheat Ridge and city and county of Denver. The study area extends roughly 600 feet to the north and south of 38th Avenue.

### 1.2 – Purpose of the Plan

The purpose of the 38th Avenue Corridor Plan is to establish a vision for the future of 38th Avenue between Wadsworth and Sheridan Boulevards. This portion of the street is identified as a priority redevelopment area in the City's Comprehensive Plan and Economic Development Strategic Plan.

Wheat Ridge 2020, another important stakeholder given its office location on 38<sup>th</sup> Avenue, has also identified 38th Avenue as a priority area and is committed to the revitalization of the corridor.

### 1.4 – Relationship to Other Plans

There are several existing plans, studies, and guiding documents that set the framework for the 38th Avenue Corridor Plan.

#### **38th Avenue Corridor Redevelopment Plan (Urban Renewal Plan), adopted 2001**

This plan, established an urban renewal area along 38th Avenue between Sheridan and Wadsworth, covers a majority of the focus area. A major objective identified in this plan is to strengthen the identity of 38th Avenue as the city's main street with a human-scaled mix of uses. The proposed land use concept is to enhance neighborhood- and community-serving retail while preserving housing.

This urban renewal plan also identifies redevelopment techniques that could be utilized such as demolition, land acquisition, redevelopment and rehabilitation. Financing tools identified in the plan



include revenue from **property and sales tax increments**, federal loans or grants, as well as bond issuances.

### **Neighborhood Revitalization Strategy, adopted 2005**

The Neighborhood Revitalization Strategy (NRS) focused on the repositioning of Wheat Ridge as a vibrant community by improving its housing stock and revitalizing its commercial corridors to attract higher-income households. Acknowledging demographic trends such as decreasing median household incomes, the NRS strongly urges the City to pursue policies and regulations that encourage investment in neighborhoods and redevelopment in commercial areas.

The NRS recommends that the City and Wheat Ridge 2020 focus housing efforts on the east side of the city by increasing permissible densities and encouraging infill and rehabilitation of the existing housing stock. The NRS also specifically identifies 38th Avenue as one of four key commercial areas where the City should focus redevelopment efforts. Recommendations in the 38th Avenue Corridor Plan are consistent with the NRS.

### **Envision Wheat Ridge Comprehensive Plan, adopted 2009**

Envision Wheat Ridge is a city-wide plan that guides the future of the city. The plan identifies 38th Avenue between Sheridan and Wadsworth Boulevards as a “main street corridor” that is transit- and pedestrian-friendly. It recommends development of small-scale mixed-use infill and redevelopment projects focused primarily between Wadsworth Boulevard and Pierce Street, with additional nodes of development extending along 38th Avenue to Sheridan Boulevard, over time. Envision Wheat Ridge also identifies 38th Avenue as one of five priority redevelopment areas in the city and calls out several action items to facilitate its redevelopment, including:

- Preparation of a 38th Avenue subarea / corridor plan
- Form a public-private partnership with merchants and owners along the corridor to make the area attractive for private investment
- Develop a streetscape plan
- Facilitate creation of a Business Improvement District (BID) to maintain improvements (when appropriate)

Recommendations in the 38th Avenue Corridor Plan coincide with the vision and recommendations in Envision Wheat Ridge, and have been adopted as an official amendment to the Comprehensive Plan.

### **West 38th Avenue Community Revitalization Partnership Report, Prepared for Wheat Ridge 2020, 2009**

This study, prepared by the Colorado Department of Local Affairs (DOLA) and Downtown Colorado, Inc. (DCI) was the result of a 3-day assessment of the 38th Avenue corridor between Wadsworth and Sheridan Boulevards by a multi-disciplinary assessment team. The assessment team evaluated strategies for revitalization of the street, focusing on land use, real estate, marketing and promotion, and urban design.

This study recognizes existing aspects of the corridor that detract from its economic viability, including its auto-oriented form, outdated retail formats, and lack of a cohesive identity. The report includes

many recommendations to guide the revitalization of 38th Avenue, focusing on marketing and branding, redevelopment opportunities, and urban design. The report recommends the completion of a corridor plan and further study of a “road diet” that serve to reduce travel lanes and create opportunities for on-street parking, improved sidewalks, and / or bicycle facilities.

### **Bicycle and Pedestrian Master Plan, adopted 2010**

This plan lays the framework for providing a more comprehensive pedestrian and bicycle network throughout the city; and, identifies which streets in Wheat Ridge need pedestrian and bicycle improvements, and discusses potential funding sources for implementing planned pedestrian and bicycle facilities. It proposes detached sidewalks with amenity zones on both sides of 38th Avenue between Sheridan and Wadsworth Boulevards, as well as a shared bicycle facility. Other proposed improvements within the study area include bike lanes on Pierce Street, a shared lane on Harlan Street, and a shared lane that starts on 38th Avenue at High Court and connects north to West 41st Avenue.

Recommendations in the 38th Avenue Corridor Plan generally comply with the Bicycle and Pedestrian Master Plan. However, the Corridor Plan does not recommend adding bike facilities to the street. Bike lanes for 38th Avenue were considered through public input during the planning process, but ultimately ruled out due to a lack of continuity with other east-west routes and high potential for cyclist / motorist conflicts. The Plan did recommend, though, amending the Bicycle and Pedestrian Master Plan to remove the proposed shared bicycle facility on 38th Avenue between Sheridan and Wadsworth Boulevards.

### **Streetscape Design Manual, adopted 2011**

This document establishes design standards for important corridors throughout the city. The document identifies 38th Avenue between Sheridan and Wadsworth Boulevards as a “priority corridor” and lays out design goals and standards intended to create a high-quality streetscape and pedestrian-friendly environment. The Manual requires improvements to the streetscape in front of a parcel on 38th Avenue, if the subject of new construction or expansion of existing buildings by more than 50 percent. Required improvements include an 8-foot wide sidewalk and 6-foot wide amenity zone. If room within the existing right-of-way to make these improvements does not exist, then the City may require an easement or right-of-way dedication.

The Manual also contains requirements for regularly spaced street trees, pedestrian lights, and other amenities within an amenity zone. Requirements within the Manual do not apply to that portion of 38th Avenue between Sheridan Boulevard and Harlan Street that was subject to a City-funded streetscape improvement project in 2002.

Recommendations included in the 38th Avenue Corridor Plan generally coincide with the Streetscape Design Manual.

*Pages 31 through 37*

## **3 - VISION**

Common desires expressed during the visioning process for 38th Avenue include:

- Improve the design and quality of the street.
- Create a street that is safe and enjoyable for pedestrians, but that does not compromise other modes of travel, especially cars.
- Draw a variety of restaurants, shops, and other services to the corridor so that it becomes a lively, attractive destination during the day and night.
- Recognize the street as the heart of the community (its “main street”) through improved design and a clear identity.
- Encourage different districts or nodes along the 1.5 mile length of the street.
- Improve connectivity to surrounding neighborhoods.

### 3.2 – Sub-Districts

#### ***Wadsworth Town Center***

The Wadsworth Town Center anchors the corridor at its western end. Building upon the City’s adopted Wadsworth Corridor Subarea Plan and Envision Wheat Ridge, which envisions a mixed-use town center on Wadsworth Boulevard between 38th and 44th Avenues, this sub-district includes a mix of community and regional serving retail, offices, and residences. It will serve as a gateway into Wheat Ridge’s *Downtown* and *Main Street* from the west. The Wadsworth Town Center will draw larger-format higher-intensity retail uses that fit well on a regional arterial like Wadsworth Boulevard.

This sub-district contains one of the major opportunity areas identified in the *potential for change analysis*, which is the 14-acre vacant lot and former car dealership at the southwest corner of 38th Avenue and Wadsworth Boulevard. This site could draw significant redevelopment that would help establish a quality gateway to the 38th Avenue corridor.

#### ***Main Street***

The vision for *Main Street* is a historic gathering place that integrates small shops, restaurants, and services at the ground floor with residences and office space on upper floors. This half-mile stretch of 38th Avenue will be easily walkable and attract a synergy of people and activities during the day and night. The heart of *Main Street* is between Vance and Pierce Streets. This area overlaps with one of the major opportunity areas also identified in the *potential for change analysis*. The eastern edge of Main Street extends to Newland Street so that it is anchored by Wheat Ridge Lanes, a popular bowling alley on the east end, and encompasses a full one-half mile walking distance along the corridor.

It is important to note that *Main Street* falls within the proposed *Downtown* area. Wheat Ridge has never had an official downtown, but main streets are typically found within the downtown of a community. *Downtown Wheat Ridge* will incorporate the *Wadsworth Town Center* and *Main Street*, recognizing the portion of 38th Avenue that has historically been the heart of the City.

**Identity - Redevelop 38th Avenue with a strong identity as Wheat Ridge’s *Main Street*.**

- Design the street as a unique, pedestrian-oriented, safe, comfortable, and economically viable place that people go to repeatedly for an unparalleled experience.
- Build and sustain support for the vision among public officials, corridor businesses, and area residents.

- Create four distinct districts - the Wadsworth Town Center, Main Street, the Residential District, and the Sheridan Commercial District.
- Allow for a mix of uses throughout the corridor, with specific standards for each district.
- Apply to each sub-district a unique, timeless, easily maintainable materials palette to each district with enough overlap among the palettes to convey a unified image.
- Capitalize on existing and historic assets.
- Provide adequate and consistent signage, wayfinding, marketing materials, and streetscape amenities to brand 38th Avenue and its districts.
- Continue to encourage architecturally appropriate building facade renovations as well as new infill development that supports a Main Street environment.
- Create a branding strategy for the Main Street district.

Vitality - Promote economic and real estate vitality and healthy living.

- Develop a competitive marketplace that provides opportunities for local and national businesses, existing and new.
- Create a vibrant place of commerce where people congregate.
- Encourage local businesses to enliven the streetscape with outdoor seating and merchandise displays.
- Implement short-term stimulant projects / improvements to spur long-term redevelopment.
- Identify and consolidate land as necessary for large catalytic projects that will provide a substantial infusion of energy to the corridor and specifically to Main Street.
- Provide opportunities for flexible use of the public realm for temporary events, such as street fairs and farmer's markets.
- Encourage a diverse mix of land uses to create 18-hour activity.
- Preserve and cultivate health-related uses within and near the corridor, through projects and events that promote Healthy Eating and Active Living (HEAL) among all members of the Wheat Ridge community. Examples include community gardens, farmers markets, mobile vending of healthy foods, family or youth bike rodeos, Living Local / Living Well exhibitions or mini-fairs, summertime events in which the street is closed to cars, and/or temporary demonstration projects that show possible improvements to the street.
- Encourage the formation of an entity to aggressively market the corridor.
- Focus public and quasi-public uses such as a new library or City Hall to locate on or immediate to the corridor to provide a significant population to patronize local businesses.
- Provide a predictable and clear regulatory process including mixed use zoning along 38th Avenue and regulations that support the Main Street district.
- Retain and expand incentive programs (grants and loans) that stimulate private sector investment.

Appeal - Create an attractive, comfortable, inviting atmosphere.

- Implement pedestrian-oriented urban design strategies and regulations.
- Create a consistent street edge with commercial buildings placed near or at the front lot line along 38th Avenue, especially within the Main Street Sub-district.

- Provide opportunities for casual social interaction by incorporating gathering spaces into the streetscape or via pocket plazas and park space.
- Incorporate public art into the streetscape.
- Generously provide landscaping via trees, planters, and hanging pots to provide visual appeal, protection from the elements, and a buffer from vehicular traffic.
- Provide pedestrian lighting that results in a safe, welcoming nighttime environment.
- Utilize high-quality materials that are relatively easy to maintain.
- Provide routine maintenance to sustain a safe streetscape free of obstructions and ensure a high level of plant health, cleanliness, and repair.
- Minimize the visual clutter of signage through new regulations or design standards.

**Mobility** - Develop a complete street that better accommodates pedestrians, cyclists, and transit riders while maintaining adequate vehicular access and parking.

- Reduce the number of vehicular travel lanes on 38th Avenue where feasible.
- Consolidate and reduce curb cuts to minimize conflicts among pedestrians, bicyclists and motorists.
- Embrace shared parking strategies and restrict off-street parking to the sides and backs of buildings along 38th Avenue.
- Create an unobstructed walkway at least 6 feet wide that is detached from 38th Avenue with an amenity zone.
- Clearly identify and improve pedestrian crossings across 38th Avenue as well as crossings along 38th Avenue from block to block.
- Consider developing bulb-outs at feasible intersections to help further traffic calming, reduce the pedestrian crossing distance, and increase the visibility of pedestrians by motorists.
- Provide adequate amenities as feasible, including benches, trash cans, pedestrian lighting, and bicycle racks.
- Enhance visibility of and amenities at transit stops working closely with RTD.
- Strengthen connections to the surrounding neighborhoods to encourage mobility for pedestrians, cyclists, and the disabled.
- Strengthen connections to other non-vehicular networks, such as adjacent bike facilities, both existing and planned.

#### **4 – PLAN RECOMMENDATIONS**

*Pages 54 through 56*

##### **4.3 - LAND USE AND URBAN DESIGN**

Corridor-Wide

**Recommendation 4.3-2:** Encourage quality, pedestrian-friendly architecture that places buildings close to the street.

**Guiding Principle:** Identity

The identity of 38th Avenue depends on high-quality architecture. To promote a pedestrian-friendly street, buildings with active ground floors should be located close to the sidewalk. The City should implement new zoning - such as the Mixed Use-Neighborhood zone district - with design standards that will complement the vision for the corridor.

**Recommendation 4.3-5: Incorporate public gathering spaces into streetscape design and develop public spaces along the corridor.**

Guiding Principle: Appeal

Public gathering spaces will enhance the image of the corridor, complement surrounding land uses and business, and provide opportunity for social interaction and enjoyment. The streetscape design, especially for Main Street, should include places to sit and gather. Public and private redevelopment on 38th Avenue should incorporate new public spaces such as pocket parks, plazas, and community gardens.

**Recommendation 4.3-6: Develop a parking strategy for the corridor that includes shared parking and parking reservoirs.**

Guiding Principle: Mobility

As the corridor redevelops, the provision of adequate parking will be an important strategy. Since many parcels are small and may not be able to meet parking needs on-site, shared parking will be an important tool. The approach for parking on the corridor should include allowing and encouraging shared parking on private property, as well as identifying key parking reservoirs. In the short-term, existing parking lots such as the one in front of Wheat Ridge Middle School can provide parking for adjacent uses. As the corridor develops over the long-term, redevelopment plans should include parking reservoirs, especially parking garages. Strategic placement and successful usage of off-street parking reservoirs could partially reduce the need for on-street parking in some locations, thereby creating more room for other amenities on the street.

*Pages 56 through 59*

**Main Street**

Main Street is envisioned as the focal point of both downtown Wheat Ridge and 38th Avenue. As such, there are a few key land use and urban design recommendations specific to this sub-district.

**Recommendation 4.3-7: Design and build new streetscape improvements and gateway elements that create an attractive and consistent image for Main Street.**

Guiding Principle: Identity

Gateway signs, vertical elements, and other enhancements that clearly mark entry into Main Street should be utilized at both the western and eastern ends of the district. Signage and streetscape design should be developed in conjunction with the branding / marketing strategy for Main Street in order to create a strong identity for this sub-district. The streetscape design for Main Street should include some common elements that link it to the rest of the corridor, as well as unique, enhanced features that distinguish it from the Residential and Sheridan Commercial sub-districts.

**Recommendation 4.3-8: Encourage infill development with land uses, building placement, and architecture that supports a Main Street environment.**

**Guiding Principle: Identity**

The proposed mixed use zoning for this sub-district should support a mix of uses and include design standards that promote a main street environment - encouraging the placement of buildings close to the street and quality, human-scaled architecture. Figure 23 is an illustrative plan of what Main Street could look like in the year 2030. It identifies opportunity sites for infill development that could be catalytic projects in both the short and long term.

The new buildings shown would bring approximately 65,000 SF of new ground floor uses (retail or offices) and 56,000 square feet of new upper floor uses (office or residential) to Main Street. As discussed in more detail below, the development program for this sub-district also includes about 85,000 square feet of new public and quasi-public uses within a proposed civic center.

**Recommendation 4.3-9: Foster a new civic center on Main Street that includes public and quasi-public uses.**

**Guiding Principle: Vitality**

Throughout the visioning process, many stakeholders mentioned the desire for public uses that would regularly draw residents to the corridor. A civic center would provide a focal point for Main Street and bring a significant number of employees and customers to 38th Avenue. The public uses would draw new activity to the corridor and create a large number of patrons for nearby businesses.

As a long-term goal, the City should pursue the possibility to relocate city offices to the Main Street sub-district. This location contains underutilized parcels that could be assembled to support approximately 85,000 square feet of development, including a new City Hall, police station, and complementary civic uses. The civic center is adjacent to a proposed parking structure, which would provide a large parking reservoir for the center as well as for adjacent retail uses - both existing and proposed.

The proposed civic center would build upon existing public uses in the area, including two schools and the Wheat Ridge Fire Station. Quality public spaces, such a park or plaza in front of the civic center and community gardens surrounding the school, would help link public uses to 38th Avenue. Public open space is a key component for the civic center since it would draw people to the corridor and provide opportunities for outdoor special events. The proposed community gardens surrounding the school could be pursued in the short term, while the rest of the civic center is a longer-term goal for Main Street.

***Wadsworth Town Center***

The Wadsworth Town Center forms an important gateway into Main Street and contains opportunity sites for new development.

**Recommendation 4.3-13: Encourage the redevelopment of the southwest corner of Wadsworth and 38th Avenue to create an attractive gateway for the corridor.**

**Guiding Principle: Vitality**

This site, about 14 acres in size, represents a significant opportunity for new development adjacent to the corridor. New Mixed Use- Commercial (MU-C) zoning recently adopted on Wadsworth should encourage a mix of uses and pedestrian-friendly design. Due to the site's size and visibility from Wadsworth, larger-format retailers and national chains would fit well. It makes sense to redevelop the site with this type of retail use, which will not compete with the boutique-type retail envisioned for 38th Avenue, as long as the design includes pedestrian connectivity and quality architecture.

Ideally, new development at this site will be mixed use, with office and / or residential uses in addition to retail. New residents at this location would support new businesses on 38th Avenue. Residential uses at the southern end of the site provide an important transition to the residential neighborhood to the south. Design of the corner of Wadsworth and 38th Avenue is especially important for creating an inviting gateway into the Main Street sub-district.

**Recommendation 4.3-14: Improve pedestrian crossings at 38th Avenue across Wadsworth.**

Guiding Principle: Mobility

Safer pedestrian access across Wadsworth could draw more people to 38th Avenue. Comfortable and safe crosswalks, including raised tables in turn pockets, would help to connect the corridor to new development on Wadsworth, to the Exempla-Lutheran Campus, and to existing residential neighborhoods, all of which contain potential patrons for businesses on 38th Avenue.



**Appendix B:**

# **West End 38 Urban Renewal Plan**

City of Wheat Ridge, Colorado

*Legal Description and Supporting Illustration for the Urban Renewal Plan and Tax Increment Financing Area*

### **LEGAL DESCRIPTION FOR ZONE LOT**

A PARCEL OF LAND LOCATED IN THE SOUTHEAST 1/4 OF SECTION 23, TOWNSHIP 3 SOUTH, RANGE 69 WEST OF THE 6<sup>TH</sup> PRINCIPAL MERIDIAN, AND THE NORTHEAST 1/4 OF SECTION 26, TOWNSHIP 3 SOUTH, RANGE 69 WEST OF THE 6<sup>TH</sup> PRINCIPAL MERIDIAN CITY OF WHEATRIDGE, COUNTY OF JEFFERSON, STATE OF COLORADO, BEING MORE PARTICULARLY DESCRIBED AS FOLLOWS:

COMMENCING AT THE SOUTH 1/4 CORNER OF SECTION 23 FROM WHENCE THE SOUTHEAST CORNER OF SAID SECTION 23 BEARS N 89°38'24" E A DISTANCE OF 2633.65 FEET WITH ALL BEARINGS HEREIN RELATIVE THERETO;

THENCE N 75°46'40" E A DISTANCE OF 542.64 FEET TO THE **POINT OF BEGINNING**;

THENCE N 00°10'12" W, ALONG THE WEST LINE OF A PARCEL OF LAND AS DESCRIBED IN DEED RECORDED IN JEFFERSON COUNTY RECORDERS OFFICE UNDER RECEPTION NUMBER F0050611A DISTANCE OF 200.55 FEET;

THENCE N 89°38'12" E, ALONG THE NORTH LINE OF SAID PARCEL A DISTANCE OF 131.83 FEET TO THE SOUTHWEST CORNER OF LOT 1, E.S. ALLEN SUBDIVISION AS RECORDED IN JEFFERSON COUNTY RECORDERS OFFICE UNDER RECEPTION NUMBER 2010000090;

THENCE N 00°12'07" W, ALONG THE WEST LINE OF SAID LOT 1 A DISTANCE OF 119.99 FEET;

THENCE N 89°38'48" E, ALONG THE NORTH LINE OF SAID LOT 1 A DISTANCE OF 354.09 FEET TO THE EAST RIGHT OF WAY LINE OF UPHAM STREET AS PER EASEMENT DOCUMENT RECORDED IN JEFFERSON COUNTY RECORDERS OFFICE UNDER RECEPTION NUMBER 94113597;

THENCE S 00°13'03" E, ALONG SAID EAST RIGHT OF WAY LINE A DISTANCE OF 483.01 FEET TO THE SOUTH RIGHT OF WAY LINE OF WEST 38<sup>TH</sup> AVENUE AS PER EASEMENT DOCUMENTS RECORDED IN JEFFERSON COUNTY RECORDERS OFFICE UNDER RECEPTION NUMBERS 90086570, 90086575, 90086572 AND 90086573;

THENCE S 89°38'24" W, ALONG SAID SOUTH RIGHT OF WAY LINE A DISTANCE OF 354.42 FEET;

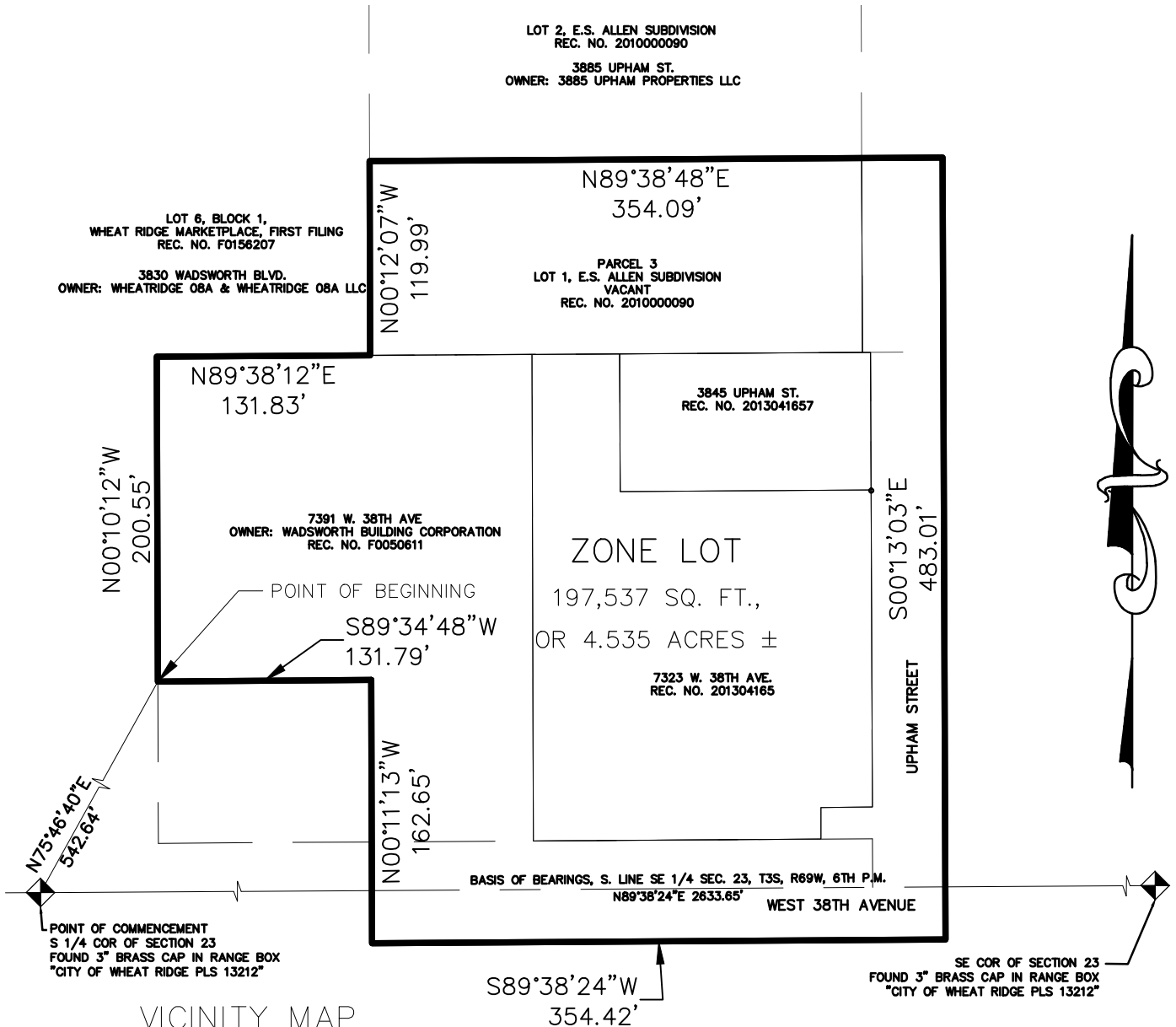
THENCE N 00°11'13" W, A DISTANCE OF 162.65 FEET TO THE SOUTH LINE OF A PARCEL OF LAND AS DESCRIBED IN DEED RECORDED IN JEFFERSON COUNTY RECORDERS OFFICE UNDER RECEPTION NUMBER F0050611A;

THENCE S 89°34'48" W, ALONG SAID SOUTH LINE A DISTANCE OF 131.79 FEET TO THE **POINT OF BEGINNING**.

**CONTAINING: 197,537 SQUARE FEET OR 4.535 ACRES OF LAND, MORE OR LESS.**

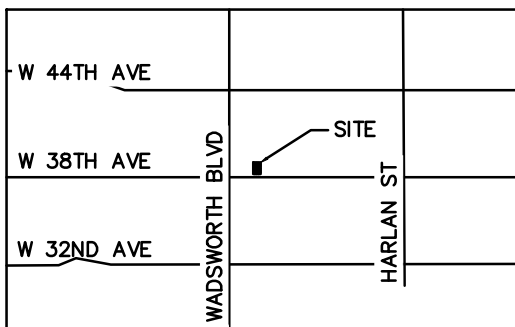
# ILLUSTRATION FOR ZONE LOT

SITUATED IN THE SE 1/4 SECTION 23 & NE 1/4 SECTION 26, T3S, R69W, OF THE 6TH P.M.  
CITY OF WHEATRIDGE, COUNTY OF JEFFERSON, STATE OF COLORADO

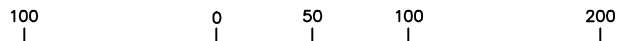


## VICINITY MAP

1" = 1 MILE



## GRAPHIC SCALE



( IN US SURVEY FEET )

1 inch = 100 ft.

THIS ILLUSTRATION DOES NOT REPRESENT A MONUMENTED SURVEY.  
IT IS INTENDED ONLY TO DEPICT THE ATTACHED DESCRIPTION.

PREPARED BY: FALCON SURVEYING, INC., 9940 WEST 25TH AVE, LAKEWOOD CO 80215 (303)202-1560