

# Northwest Superior Planning

TOWN BOARD UPDATE

September 10, 2018



# 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



# Progress to Date

**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 check-in
- Finalize Traffic Analysis

**4. Summarize recommendations/implementation strategies**  
(OCTOBER-NOVEMBER 2018)

- Prepare summary report
- Additional community/stakeholder engagement
- 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

# Supplemental Outreach: Original Town



## Outcomes

Increased clarity on:

- ✓ Things to protect/preserve/enhance about Original Town
- ✓ Preferred housing characteristics
- ✓ Potential tools to consider

**July 24 - Walking Tour and Community Workshop**  
**Approximately 50 total participants**

# 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

# Topics for Tonight's Discussion

- Overview of Proposed Directions
  - Guiding Principles for NW Superior
  - Superior Marketplace
  - Original Town
- Next Steps

# Tonight's Objectives

- Update the Town Board on progress to date
- Confirm that we are on the right track
  1. Questions about recommended directions?
  2. Any potential concerns or course corrections that need to be addressed before we proceed?





# GUIDING PRINCIPLES FOR NW SUPERIOR

# Guiding Principles for NW Superior

- 1 Leverage our 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 Protect the 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
- Inform alternative scenarios/key choices discussion



# PROPOSED DIRECTIONS: SUPERIOR MARKETPLACE

# 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: Superior Marketplace

Explore a range of possible futures that will improve...

- **CONNECTIVITY**

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

- **LONG-TERM SUCCESS**

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

- **EXPERIENCE**

- **Placemaking** – outdoor dining, parks/plazas, events, etc.

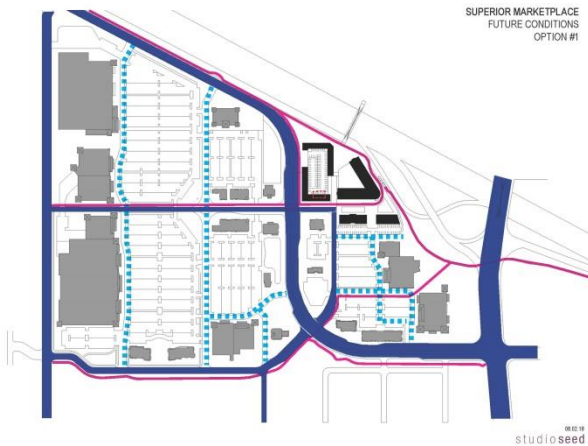
- **IDENTITY**

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

# Proposed Directions: Superior Marketplace

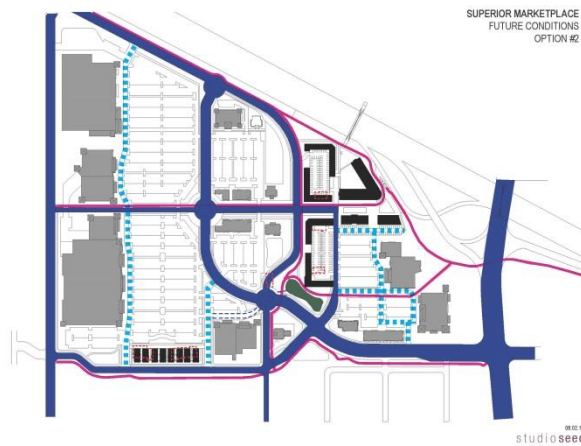
14

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



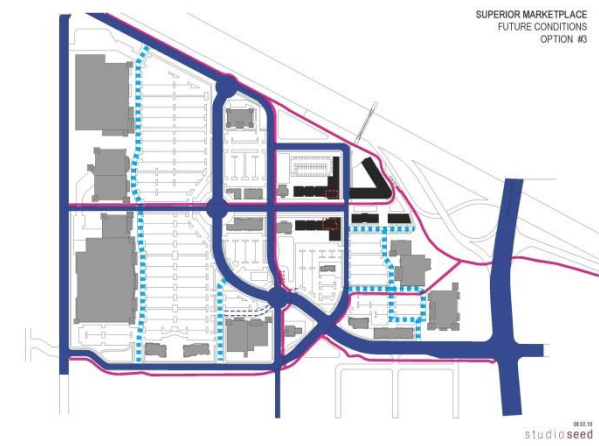
## Option 1:

- Redesign Marshall Road to be multimodal



## Option 2:

- Reroute Marshall Road
- Connect 4<sup>th</sup> Avenue



## Option 3:

- Reroute Marshall Road
- Connect 4<sup>th</sup> Avenue
- New East-West Connection

# Proposed Directions: Superior Marketplace

Characteristics	Option		
	1	2	3
Central gathering place			
Enhanced signage and branding			
Improved pedestrian and bicycle connectivity within the center			
New right-in, right-out access from Marshall Road			
Broader mix of uses (residential, retail, office, and community uses)			
Focus around transit station			
Convert Center Drive to public street; new connection to west			
Reroute Marshall Road			
Connect 4 <sup>th</sup> Avenue and redesign to be multimodal			
Marshall Road Underpass			
Additional east-west connection/expanded street grid			



“Quick-Wins”



More involved/costly changes

# Potential Implementation Strategies: Superior Marketplace

- **Amend PUD / Rezone**
  - Only two pad sites left – limited commercial
  - Housing currently not allowed
  - Design Guidelines for architecture and public realm
- **Signage Plan**
  - Re-brand the center
  - Better wayfinding (and multimodal)
- **Marketing/Coordination**
  - Developers, RTD
- **Acquire Rights-of-Way**
  - Greater control over multimodal connectivity
  - Coordination w/CDOT
  - Traffic analysis to evaluate tradeoffs
- **Acquire Vacant Sites**
  - Reconfigure site layout and recalibrate overall mix of uses
  - Public realm enhancements/gathering spaces



# Superior Marketplace: Are We On Track?

- Quick wins vs. more substantial change and cost
  - Should any of the options be taken off the table at this time?
- Other questions/concerns about recommended direction?
- Additional information needed?



**PRELIMINARY DIRECTIONS:  
ORIGINAL TOWN**

# Original Town: Walking Tour and Workshop

Three-part discussion:

- Original Town Vision
- Housing Characteristics
- Potential Tools



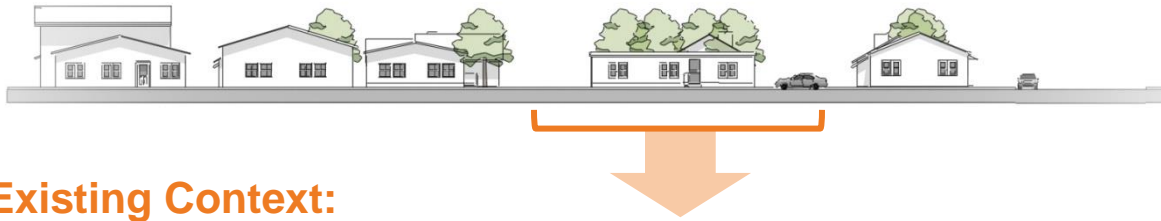
# Original Town: What's Possible Under Current Zoning?

- 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 2<sup>nd</sup> Avenue Property (R-M)



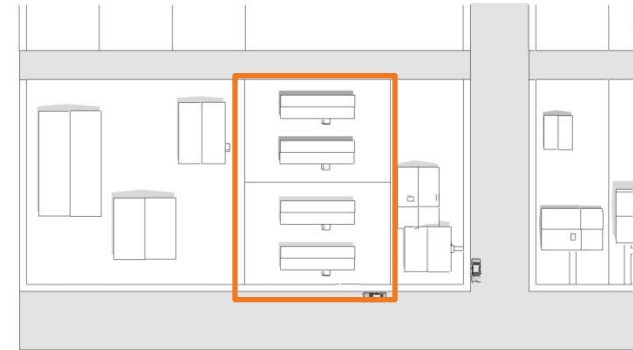
# Original Town: What's Possible Under Current Zoning?

Range of potential situations explored...



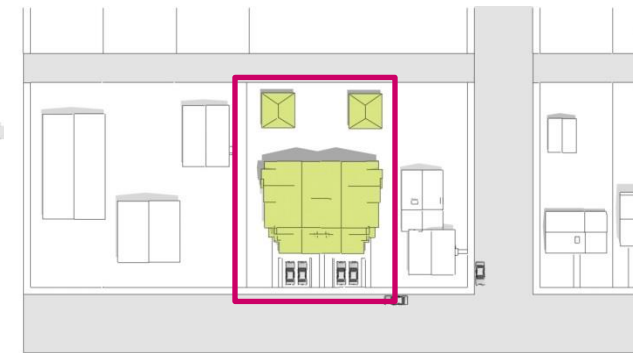
## Existing Context:

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 Tools

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



# Original Town: Proposed Directions

- Explore design standards/overlay district + regulatory incentives for Original Town
- Consider allowing for, and establishing parameters, for accessory dwelling units (ADUs)

# Original Town: Are We On Track?

- Questions/concerns about recommended direction?
- Additional information needed?



# NEXT STEPS

# Next Steps

- **Develop Recommendations for NW Superior as a whole: Late September/Early October**
  - Refine based on input from Traffic Analysis and Town Board
  - Incorporate potential strategies to implement recommendations
- **Final Round of Community Engagement – October**
- **Final Presentations to Planning Commission and Town Board – Late October/Early November**

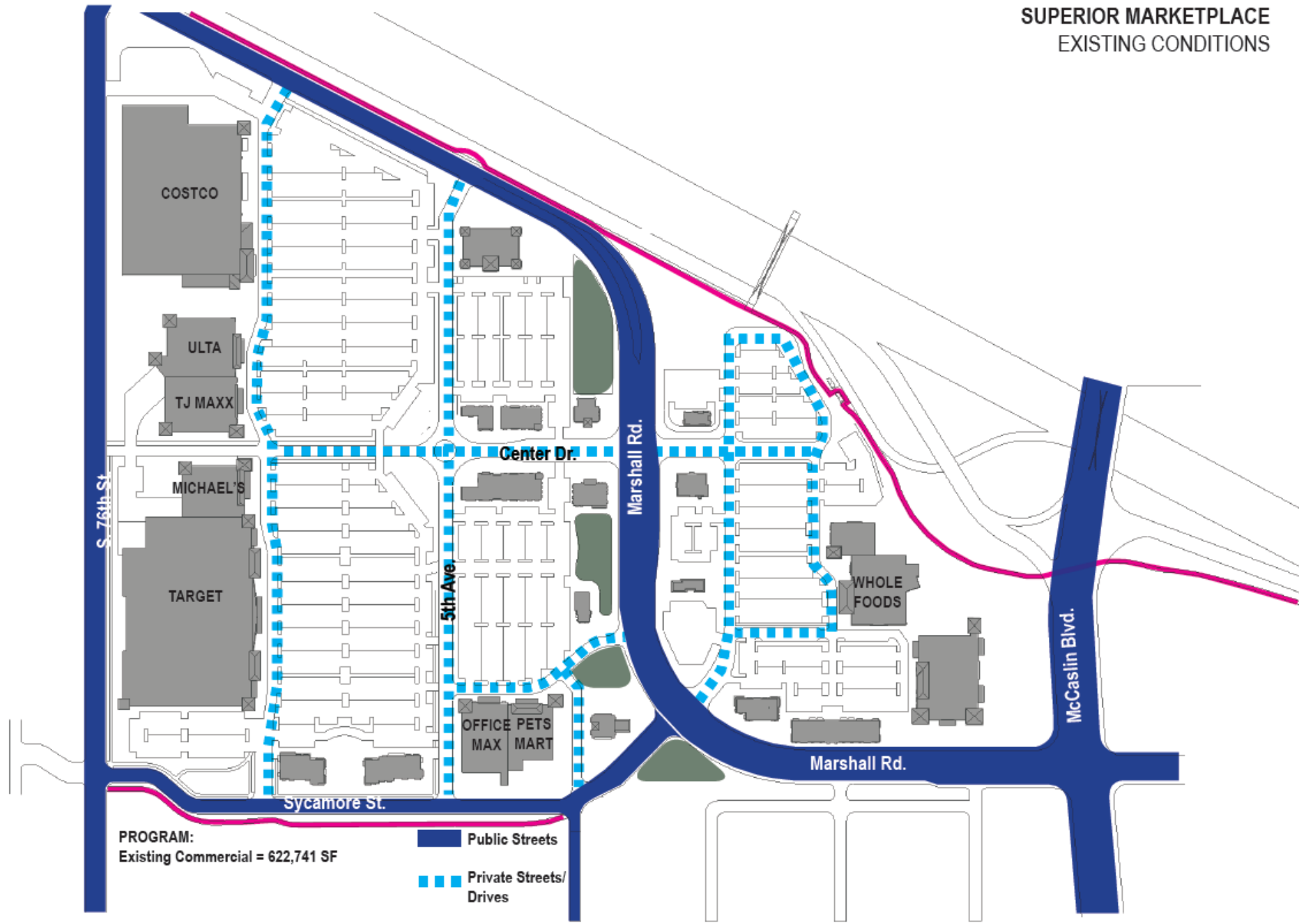
# Additional Information

- Additional reference slides not included in the presentation

# Original Town: Related Strategies for Consideration

- Potential to establish:
  - A tree conservation/tree planting program
  - A community garden in Original Town (possibly as part of an existing park)
  - A grant program to encourage owners of original homes in Original Town to reinvest in their properties
  - Public art opportunities
- Potential updates to Transportation Plan to reflect preference for:
  - Informal pedestrian walkways/lack of sidewalks (in R-L area)
  - Enhanced pedestrian connections to Superior Marketplace
- Explore the feasibility of paving existing alleys and increasing levels of service to provide ongoing snow removal in Original Town to:
  - Support preferences for alley-loaded garages
  - Enhance livability

# SUPERIOR MARKETPLACE EXISTING CONDITIONS

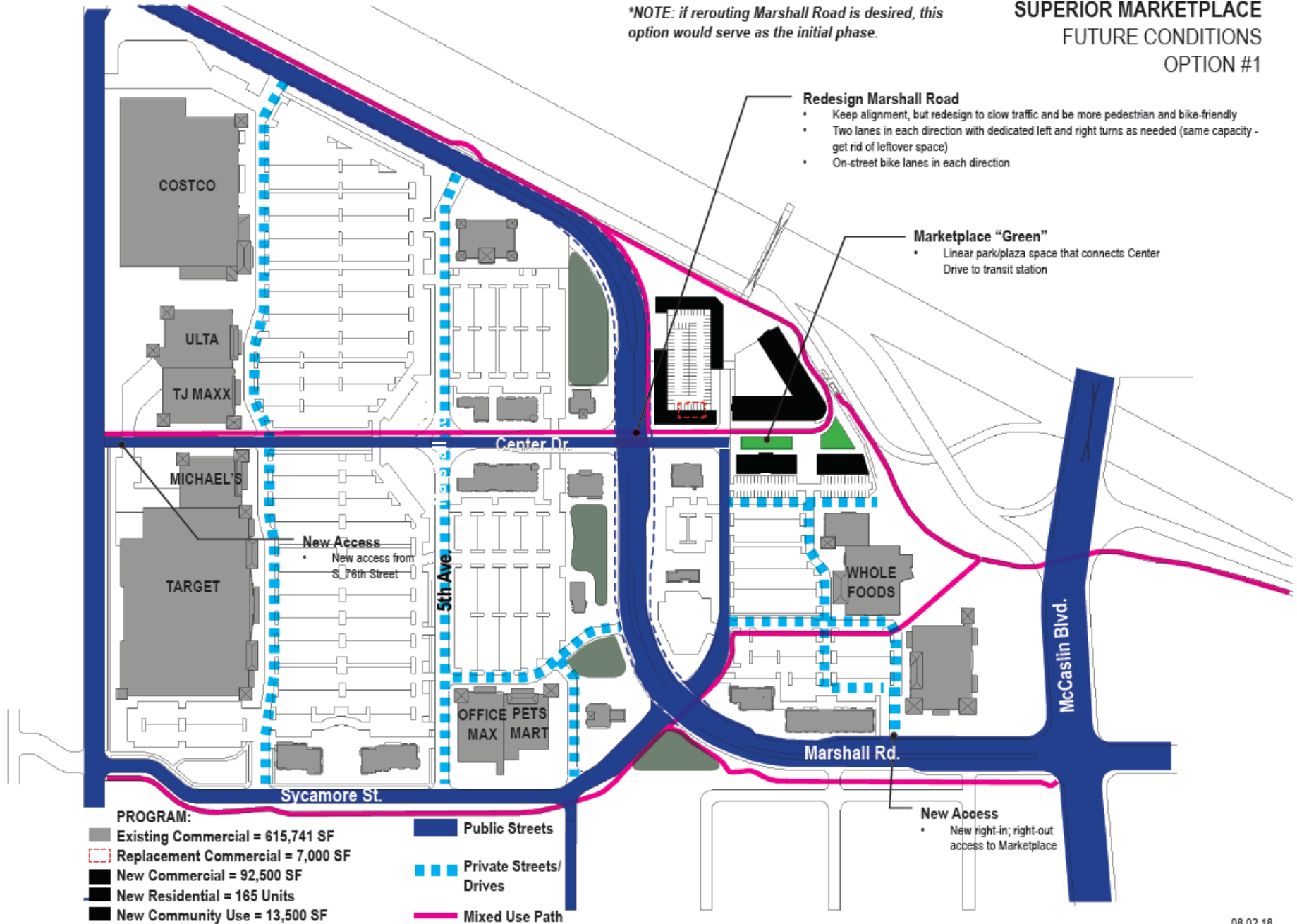


**PROGRAM:**  
Existing Commercial = 622,741 SF

- Public Streets
- Private Streets/  
Drives

*\*NOTE: if rerouting Marshall Road is desired, this option would serve as the initial phase.*

# SUPERIOR MARKETPLACE FUTURE CONDITIONS OPTION #1



### Redesign Marshall Road

- Keep alignment, but redesign to slow traffic and be more pedestrian and bike-friendly
- Two lanes in each direction with dedicated left and right turns as needed (same capacity - get rid of leftover space)
- On-street bike lanes in each direction

### Marketplace "Green"

- Linear park/plaza space that connects Center Drive to transit station

### PROGRAM:

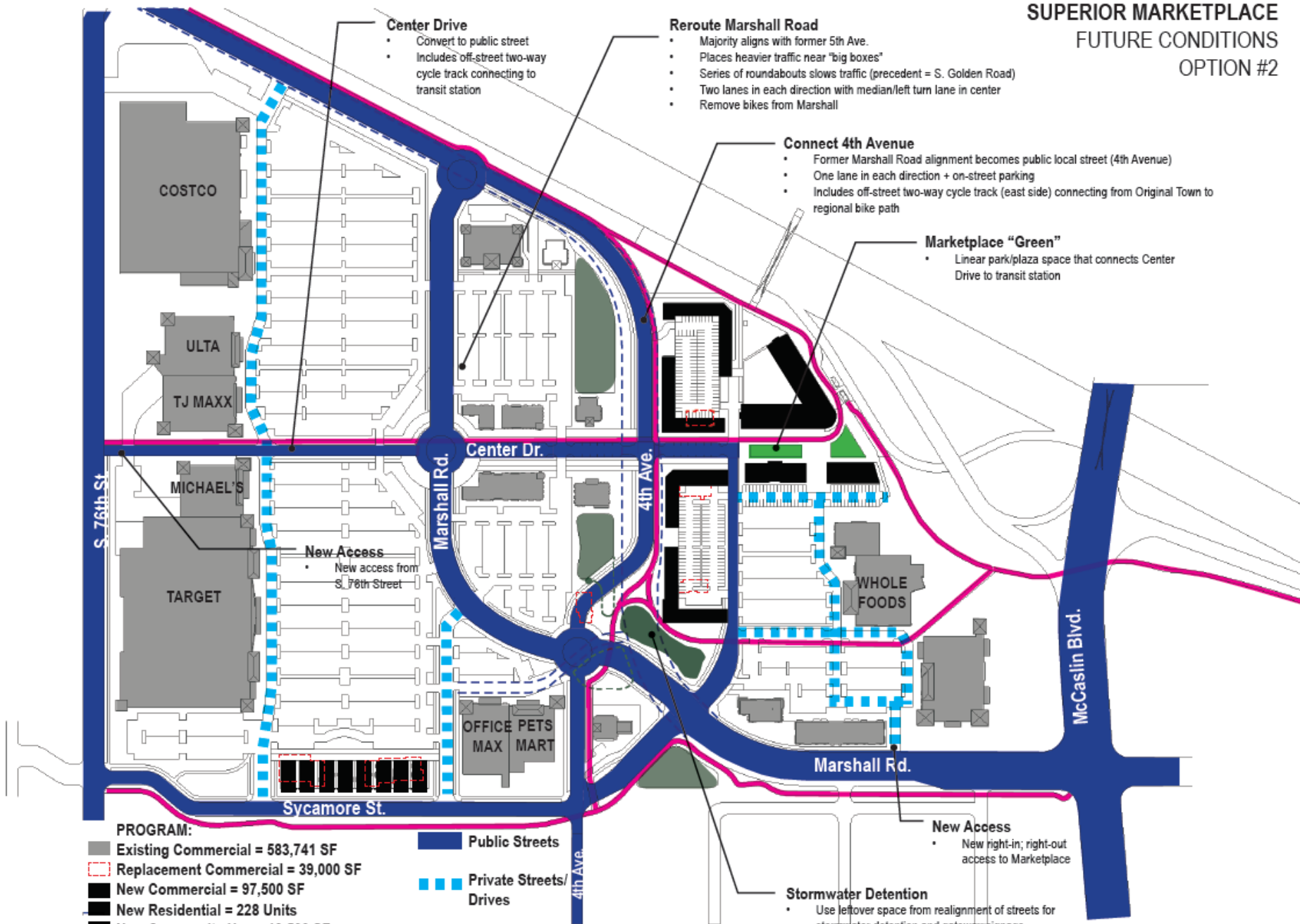
- Existing Commercial = 615,741 SF
- Replacement Commercial = 7,000 SF
- New Commercial = 92,500 SF
- New Residential = 165 Units
- New Community Use = 13,500 SF

- Public Streets
- Private Streets/Drives
- Mixed Use Path

\* Some existing commercial is vacant  
\*\* Assumes 25,000 - 35,000 SF Office



# SUPERIOR MARKETPLACE FUTURE CONDITIONS OPTION #2



**Center Drive**

- Convert to public street
- Includes off-street two-way cycle track connecting to transit station

**Reroute Marshall Road**

- Majority aligns with former 5th Ave.
- Places heavier traffic near "big boxes"
- Series of roundabouts slows traffic (precedent = S. Golden Road)
- Two lanes in each direction with median/left turn lane in center
- Remove bikes from Marshall

**Connect 4th Avenue**

- Former Marshall Road alignment becomes public local street (4th Avenue)
- One lane in each direction + on-street parking
- Includes off-street two-way cycle track (east side) connecting from Original Town to regional bike path

**Marketplace "Green"**

- Linear park/plaza space that connects Center Drive to transit station

**New Access**

- New access from S. 76th Street

**New Access**

- New right-in; right-out access to Marketplace

**Stormwater Detention**

- Use leftover space from realignment of streets for stormwater detention and gateway signage

**PROGRAM:**

- Existing Commercial = 583,741 SF
- Replacement Commercial = 39,000 SF
- New Commercial = 97,500 SF
- New Residential = 228 Units
- New Community Use = 13,500 SF

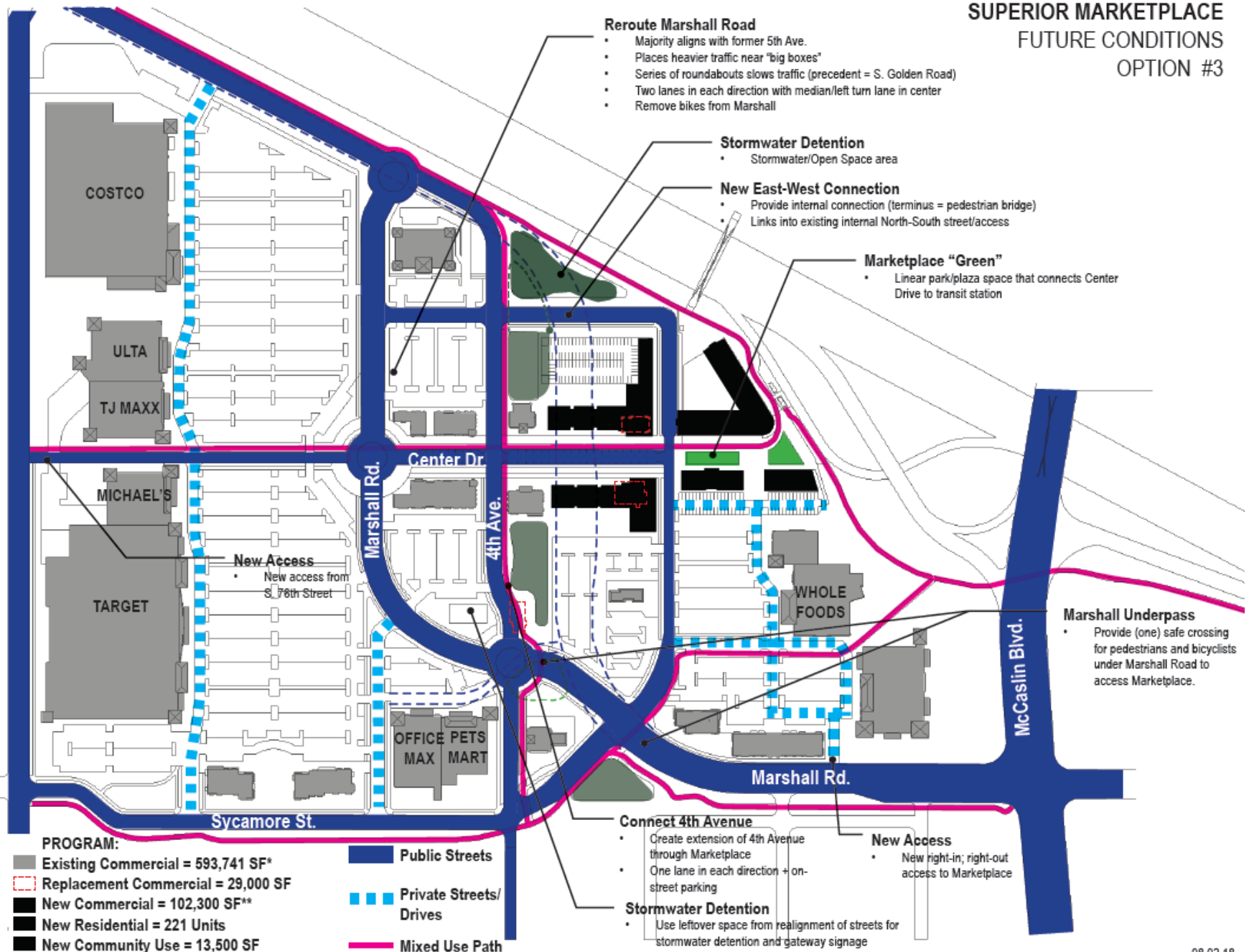
\* Some existing commercial is vacant  
\*\* Assumes 25,000 - 35,000 SF Office

**Public Streets**

**Private Streets/Drives**

**Mixed Use Path**

# SUPERIOR MARKETPLACE FUTURE CONDITIONS OPTION #3



### Reroute Marshall Road

- Majority aligns with former 5th Ave.
- Places heavier traffic near "big boxes"
- Series of roundabouts slows traffic (precedent = S. Golden Road)
- Two lanes in each direction with median/left turn lane in center
- Remove bikes from Marshall

### Stormwater Detention

- Stormwater/Open Space area

### New East-West Connection

- Provide internal connection (terminus = pedestrian bridge)
- Links into existing internal North-South street/access

### Marketplace "Green"

- Linear park/plaza space that connects Center Drive to transit station

### Marshall Underpass

- Provide (one) safe crossing for pedestrians and bicyclists under Marshall Road to access Marketplace.

### Connect 4th Avenue

- Create extension of 4th Avenue through Marketplace
- One lane in each direction + on-street parking

### Stormwater Detention

- Use leftover space from realignment of streets for stormwater detention and gateway signage

### New Access

- New right-in; right-out access to Marketplace

### PROGRAM:

- Existing Commercial = 593,741 SF\*
- Replacement Commercial = 29,000 SF
- New Commercial = 102,300 SF\*\*
- New Residential = 221 Units
- New Community Use = 13,500 SF

\* Some existing commercial is vacant

\*\* Assumes 25,000 - 35,000 SF Office

■ Public Streets

■ Private Streets/  
Drives

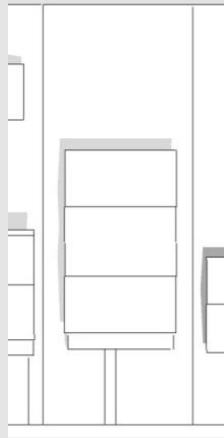
■ Mixed Use Path

# Original Town: Proposed Directions

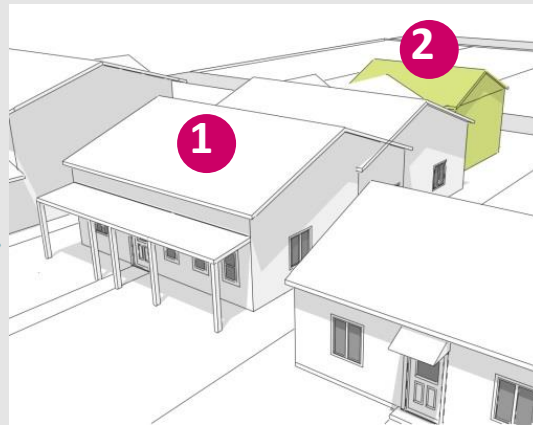
## Example: Potential Design Standard + Regulatory Incentive

Maximum lot coverage shall not exceed 30% or 125% of existing lot coverage, whichever is greater. Lot coverage may be increased by an additional 5% (not to exceed 40% total lot coverage) for achieving the following objectives:

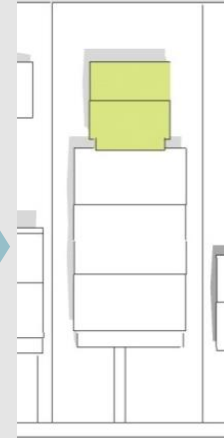
- 1 Original housing stock is preserved (by adding on vs. replacing); and
- 2 New construction is limited to 1 ½ story in height



**30%**  
lot coverage  
(baseline)



**+10%**  
lot coverage earned by achieving  
stated objectives



**40%**  
lot coverage  
(w/incentives)