

Northwest Superior Planning Project

SUMMARY OF RECOMMENDATIONS

FEBRUARY 11, 2019



Tonight's Objectives

- Update the Town Board on the Planning Commission's Recommendations for Northwest Superior
- Opportunity for questions about/clarification on recommended directions

Agenda

- Process Overview
- Original Town
 - Where we've been
 - Recommendations
- Superior Marketplace:
 - Where we've been
 - Recommendations
- Questions and Discussion
- Next Steps

Our Charge: March 2018

- Define a vision and goals for NW Superior as a whole
- Build on community input conducted last fall:
 - Where do we have general consensus?
 - Where is additional discussion/information needed?
- Explore (in greater detail) community preferences for NW Superior
- Identify specific tools/resources or next steps needed to implement the community's vision



Process Overview

1. Assemble additional technical data/analysis to help inform discussion
(APRIL-MAY 2018)

- Market Assessment
- Capacity Analysis
- Initial 3-D modeling work (existing context, zoning potential)

2. Develop/explore alternative scenarios
(MAY-AUGUST 2018)

- Community/stakeholder engagement
- Planning Commission work sessions
- Initiate Traffic Analysis

3. Confirm overall direction for process and next steps
(SEPTEMBER 2018)

- Town Board and Planning Commission check-ins
- Finalize Traffic Analysis
- Refine preliminary directions

4. Summarize recommendations/implementation strategies
(OCTOBER 2018-FEB 2019)

- Additional community/stakeholder engagement
- Prepare combined summary report (Original Town and Marketplace)
- Planning Commission and Town Board updates

Opportunities for Input: NW Superior as a Whole

- **Community Meetings (May 21 and 23)**
 - Two evening meetings
 - Lunchtime focus group for local business and property owners
- **Handout and Online Questionnaire (June 1- June 15)**
- **Approximately 550 total participants**

Outcomes

- Confirmation that Guiding Principles for NW Superior and Superior Marketplace concepts were moving in the right direction
- Recognition that additional discussion was needed on Original Town

Opportunities for Input: Targeted



Original Town

- **July 24** –Walking Tour and Community Workshop
- **October 29** – Review of Preliminary Recommendations

Superior Marketplace

- **Ongoing** –Direct outreach to RTD, CDOT, and Brixmor representatives
- **November 13** – Business and stakeholder focus group



Planning Commission Work Sessions

- **April 17**
 - Confirm overall approach
- **May 15**
 - Review/refine materials for community meetings/online questionnaire
- **June 26**
 - Review results of community meetings/online questionnaire
 - Confirm next steps
- **July 17**
 - Review refinements to Marketplace concepts
 - Discuss approach for supplemental Original Town outreach
- **August 7**
 - Review results of supplemental outreach for Original Town
 - Update on Market Assessment and Superior Marketplace recommendations
- **August 21**
 - Review/refine materials for Town Board update
- **October 16**
 - Review/refine materials for final round of community/stakeholder outreach
- **January**
 - Review/refine summary of recommendations materials

An aerial photograph of a town and a multi-lane highway. The town is in the middle ground, with various buildings and parking lots. A highway runs from the foreground towards the background, curving to the right. In the background, there are large, rugged mountains under a clear blue sky. The foreground shows a green golf course with sand traps and a road. A semi-transparent red banner is overlaid across the middle of the image, containing the title text.

GUIDING PRINCIPLES FOR NW SUPERIOR

Guiding Principles for NW Superior

- 1 Leverage NW Superior's access to transit
- 2 Promote a thriving Marketplace district
- 3 Improve multimodal access and manage congestion
- 4 Proactively plan for growth that complements NW Superior
- 5 Maintain the eclectic character of Original Town

Role of the Guiding Principles

- Reflect areas of general agreement from community input received to date
- Convey high level vision concepts/unifying themes for NW Superior as a whole



ORIGINAL TOWN: WHERE WE'VE BEEN

Original Town: Opportunities for Input

- July 2018: Walking Tour and Workshop
 - Original Town Vision
 - Housing Characteristics
 - Potential Tools
- October 2018: Review and Discussion of Preliminary Recommendations



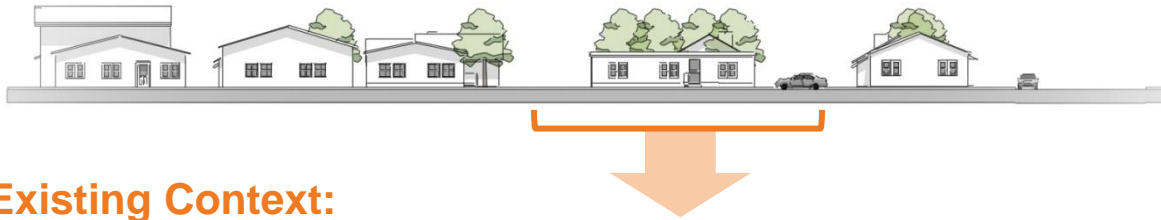
Original Town: What's Possible Under Current Zoning?

- 121 existing homes in Original Town (356 in NW Superior as a whole)
- Potential exists for 100+ new homes under current zoning
- Could occur through a combination of:
 - Infill on vacant lots
 - Redevelopment of existing homes/ non-conforming uses
 - Potential rezoning initiated by property owner of I-L areas to turn into residential (R-L or R-M)
 - Development of 2nd Avenue Property (R-M)



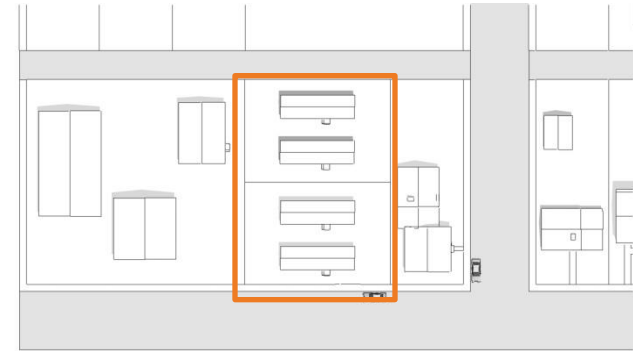
Original Town: What's Possible Under Current Zoning?

Range of potential situations explored...



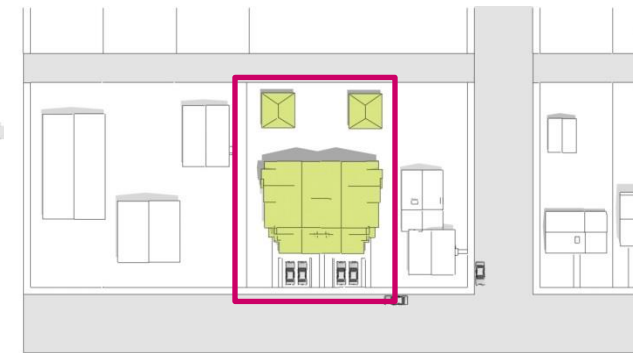
Existing Context:

Typical Original Town block with alley access; mix of single-family homes with varied lot sizes and orientations



Potential:

Mid-block lots are replatted and redeveloped to accommodate a fourplex with both front-loaded and alley-loaded garages



Original Town: Vision

Questions that were explored:

- What would you like to protect/preserve/enhance about Original Town in the face of future growth?
- What types of public investments would you like to see that would enhance the livability/desirability of Original Town over time?
- What types of changes would you like to see in Original Town as growth occurs over time?

What we heard

Things to protect, preserve, or enhance:

- Eclectic character
- Informal sidewalks
- Large trees
- Older housing stock
- Historical context/community assets
- Minimize cut-through traffic

Original Town: Housing Characteristics





Questions that were explored:

- What types of infill/redevelopment characteristics would “fit” best in R-L (single-family) portions of Original Town?
- What types of new development characteristics would “fit” best in R-M (multi-family) portions of Original Town?

What we heard

- Reinforce the eclectic character of Original Town
 - No cookie-cutter homes
 - Mix of styles desired, but varied opinions on contemporary vs. traditional design
- Support for accessory dwelling units (ADUs)
- Utilize existing alleys as much as possible (avoid front-loaded garages)
- Consideration for scale/height, but desire to maintain flexibility

Original Town: Potential Approaches Considered

Potential Approach	What We Heard	
Maintain Existing Tools (No Action)	Minimal support	
Design Guidelines	Sense that it will likely not be successful in getting us to our desired outcome (because it would not be required)	
Design Standards/Overlay District	Like that may provide more predictable results, but don't like lack of flexibility	
Design Standards/Overlay District + Regulatory Incentives	Like ability to provide flexibility, but still achieve more predictable results	



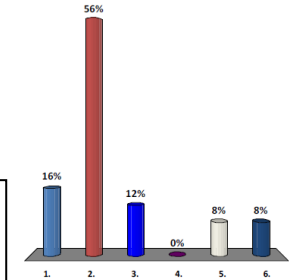
ORIGINAL TOWN: RECOMMENDATIONS

1. Develop Overlay District + Design Standards/Regulatory Incentives for Original Town

- Apply to R-L and R-M zoning in Original Town
- Incorporate directions from the community regarding potential approaches to address:
 - Massing and form
 - Design and character
 - Housing options
 - Use of incentives
- Additional analysis and community input will be required to help calibrate specific standards/incentives

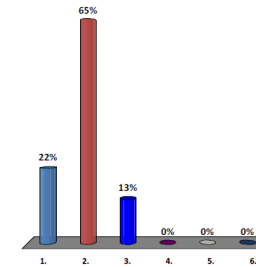
How well do the preliminary directions proposed address your concerns related to the **MASSING AND FORM** of future residential in Original Town?

1. Very well
2. Well
3. I'm still on the fence
4. Not well
5. Not well at all
6. Not sure/no opinion



How well do the preliminary directions proposed address your concerns related to **DESIGN AND CHARACTER** in Original Town?

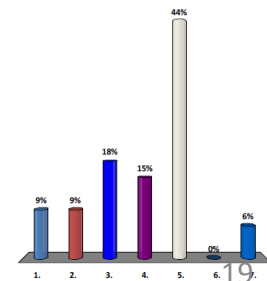
1. Very well
2. Well
3. I'm still on the fence
4. Not well
5. Not well at all
6. Not sure/no opinion



In which of the following areas would you support variations to **INCENTIVIZE** desired development patterns in Original Town?

(e.g., Where are we willing to consider potential trade-offs?)

1. Maximum lot coverage
2. Building height
3. Setbacks
4. Density
5. All possible options should be explored
6. None of the above
7. Not sure/no opinion



2. Allow for, and establish parameters, for accessory dwelling units (ADUs)

Considerations to be addressed (within overlay):

- **Zoning** - could be varied for R-L and R-M, or be limited to R-L
- **Location** - above/adjacent to garage versus attached to primary dwelling
- **Dimensional standards** – setbacks/height
- **ADU size** - living area – min/max, subordinate to principal structure
- **Utilities** - same as primary residence (single meter)
- **Limitations on use of space** - guest quarters vs. rental unit



3. Consider related strategies/community-priorities for Original Town as part of day-to-day decision-making

- Establishing a tree conservation/tree planting program
- Exploring a potential grant/loan program to encourage reinvestment in Original Town properties
- Enhanced pedestrian connections to Superior Marketplace
- Preference for maintaining informal pedestrian walkways/lack of sidewalks (in R-L area)
- Explore potential for community garden



Original Town: Questions/Clarifications

- Process
- Recommendations
 - Overlay District
 - ADU allowances
 - Related Strategies for Consideration



**SUPERIOR MARKETPLACE:
WHERE WE'VE BEEN**

Market Assessment: Key Findings

Superior Marketplace...

- Is an important element of **the Town's fiscal health**; **maintaining current anchor retailers** should be a primary objective
- **Is being impacted by changes in retail nationally** and the evolution of US-36 corridor retail space; **limited amount of future retail potential**
- Would benefit from investments and improvements in **access, circulation, and wayfinding** in the **near-term**
- Could benefit from the **introduction of new uses and activity in the center** over the **long-term**

The Big Ideas: Enhanced Connectivity



- More people **commuting/traveling by foot/bike - safely**
- Leverage **BRT station**



The Big Ideas: Long-term Success



- Keep “**big boxes**” (\$\$\$ for Town)
- Concentrate/relocate **smaller and/or underperforming pad sites**
- Add **complementary uses (including residential and office)**
- **Recognize retail demand limitations and the need to complement vs. compete with Downtown Superior**

The Big Ideas: Experience and Placemaking

Village at the Peaks (Longmont, CO)



Orchard Town Center (Westminster, CO)



Belmar (Lakewood, CO)



- Outdoor gathering spaces (dining, parks/plazas, events, arts, etc.)
- Regional case studies

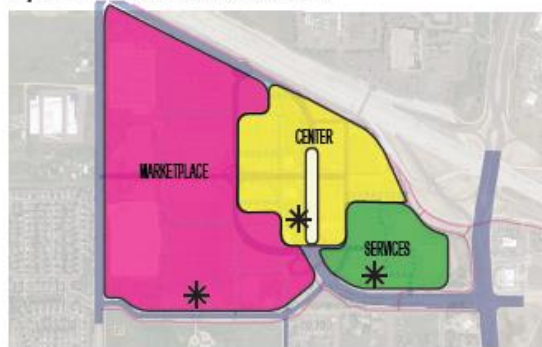
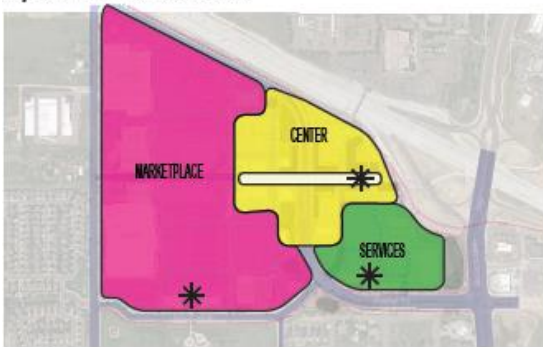
The Big Ideas: Improved Identity



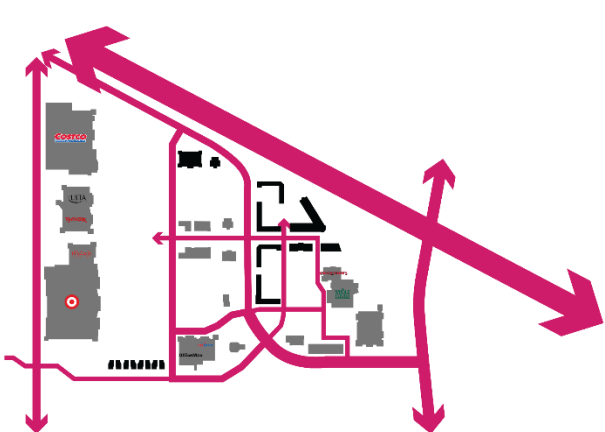
- Create unique “neighborhoods” or “nodes” within the Marketplace
- Branding and signage

Option 1: Center Drive

Option 2: Marshall Road Diet

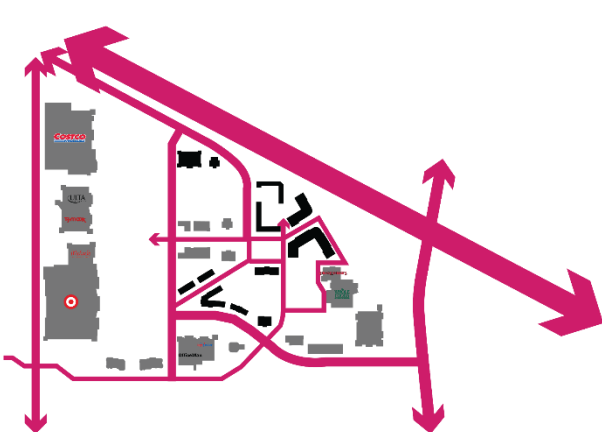


Options Explored: Superior Marketplace



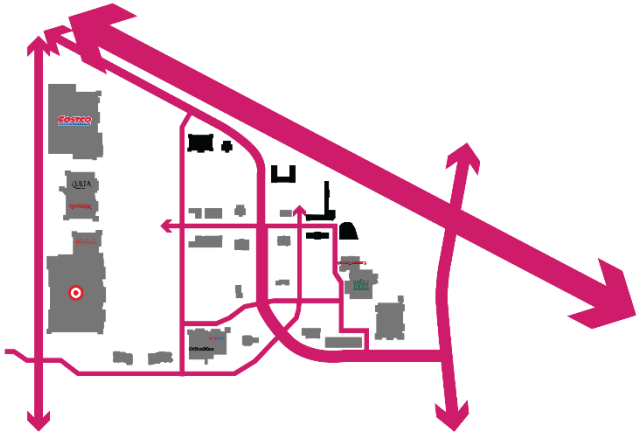
Option 1:

- Center Drive



Option 2:

- Marketplace Square



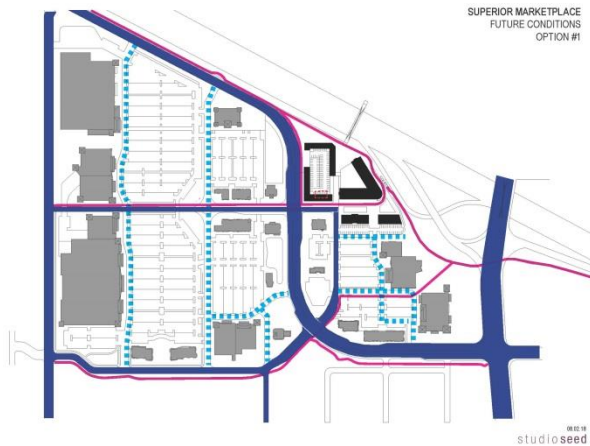
Option 3:

- Connections and Node

Options Explored: Superior Marketplace

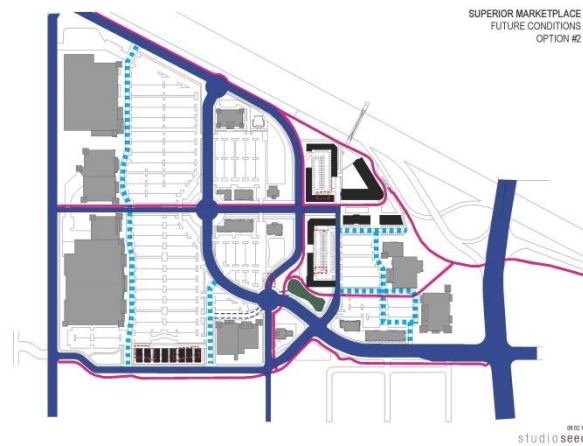
30

All three options built on ULI study, Market Assessment, and community/stakeholder input received...



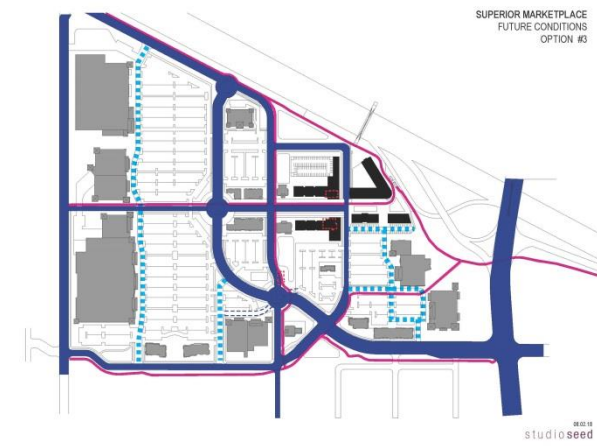
Option 1:

- Redesign Marshall Road to be multimodal



Option 2:

- Reroute Marshall Road
- Connect 4th Avenue



Option 3:

- Reroute Marshall Road
- Connect 4th Avenue
- New East-West Connection

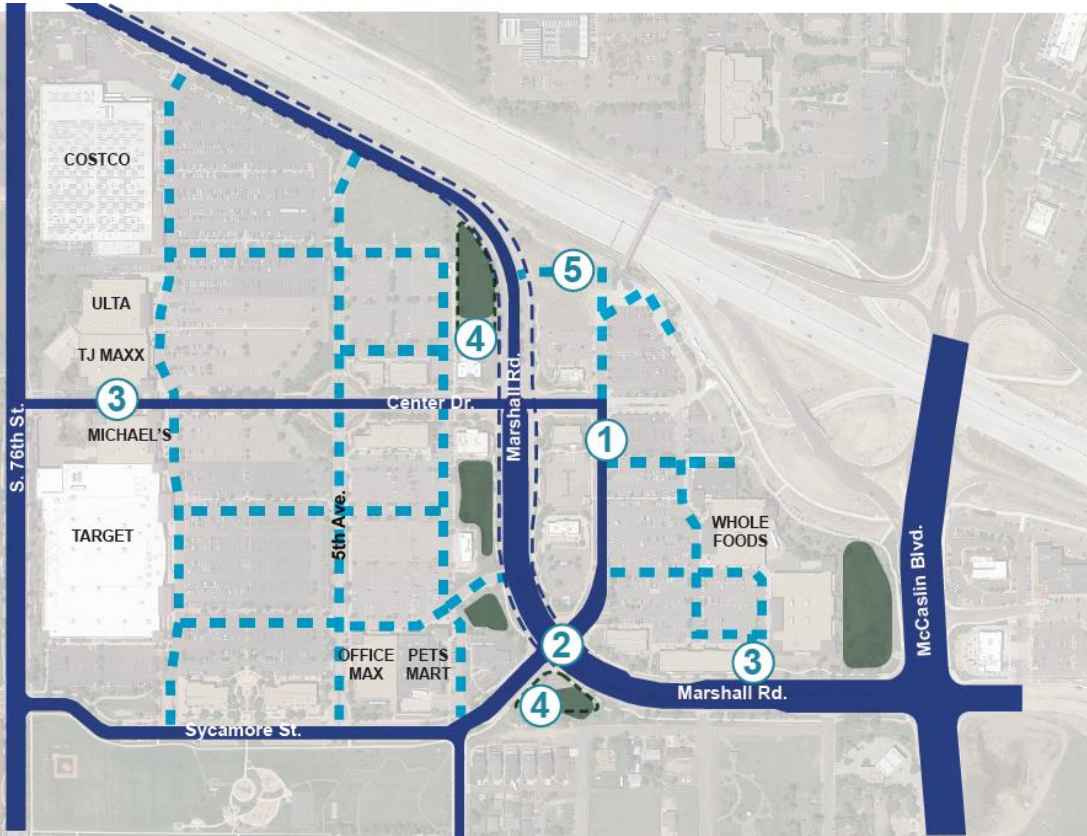
An aerial photograph of a town, likely Superior, Colorado, showing a mix of residential and commercial buildings. A multi-lane highway runs through the town, and a golf course is visible in the foreground. The background features a range of rugged mountains under a clear blue sky. A semi-transparent red banner is overlaid across the middle of the image, containing the title text.

SUPERIOR MARKETPLACE: RECOMMENDATIONS

Proposed Options: Superior Marketplace

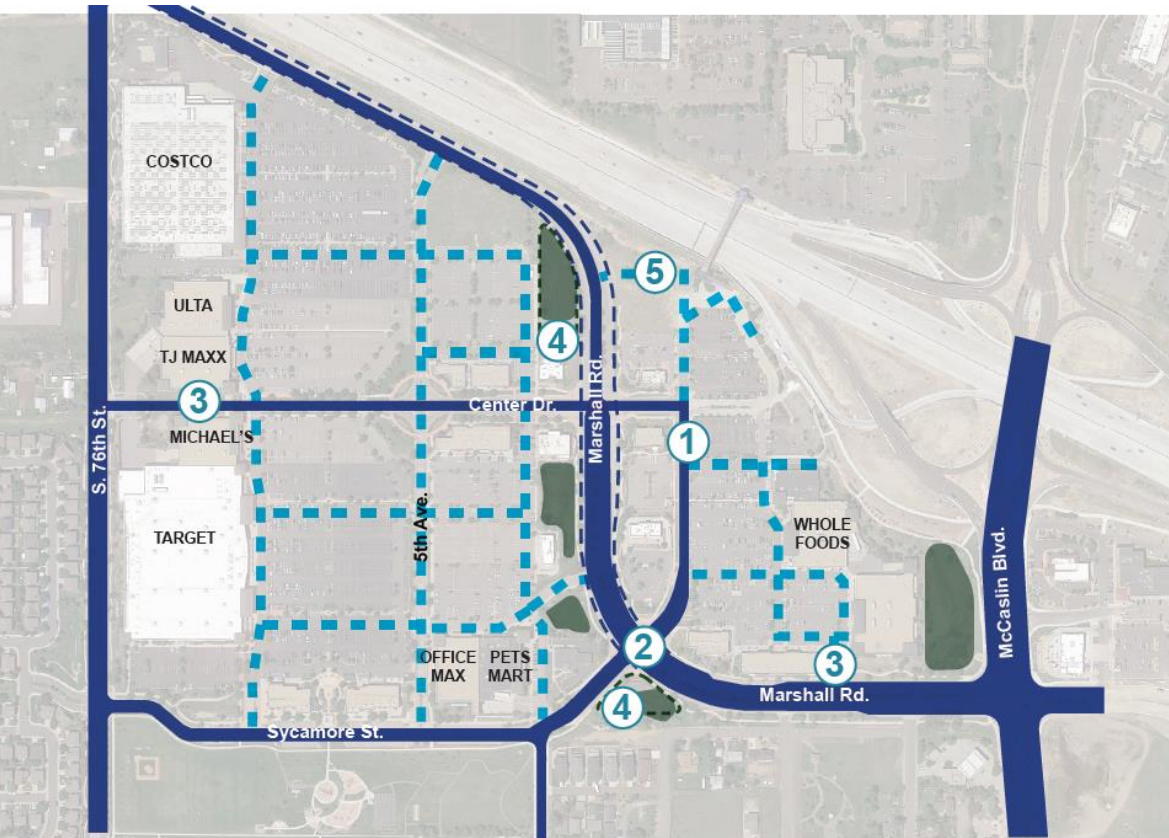
- Two options carried forward
- Accounts for potential variables in:
 - Level of change/investment
 - Leadership (Town vs. property owner/developer)
 - Timing
 - Funding availability and source(s)
 - ROW ownership (private, CDOT, Town)
 - Market/retail dynamics

Option 1: Center Drive



- ① Redesign Sycamore Street, northeast of Marshall Road, to be more like a street.
- ② Study the potential for elimination or modification of the traffic signal at Sycamore St. and Marshall Rd. as a way to discourage northbound left turns and push traffic toward retailers.
- ③ Introduce new access points to the center.

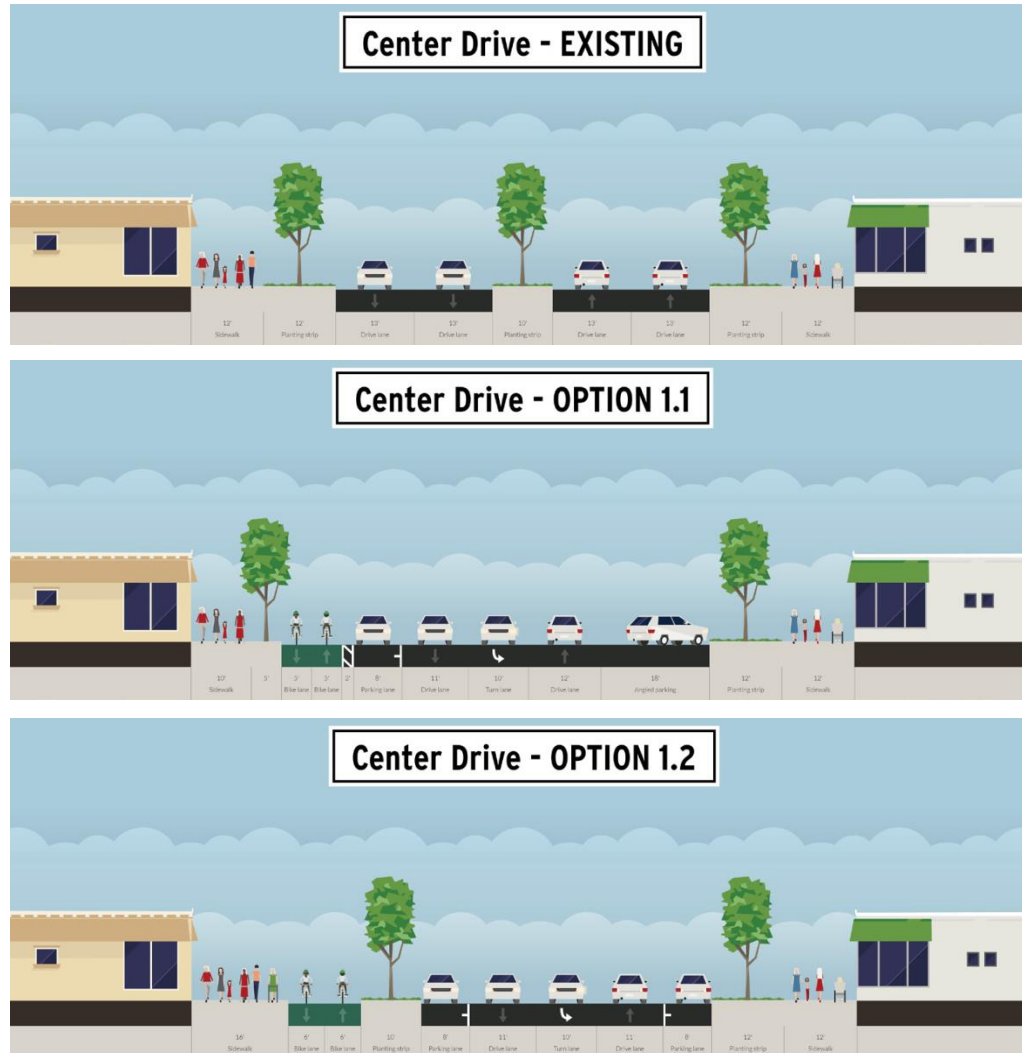
Option 1: Center Drive



- ④ Modify detention areas to improve connectivity and allow for a larger development area.
- ⑤ Move existing bus stop further west to accommodate for the redevelopment of the RTD site.
- ⑥ Consider purchasing right-of-way for Center Drive to provide the Town with more flexibility to pursue the redesign of this street.

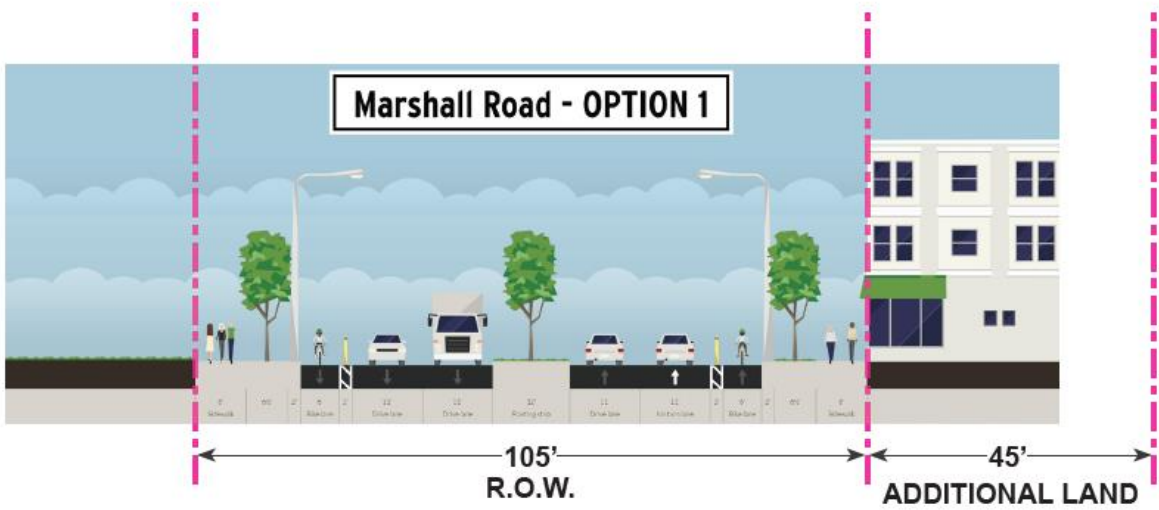
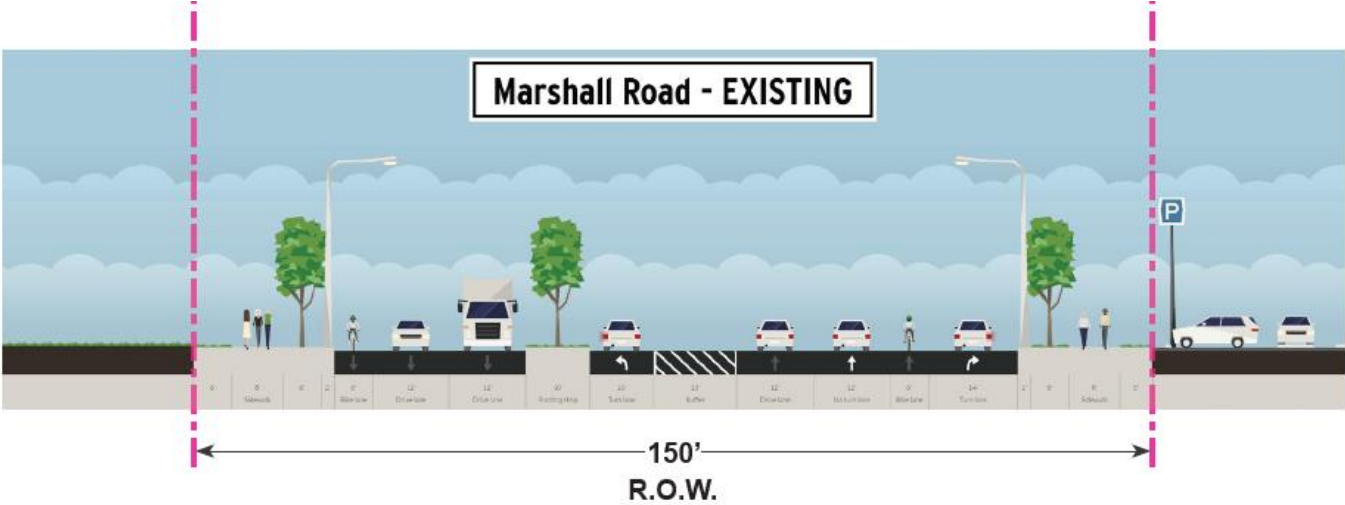
Option 1: Center Drive

CENTER DRIVE



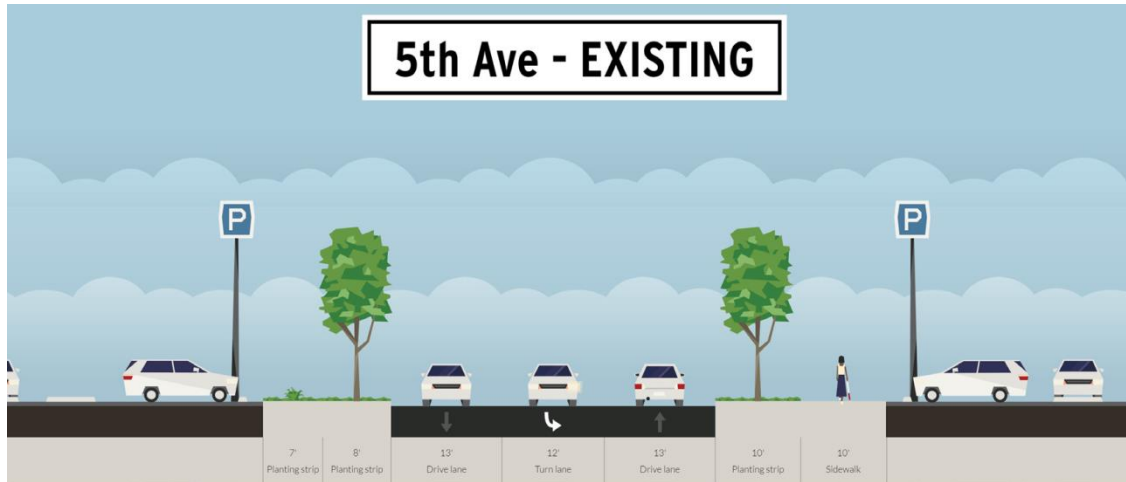
Option 1: Center Drive

MARSHALL ROAD

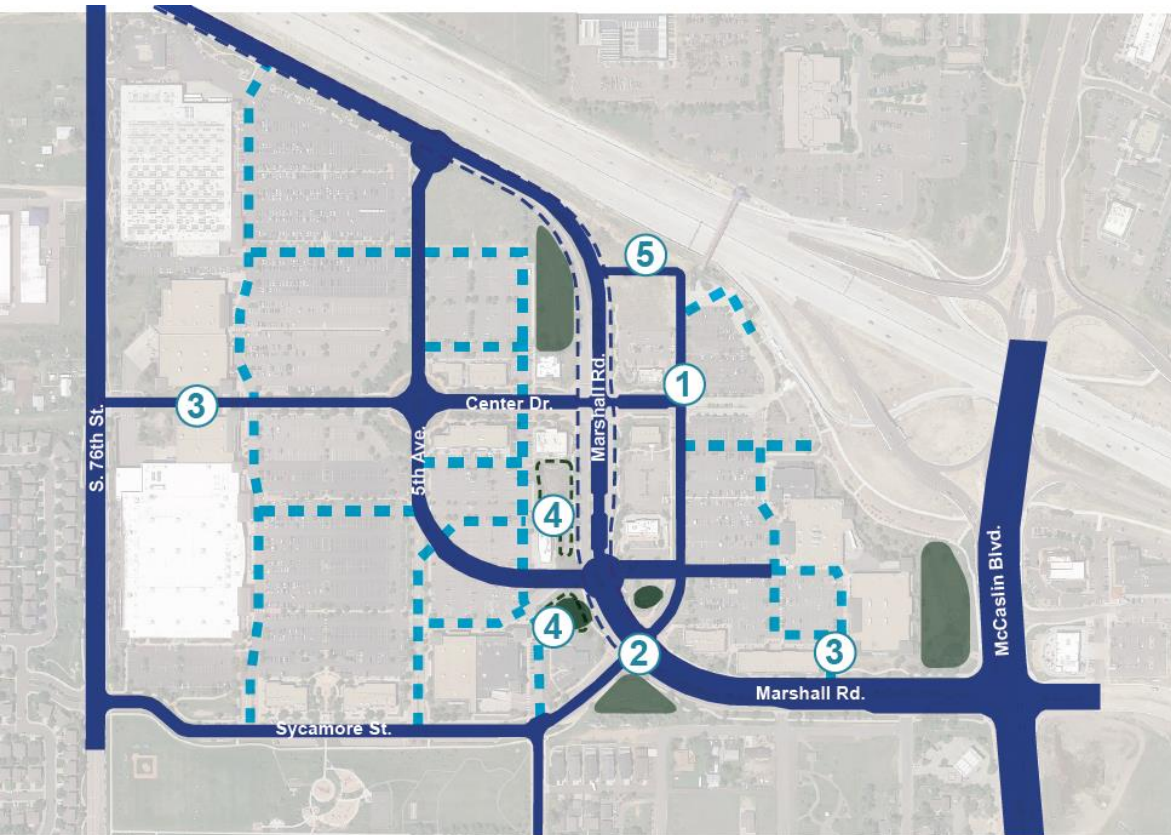


Option 1: Center Drive

5th AVENUE

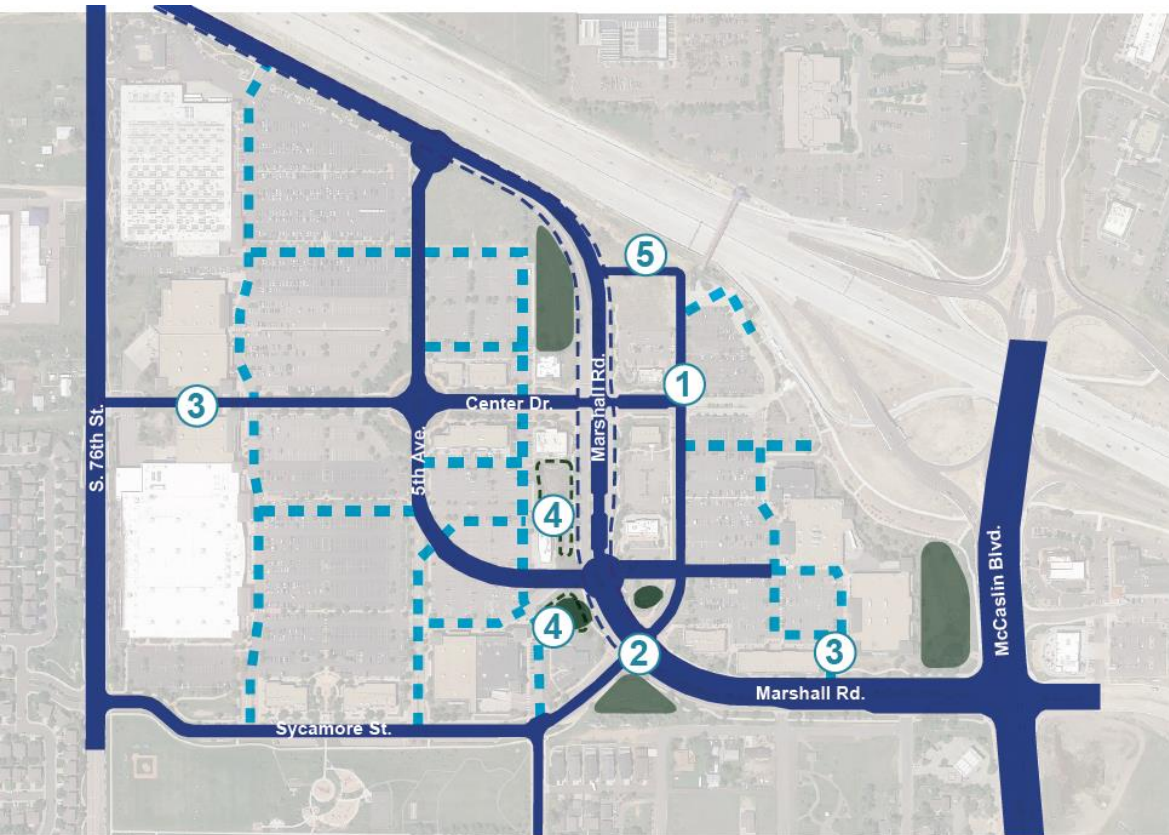


Option 2: Marshall Road Diet



- ① Redesign Sycamore Street, northeast of Marshall Road, to be more like a street.
- ② Study the potential for elimination or modification of the traffic signal at Sycamore St. and Marshall Rd. as a way to discourage northbound left turns and encourage the use of the roundabout.
- ③ Introduce new access points to the center.

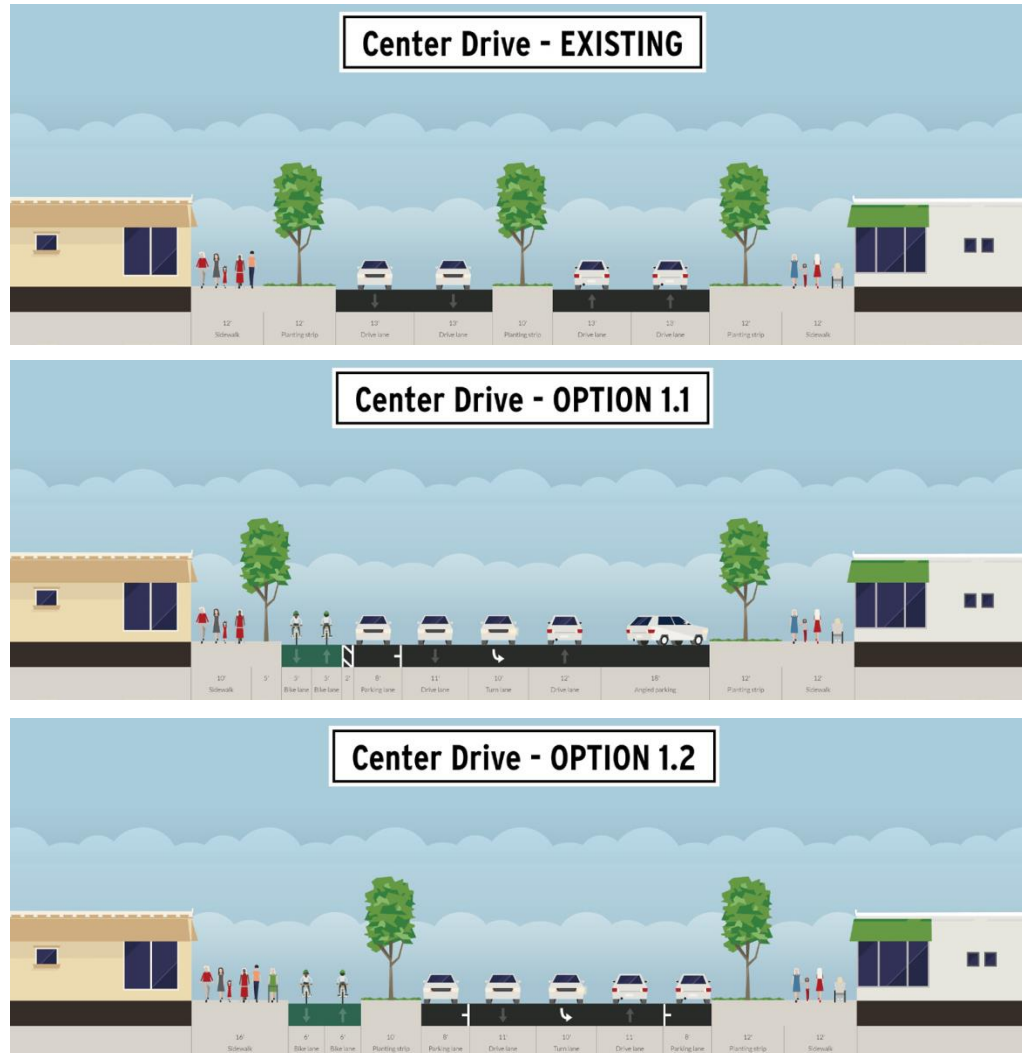
Option 2: Marshall Road Diet



- ④ Modify detention areas to improve connectivity and allow for a larger development area.
- ⑤ Move existing bus stop further west to accommodate for the redevelopment of the RTD site.
- ⑥ Consider purchasing right-of-way for Center Drive to provide the Town with more flexibility to pursue the redesign of this street.
- ⑦ Evaluate the feasibility of reconfiguring Town-owned detention ponds as a way to create more developable frontage along Marshall Rd.

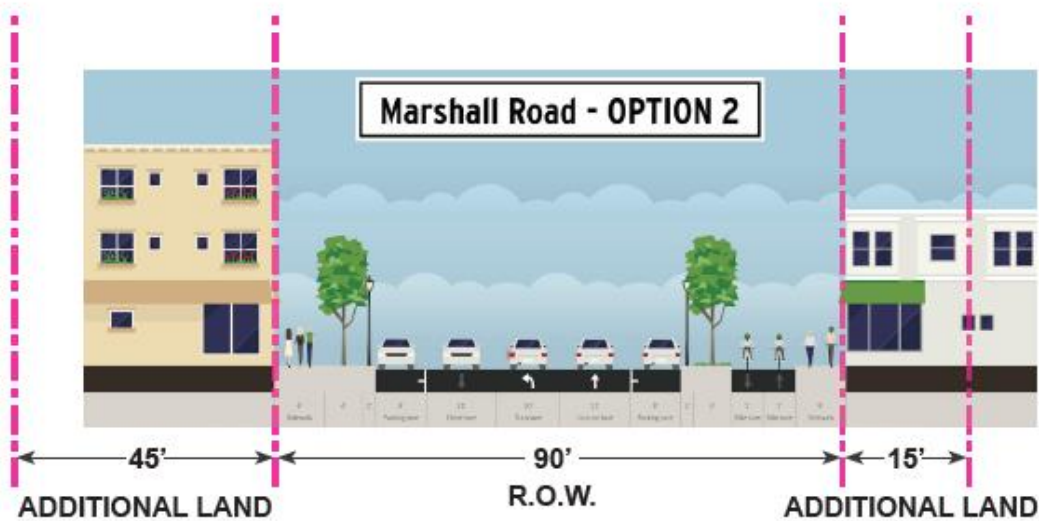
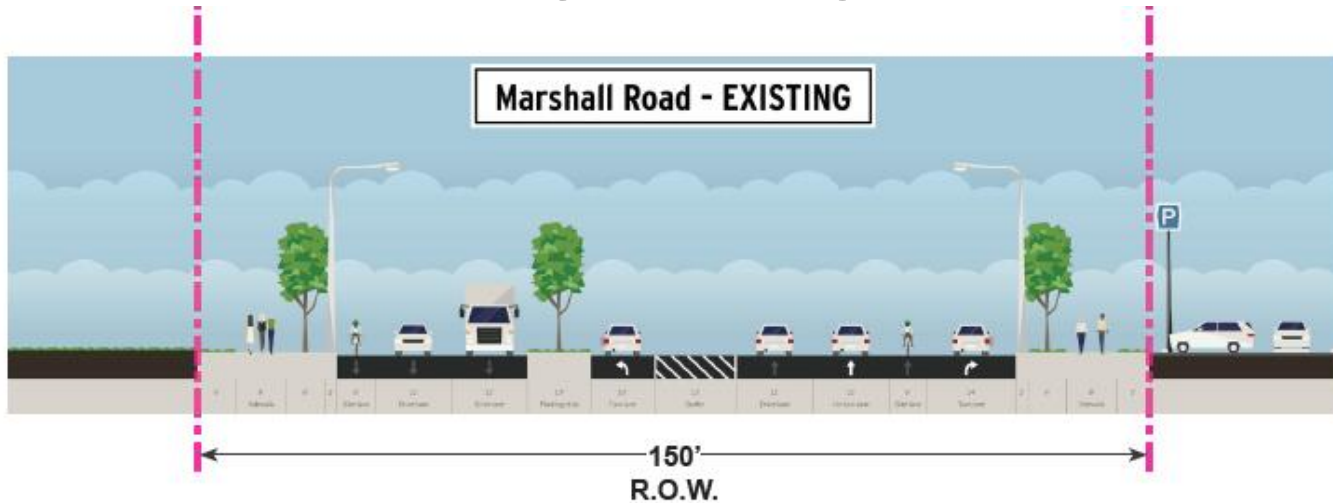
Option 2: Marshall Road Diet

CENTER DRIVE



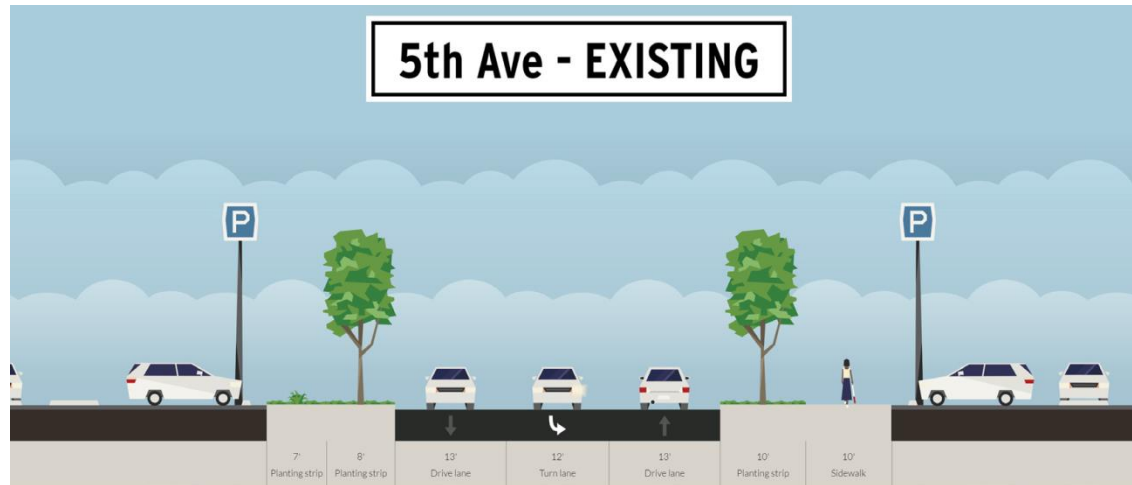
Option 2: Marshall Road Diet

MARSHALL ROAD

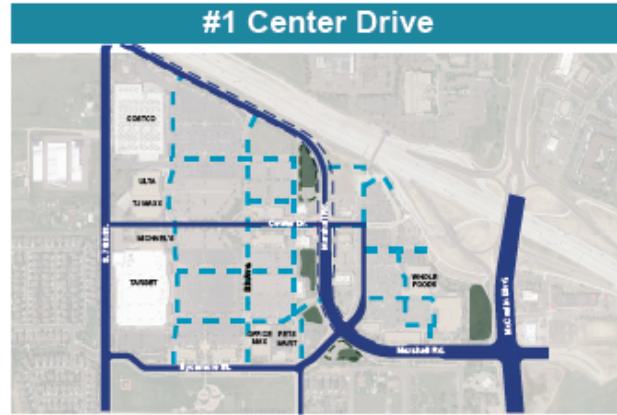


Option 2: Marshall Road Diet

5th AVENUE



Comparison of Proposed Options



Characteristics

Central Gathering Space (public)	Adjacent to transit station	Along (re-designed) Marshall Road
Enhanced signage and branding	Both include improvements to signage and branding to enhance center's identity, though the placement of those improvements would likely vary based on the ultimate configuration of activity nodes.	
Improved pedestrian and bicycle connectivity	Both include potential underpass on Marshall Road multimodal enhancements throughout the center and to improve pedestrian and bicycle connectivity and safety.	
Mix of uses	Both accommodate a mix of retail, residential and other supporting uses.	
Additional auto access to center	Both include consideration of new access points: right-in/right-out from Marshall and new Center Drive connection.	
Circulation and connectivity within center	Primary focus on improving access drives and Marshall Road.	Establishes more formal grid of public streets (in addition to Marshall Road).
Existing roundabout at 5th Avenue and Center Drive	May need to be removed to maintain traffic flows/focus along Center Drive.	Retained/enhanced in concert with re-design of Marshall Road.
New roundabout at 5th and Marshall Road	No	Yes
Marshall Road devolution (CDOT to Town ownership)	Not necessary	Necessary
Construction disruption	Moderate	Potentially significant
Development opportunity	Opportunities concentrated primarily near station and along Center at/east of Marshall Road	In addition to station area opportunities; more opportunities to create a more walkable pattern along Center Drive and 5th Avenue (longer-term)
Long-term flexibility (to change uses over time)	Less	More

Distinctions From Downtown Superior

Characteristics	Superior Marketplace	Downtown Superior
Plazas/open space	Series of smaller plazas and gathering spaces	Large civic plaza; similar features, but different scale and function
Retail	Mix of big and small retailers; focus on major anchors	Mix of unique small to medium-size retailers in a “downtown” setting. More likely to include higher-end and boutique style restaurants and retailers
Architecture	Design Standards/Overlay District	Like that may provide more predictable results, but don’t like lack of flexibility
Housing	More oriented towards for-rent multifamily uses for those seeking ease of access to US 36 and Flatiron Flyer BRT	More diverse housing types, models, and price points for those seeking a walkable, “downtown” setting
Transit-orientation	Transit-oriented (primary driver for development, employers, retailers, and residents)	Transit-supportive (served and enhanced by transit, but not primary driver for development, employers, retailers, and residents)

Implementation Strategies: Level of Investment

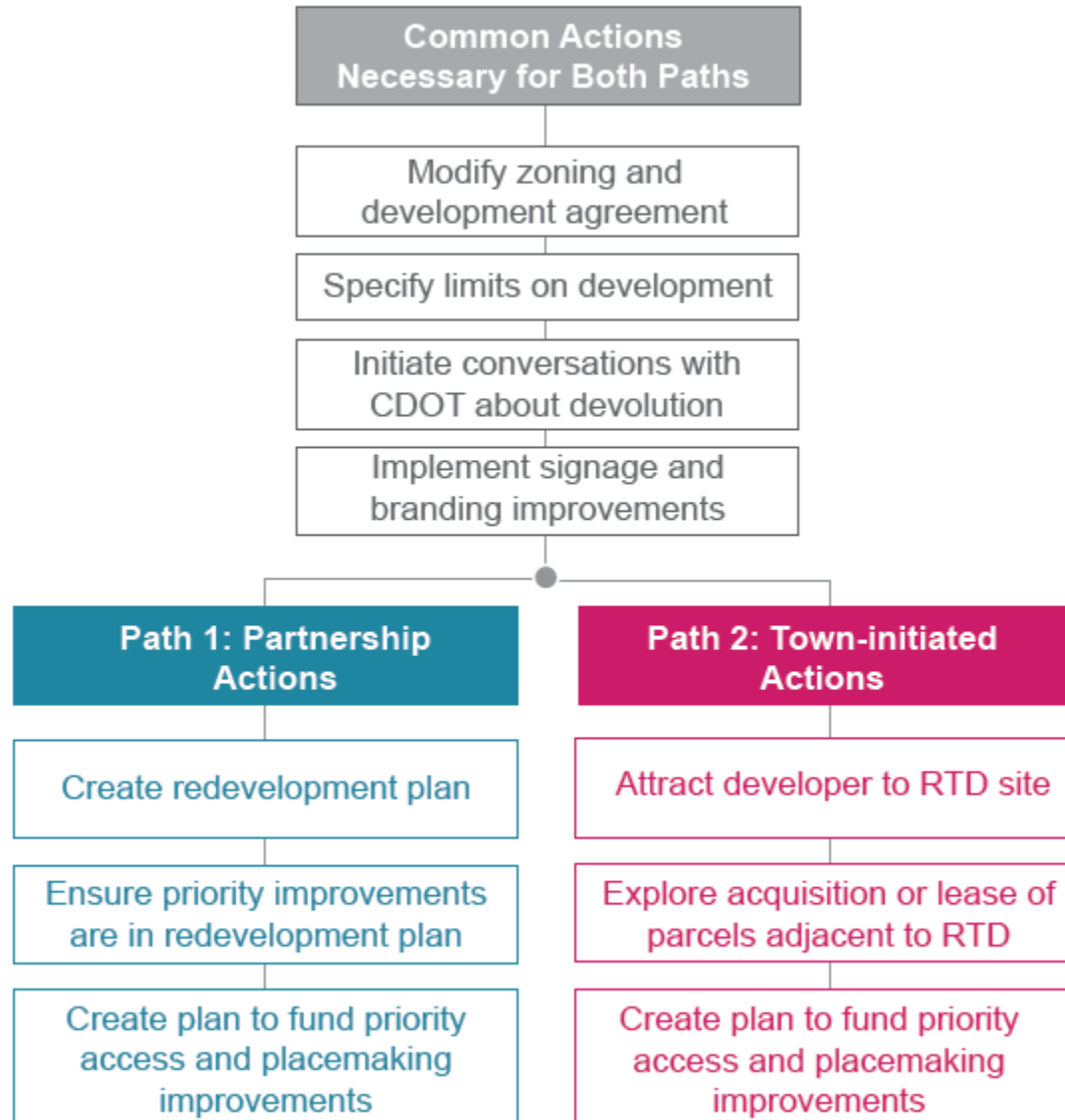
- Marketing/Coordination with Brixmor, RTD, Business/Property Owners
- Amend PUD/Rezone to allow for new uses
- Signage Plan to facilitate better wayfinding and branding of “neighborhoods”
- Access improvements (new auto-access points/new pedestrian crossings)
- Acquire rights-of-way to create more appealing roadway network
- Acquire vacant sites to help facilitate redevelopment
- Build public gathering space(s)



Lesser
Investment
by Town

Greater
Investment
by Town

Implementation and Phasing



Superior Marketplace: Questions/Clarifications

- Option 1 vs. Option 2
- Phasing and Implementation
- Other



RECOMMENDED NEXT STEPS

Planning Commission's Recommended Next Steps

- Proceed with establishing an Overlay District for Original Town and hiring Clarion Associates to coordinate this effort.
 - With the current pace of development around Original Town it is important to complete this quickly.
- Direct PC to continue to work on Superior Marketplace planning (through direction in 2019 PC Work Plan).
- Direct staff to continue to work with Brixmor, CDOT, RTD and Superior Marketplace businesses to implement vision for Superior Marketplace with new development and redevelopment items to come back to PC for review and comment.