



West 120th Avenue Corridor Sub-Area Plan

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I. EXECUTIVE SUMMARY

Vision

The vision for the (re)development of the W. 120th Avenue Corridor (Corridor) and the Civic Center (collectively the Sub-Area) is to create an attractive, quality commercial and mixed-use district that provides civic amenities, a variety of uses, and a landscape palette that creates a special identity for Broomfield. Traveling from Lowell Boulevard west to the Civic Center on W. 120th Avenue or East 1st Avenue (extended) should be a positive and memorable experience. The Corridor shall attract a variety of quality businesses, repeat patronage and foster a sense of community. The Plan calls for future development to accommodate multiple modes of transportation including buses, cars, bicyclists, and pedestrians. Pedestrian and bicycle connectivity and access are emphasized throughout.

Background

The Broomfield City Council identified the redevelopment of the W. 120th Avenue Corridor and the Civic Center as high priorities during its 2003 and 2004 City Council Focus Sessions. In response, staff and a team of consultants have prepared the **W. 120th Avenue Corridor Sub-Area Plan** (Sub-Area Plan or Plan). The Plan has been prepared in consultation with the public, property owners, Broomfield Advisory Committees, and the Broomfield City Council. The consulting team that assisted with this study includes: Civitas; Frank Miltenburger Landscape Architecture; Jeffrey Joyce Design; Leeland Consulting Group; Paul Benedetti of Counsel, Ray Real Estate Services, Inc.; and URS.

Purpose and Applicability

This Sub-Area Plan establishes the framework to guide development and redevelopment within the Sub-Area. This Plan is intended to be used by property owners and future developers within the planning area, Broomfield staff, the Broomfield Land Use Review Commission, and City Council. All newly developed and redeveloped properties will need to be reviewed against the Plan provisions to ensure compliance. New development will also need to comply with relevant requirements in other related plans which are listed below.

Related Plans

The Sub-Area Plan updates an earlier plan known as the *120th Avenue Gateway Corridor Sub-Area Plan* (1998). A related urban renewal plan update and consolidation, **Broomfield 120th Avenue Gateway Corridor Urban Renewal Plan**, has been prepared for the Sub-Area. The new Urban Renewal Plan supercedes two earlier Plans including:

- West 120th Avenue Urban Renewal Plan (1998) - Covers properties from Sheridan Boulevard to Lowell Boulevard.
- Broomfield 120th Avenue Gateway Corridor Urban Renewal Plan (1995) - Covers properties from Sheridan Boulevard to Main Street.

A third Urban Renewal Plan, the Villager Square Urban Renewal Plan (1997), covers the southwest portion of the study area. This plan is not being updated or altered at this time.

The concurrent urban renewal plan update and consolidation modifies the design standards to comply with this Sub-Area Plan. The urban renewal plan also provides a funding mechanism to support future public improvements within the Sub-Area. Possible improvements may include land acquisition, the extension of E. 1st Avenue to Perry Street, landscape enhancements, drainage improvements, trails, gateway features, and other design enhancements.

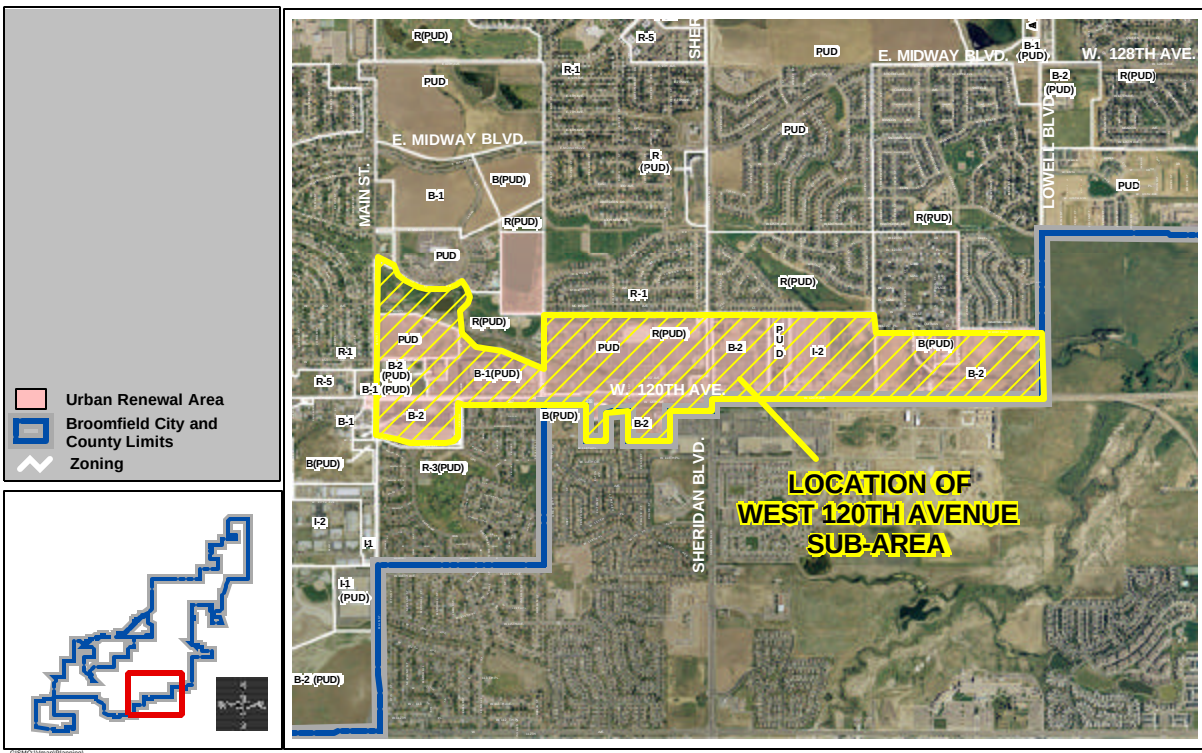
This Sub-Area Plan is intended to be used in conjunction with the following documents including the:

- Broomfield West 120th Avenue Gateway Corridor Urban Renewal Plan (2004)
- Broomfield Municipal Code
- Broomfield Master Plan (1995)
- Sheridan Vision Plan (2004)
- Draft Open Space, Parks Recreation and Trails Master Plan (OSPRT)
- State Highway Access Code (1998)

Planning Area

W. 120th Avenue, also known as US 287, serves as a major east-west travel corridor for regional traffic seeking access to US 36, State Highway (SH) 128, SH 121, and major employment and commercial centers such as Interlocken and FlatIron Crossing. The project area for this Sub-Area Plan consists of a two-mile segment along W. 120th Avenue between Lowell Boulevard and Main Street. The project area focuses primarily on properties zoned for industrial and commercial uses and located adjacent to W. 120th Avenue. Below is an aerial showing the project study area followed by a brief description of the area.

Aerial of Project Study Area



- **Lowell Boulevard to Sheridan Boulevard** - This area is partially undeveloped and includes properties suitable for (re)development. The majority of the Corridor (re)development is expected to occur within this area.
- **Sheridan Boulevard to Main Street** - W. 120th Avenue is nearly built-out as a viable commercial corridor in this area. Little new (re)development is anticipated in the near term, except for a few vacant parcels and small scale densification such as the addition of a building in the Broomfield Town Centre. Two of the larger undeveloped areas are located on the north side of E. 1st Avenue, east of Main and Lamar Streets. One parcel is the “Civic Center” which surrounds the Broomfield Library and Auditorium and is owned by the Broomfield Urban Renewal Authority. The other undeveloped parcel is at the northeast corner of Lamar Street and E. 1st Avenue and is under private ownership. The property is surrounded on three sides by Broomfield- or BURA-owned properties and is envisioned as a logical extension of the Civic Center development in terms of land use designation.

Project Goals

Section II of the Plan addresses the City Council-endorsed goals for the Sub-Area. Briefly, the goals are to: (1) Improve the visual appearance and eliminate blight; (2) Create a “special place”; (3) Establish a “gateway image” for Broomfield; and (4) Enhance land values and generate higher sales tax revenue.

Land Use Design and Permitted Uses

In Section III, the land use designations call for a mix of land uses including: commercial/retail, business/commercial, mixed use (including residential), town center, civic center and open lands. The land use designations and permitted uses correspond with the Land Use Plan provided in Attachment 1.

Transportation and Circulation

Section IV addresses transportation and circulation (pedestrian and bicycle) on streets and trails. Major roadway improvements include extending E. 1st Avenue from Sheridan Boulevard to North Perry Street, and in the long term, expanding W. 120th Avenue to a six-lane roadway. Safe and efficient vehicular, bicycle, and pedestrian circulation is a priority.

Vision for Landscape Enhancements (Streets), Open Lands, and Drainage

Section V describes special landscape treatments to improve the visual appearance of the corridor and calls for extension of an existing open lands greenbelt buffer between Sheridan Boulevard and Lowell Boulevard. The new open lands corridor will serve as a buffer between residential and commercial properties and will include trails and a drainageway. Drainage improvements are also addressed.

Site Specific Plan Elements

Section VI addresses site specific improvements including: screening to mitigate views to the Villager Square Shopping Center service area (along Greenway Drive West) and temporary surface parking at Cross of Christ Lutheran Church (adjacent to West 121st Place).

Design Standards

The design standards set forth in Section VII establish a benchmark of quality throughout the Sub-Area. They address site design and building orientation; circulation and parking; architecture; signs, lighting, street furniture and public art; and landscaping.

Implementation

Section VIII addresses redevelopment strategies in the near- and long-term and ranks proposed public improvements.

I. VISION

The Vision for the (re)development of the W. 120th Avenue corridor and the Civic Center is to create an attractive, quality commercial and mixed-use district that provides a variety of uses, civic amenities, and a landscape palette that creates a special identity for Broomfield. Traveling from Lowell Boulevard west on W. 120th Avenue or E. 1st Avenue (extended) should be a memorable experience through a mix of uses including office, residential, shopping (including unique stores) and entertainment (restaurants) opportunities. Driving west along E. 1st Avenue, one arrives at the Civic Center which will offer a grand civic park and mixed-use gathering place for the community. The entire corridor will stand out for its impressive landscaping. Visitors will return to shop, eat, conduct business and/or come together with others in the community.

This Sub-Area Plan focuses on five areas with the greatest potential for change. Below is a list of the key areas followed by a brief vision statement for each:

- West 120th Avenue;
- East 1st Avenue;
- Developable properties adjacent to these roadways;
- Civic Center; and
- Open lands (greenbelt buffer to residential, drainage and trail corridor) along the north edge of the Plan area.

Exhibit 1, at the end of this section, shows an illustrative plan of the overall Vision for (re)development of the Sub-Area. This illustrative demonstrates the level of quality and key site planning principles that are integral to achieving the Plan vision. Specific elements of the Vision are addressed throughout this document with written text and also reflected in images presented as Exhibits and Attachments to this Plan.

West 120th Avenue (See Exhibits 2-4)

This future six-lane highway will convey regional and local traffic in a safe and efficient manner. The intent is to improve the visual appearance of the corridor, provide for alternative modes of transportation (bike, pedestrian, bus transit), attract quality businesses to serve both Broomfield and the surrounding communities, and identify the corridor as a distinct and desirable commercial venue within Broomfield. Gateways at Lowell Boulevard and Sheridan Boulevard will create distinctive entries into the Broomfield community. Special landscaping, site design, and architecture will unify the street appearance and offer an aesthetically pleasing experience.

East 1st Avenue (See exhibits 5-7)

This two lane, multi-modal connector street will be extended east from Sheridan Boulevard to North Perry Street and will serve, primarily, local traffic. The street extension will be designed to accommodate vehicles, bus transit service, bicyclists and pedestrians. Collectively, E. 1st Avenue (and adjacent streets designated as "A", "B" and "C" as shown on the Land Use Plan - Attachment 1) will offer a focal point for the community. The intent is for people to be able to enjoy a variety of restaurants and shops, conduct their daily local business, live in mixed use designated areas, and connect with others from the community.

Special landscaping, site design and architecture will unify the street appearance and will concentrate uses (buildings) and focal points (landscaping, plazas and/or public art) in Activity or Landscape Nodes at key intersections. These nodes are described in more detail in the Land Use descriptions in Section III and are shown in the Land Use Plan in Attachment 1.

Adjacent Developable Properties (See Exhibits 6-8)

These properties will (re)develop with a mix of uses including commercial, business, attached multi-family residential, and other land uses as set forth in this Plan (see in particular Attachment 1 and Permitted Uses table on Page 16). The Vision calls for retail uses such as large-format stores and smaller-scale, predominantly mid- to high-end merchandise and services (restaurants, salons, spas, etc.). By way of example, comparable uses would include those at Flat Iron Crossing but would also encourage

local, independent stores and restaurants. New development, including parcels proposed for redevelopment, must be designed and developed in conformance with the design standards established in this Plan. *Activity Nodes*, described in Section III, will define key intersections and feature primarily small-scale retail stores and personal service shops that are easily accessed by foot.

To implement this plan and its ambitious roster of associated improvements and amenities in a reasonable timeframe (five to ten years), the Plan calls for at least one stand alone large-format retailer(s) in excess of 100,000 square feet (sf). A large-format retailer is integral to the success of the overall vision for the corridor. Specifically, large, nationally recognized retail stores have the ability to bring a critical mass of people to an area and can provide significant financial resources, through urban renewal financing, to facilitate other improvements within the Urban Renewal Plan area. Urban renewal improvement projects could include: land acquisition, the extension of E. 1st Avenue to North Perry Street, landscape enhancements, pedestrian underpasses and crossings, trails, and drainage corridor improvements, among other enhancements.

Civic Center (See Exhibits 9-12)

The Plan proposes additional civic amenities in the vicinity of the Library/Auditorium which may include an expansion of the existing civic facilities, a formal garden, a small-scale events center, an expansion of the lake, and relocation and expansion of the existing amphitheater. The Civic Center is envisioned as a special community gathering place focused around civic events and amenities and limited, small-scale retail, office and residential uses.

Single-family detached housing is proposed adjacent to Main Street. Attached townhomes (or attached residential of similar scale with tuck under parking) will be located east of the single-family homes to provide a transition to future mixed-use buildings around Community Park Drive. The mixed use buildings are envisioned as two- to three-story buildings with small-scale retail stores (i.e. coffee shops, restaurants, art galleries), offices and restaurants on the ground floor and residential or office space on the upper floor(s). Ground-floor offices should be designed to allow for future conversion to retail as demand for new retail grows. Where needed, pedestrian connections will be improved to integrate adjacent neighborhoods with the Civic Center amenities.

The vacant, privately owned parcel east of Lamar Street is envisioned as a logical extension of the Civic Center proper. This parcel should develop with similar uses, except for single-family detached residential which is not permitted.

Open Lands (Greenbelt, Drainage Corridor and Buffer) (See Exhibits 13-15)

A 150-foot wide open lands greenbelt currently extends from the Broomfield City Park ball fields (north of Ash Street) along the north edge of the Plan area to Sheridan Boulevard. This greenbelt will be extended east to Lowell Boulevard and will also serve as a drainage, trail, and wildlife corridor as well as a buffer for residents in neighborhoods to the north. As the greenbelt/trail corridor continues to the east end of the Plan area, it veers to the southeast and merges with a vegetated drainage corridor.

The entire corridor will include a trail and landscaping. Initially, a pedestrian-activated traffic signal will facilitate at-grade crossing of Sheridan Boulevard. Longer-term, a grade separated pedestrian underpass may be more appropriate as trail use increases. A future pedestrian underpass at Lowell Boulevard may connect this corridor with possible future open space lands that may be acquired by Broomfield and Westminster at the northeast corner of Lowell Boulevard and W. 120th Avenue (the Metzger property). This corridor extension builds on the Draft Open Space Trails and Parks Master Plan to provide a valuable missing trail link which will provide trail users with continuous travel from North Midway Park to Lowell Boulevard, and possibly beyond.

Exhibits

Following are Exhibits 1-15 which reflect the Vision for (re)development and establish the minimum level of quality anticipated with redevelopment throughout the Sub-Area. Exhibit 16, depicting landscape details, is included in the Landscape Vision (Section V).

II. PROJECT GOALS

The goals set forth the guiding principles for Broomfield's vision for new development and redevelopment along the Corridor. These goals were presented and discussed at the City Council study session in February 2004. Collectively, the project goals shape the land use plan, transportation network, landscape vision, and design standards set forth within this Sub-Area Plan. The goals are to:

1. Improve the visual appearance and eliminate blight along the Corridor;
2. Create a "special place";
3. Establish a "gateway image" for Broomfield; and
4. Enhance land values and generate higher sales tax revenue.

Following is a description of each of the goals and the general strategies recommended for achieving them. Detailed Design Standards follow in Section VII.

Goal No. 1 - Improve the Visual Appearance and Eliminate Blight

This Plan establishes a landscape vision and design standards for this significant Corridor and gateway into southeast Broomfield. The intent is to improve Broomfield's image and attract shoppers and visitors to the area. Improving the appearance will be achieved through (re)development of properties as well as enhancing the streetscapes of W. 120th Avenue, Sheridan Boulevard, E. 1st Avenue and Streets designated in as "A," "B" and "C" in Attachment 1. Improvements to existing developed sites can be achieved through landscape embellishments and architectural enhancements such as upgrading the façades of older buildings. These improvements are already occurring at the Villager Square shopping center at the southwest end of the Sub-Area.

Improving the Visual Appearance and Eliminating Blight Along	
Strategies	
	▪ Implement the Landscape Vision for W. 120 th Avenue and E. 1st Avenue (Section V).
	▪ Apply the Design Standards for all new (re)development (Section VII).
	▪ Encourage architectural and landscape enhancements of existing developments.
	▪ Step-up code enforcement, including landscape inspection, as applicable.

Goal No. 2 - Create a “Special Place”

A “special place” should be enjoyable, lively, and attract a critical mass of visitors that contribute to its social vitality and financial success. Local examples include the Village at FlatIron Crossing in Broomfield; the MainStreet at Aurora City Center in Aurora; and Lowery Town Center in Denver. “Special places” should have a positive synergy among their uses (civic, residential, office, commercial, mixed-use); attractive amenities with a community focus (plazas, greens, fountains, amphitheaters, public art, etc.); and street life or special events (concerts, farmers market, etc.). The framework for creating a “special place” includes quality site design, an integrated street network, pedestrian connectivity, public gathering spaces, architectural form, and special landscaping.

This Plan focuses on creating “special places” within the Civic Center and along the Corridor, particularly between Sheridan and Lowell Boulevards where most of the new (re)development is planned. Implementation of a new landscape vision for the key streets, including the entirety of the W. 120th Avenue, will help unify the corridor, identify it as “Broomfield,” and achieve this goal.

Creating a “Special Place”
Strategies ▪ Encourage an assemblage of properties and the master planning of larger parcels to facilitate the Vision. ▪ Implement the W. 120th Avenue and E. 1st Avenue Landscape Visions (Section V). ▪ Extend E. 1st Avenue from Sheridan Boulevard to North Perry Street. ▪ Promote a mix of uses. ▪ Implement an enhanced pedestrian streetscape for E. 1st Avenue and Streets A-C. ▪ Apply the Design Standards with each (re)development (Section VI). ▪ Prepare and implement a detailed development plan for the Civic Center. ▪ Encourage programming of special events (i.e., farmers market, festivals, sidewalk sales, etc.) to market and attract visitors.

Goal No. 3 - Establish a “Gateway Image” for Broomfield

Gateway features are intended to announce and welcome entry into the City and County of Broomfield. The emphasis should be on providing attractive, site-appropriate design treatment that takes advantage of unique site features such as view corridors. The two gateway entries within the Corridor are located at Lowell Boulevard (westbound) and Sheridan Boulevard (northbound).

Broomfield has jurisdiction over the northwest corner of Lowell Boulevard and W. 120th Avenue intersection, at the southeast entry into Broomfield. This gateway is envisioned as a typical gateway which will announce entry into the community of Broomfield, and will include improvements such as Broomfield entry signage, landscaping, and an identifying marker such as a water or artistic feature.

A more prominent gateway entry is envisioned at Sheridan Boulevard since this roadway is planned as a “Grand Boulevard” through Broomfield. Prominent gateway improvements should include the typical gateway elements referenced above as well as an identifying architectural, cultural or historic focal point; strong public connections into the retail business behind; and/or public art. This prominent gateway will also include a public gathering place such as a plaza or park. Any business seeking to locate at a gateway entry shall comply with the intent of this goal and, more specifically, shall cooperate to accommodate Broomfield's desire for a gateway entry.

The overall Plan Vision (Section 1) and Landscape Vision (Section V), and Design Standards (Section VII) convey Broomfield's vision for the gateways in greater detail.

Establishing a “Gateway Image” for Broomfield
Strategies ▪ Implement the W. 120th Avenue Corridor Landscape Vision (Section V). ▪ Create a “prominent gateway” at Sheridan Boulevard and W. 120th Avenue. ▪ Create a “gateway” at Lowell Boulevard and W. 120th Avenue. ▪ Promote desirable uses such as quality, sit-down restaurants, office, or commercial establishments. Development in these locations shall incorporate exceptional architectural design and incorporate interaction with public or private open spaces or plazas. ▪ Relocate the existing business that conflicts with creating a prominent gateway feature. ▪ Incorporate identifying markers for Broomfield which may include a water feature and/or artistic element. The latter may evoke a sense of Broomfield's agricultural heritage (i.e., use of broomcorn in architectural or artistic elements and/or incorporating broomcorn in landscaping).

Goal No. 4 - Enhance Land Values and Generate Higher Tax Revenue

Based on data from Broomfield's Assessor's Office, many of the properties east of Sheridan Boulevard are considered undeveloped or underdeveloped. While the underdeveloped properties often include viable existing businesses, an evaluation of the tax data indicates that many of these properties have a greater revenue generating potential than is currently realized. In these cases, redevelopment can result in enhanced private land values and greater tax generation. Higher tax revenues could, in turn, allow Broomfield to invest in projects and enhancements within the corridor through Urban Renewal financing. New investments and enhancements in the project area should contribute to enhanced land values for property owners.

The Sub-Area Land Use Plan (Attachment 1) builds on the strength of the Corridor's high visibility and substantial traffic volumes to provide opportunities suitable for a mix of uses including commercial, office, civic, and residential uses. Over time (re)development with predominantly mid- to high-end uses, one or two large-format retail stores, and enhanced landscaping of key streets is expected to enhance land values and generate higher tax revenues. Mid- to high-end uses shall be of a similar caliber to those at FlatIron Crossing in terms of image and quality of merchandise and services. Local independent stores are also encouraged.

Enhancing Land Values and Generating Higher Tax Revenue
Strategies ▪ Analyze estimated revenues from (re)development and projected costs associated with proposed public improvements (landscape enhancements, extending E. 1st Avenue) within the Urban Renewal Area. ▪ Refine identification and prioritization of capital improvements and infrastructure requirements associated with (re)development of the corridor. ▪ Use Urban Renewal Authority powers to reinvest in new projects and enhancements along the Corridor to facilitate Plan implementation. ▪ Provide well-designed transportation and circulation options to promote successful (re)development. ▪ Seek and encourage quality development throughout the Sub-Area. Attract key anchor users that can contribute a critical mass of patrons and urban renewal funds. ▪ Encourage the retention and expansion of existing retailers and the location of new retailers by providing an adequate supply of sites designated for commercial uses. ▪ Apply Design Standards with each (re)development (Section VII).

III. LAND USE DESIGNATIONS AND PERMITTED USES

Summary

The 1995 Master Plan land use map designates parcels within this sub-area for “Town Center,” “Mixed Use,” or “Open lands.” This Sub-Area Plan further refines the land use designations to show a finer grain of detail for future development within the Plan area. The Sub-Area Land Use Plan is depicted in Attachment 1 to this Plan and includes the following land use designations:

- Commercial / Retail
- Business / Commercial
- Mixed Use (including residential)
- Town Center
- Civic Center
- Open Lands

In addition, the Plan calls for special treatment designations as follows:

- Gateway Image (Gateway Entries at Lowell Boulevard and Sheridan Boulevard)
- Enhanced Streetscape (W. 120th Avenue and Sheridan Boulevard)
- Enhanced Pedestrian Street (E. 1st Avenue and Streets designated: A, B, and C)
- Activity Node
- Landscape Node

Site specific improvements such as pedestrian underpasses, traffic signals, sidewalks and trails are also depicted in Attachments 1 and 2.

The land uses and special designations are described below. The permitted uses, within each land use designation, are listed in the Permitted Uses table on Page 16. Existing uses that are proposed to be narrowed in scope or prohibited as a result of this Plan will be grandfathered as a permitted use subject to section 17-36 of the Broomfield Municipal Code regarding Nonconforming Uses.

Land Use Designations

Business / Commercial

A center for employment, this area includes a variety of office, commercial, and related support retail and service uses. Site planning and design shall encourage attractive architecture and landscaping, transit ridership, walking and biking, links with Broomfield’s sidewalk and trail system, and open area (public or private) to enhance the working environment and add value to the community. Stand-alone business offices are permitted in this district. A list of uses permitted within this land use designation is presented in a table on Page 16.

Commercial / Retail

A center for employment and commerce, this area includes a variety of retail and service uses. Configuration of uses within this district should be designed to promote a “main street” image (pedestrian-friendly with one- to three-story buildings, and store fronts offering visual interest) at *Activity Nodes* as well as an attractive large format retail store(s) as illustrated in the conceptual sketches. The *Activity Nodes* should encourage mid- to high-end retail uses (comparable in quality to stores at FlatIron Crossing) and shall allow office and residential uses when located above ground-floor retail. Design and architecture shall encourage: transit ridership, walking and biking, links with the Broomfield trail system, and attractive gathering spaces (public or private) to enhance the working environment, and add value to the community. A list of uses permitted within this land use designation is presented in a table on Page 16. The conceptual images in the Vision (Section I) reflect business/commercial development in the context of a “main street” design which is intended to emphasize a pedestrian-friendly environment with store fronts that offer visual interest. The Vision also allows for a large-format retail user. Exhibits 3, 6, 7, and 8 in the Vision (section 1) illustrate conceptual development within commercial/retail areas.

Mixed-Use

Mixed-use areas include commercial, office, and residential (multi-family or single-family attached) uses. A mix of uses with quality site and building design, a pedestrian-friendly environment, and street vitality are important. Traditional neighborhood design concepts -- higher density, buildings close to the street with easy pedestrian access, narrower streets to slow traffic, on-street parking with parking lots behind buildings, residential with porches or balconies facing the street -- are essential. The mix of uses should allow for a diversity of housing in Broomfield with for-sale and rental properties. The mix of uses may be achieved horizontally throughout the site; however, vertical mixes within buildings is highly encouraged. This land use designation calls for a maximum multi-family density of 25 dwelling units per acre. A maximum of 75 percent of the developable land area may be used for a single use (either residential, office or commercial) when single-use buildings are proposed. Projects with vertically mixed-use buildings may be allowed to utilize up to 90 percent of the developable land for a single use (subject to Urban Renewal Authority approval). In both cases, proposed development shall comply with all applicable standards. A list of uses permitted within this land use designation is presented in a table on Page 16. Exhibits 6 and 7 in the Vision (section 1) illustrate potential development within the mixed-use designation.

Town Center

The Town Center area should continue to include a mix of retail, professional services, offices, entertainment uses, civic services, housing (including senior housing), public outdoor spaces, and transit service. The design and orientation of new buildings should be pedestrian-oriented and special streetscape improvements should be considered to make rich and enjoyable public spaces. No more than 30 percent of the land within the Town Center should be utilized for residential uses. Residential placed over retail should be considered a bonus in excess of this maximum. Higher densities (through infill development or redevelopment) may be proposed provided they contribute to the "downtown" image and strengthen pedestrian connectivity for improved walkability. Structured parking may be included to accommodate greater densities. A list of uses permitted within this land use designation is presented in a table on Page 16.

Civic Center

The Civic Center emphasizes "place-making" by establishing community focal points such as the existing library, auditorium, and park. Future development shall include a mix of uses and new civic amenities such as a large formal garden, small-scale special events center or other public use, gathering places, public art, and water features. The intent is to create a special place with a variety of activities and uses that promote community gathering and socializing. The urban design framework shall integrate the area's amenities with adjacent uses through strong, well-designed pedestrian connections. A mix of uses is encouraged including civic buildings; residential; office; small-scale, ground floor retail; and special events such as a farmers market, Broomstock, and outdoor performances. Office and/or residential uses may be located above retail. A list of uses permitted within this land use designation is presented in a table on Page 16. An Illustrative of the Civic Center Plan is included as Exhibit 9 in the Vision (section 1). This section also includes conceptual images showing two bird's eye views of the Civic Center development and proposed cottages on Main Street. (Exhibits 10-12)

Open Lands

Open lands are public and private lands acquired, or preserved, in the public interest. These lands provide for the conservation and protection of natural resources such as wildlife and existing vegetation; physical and aesthetic enjoyment of the out-of-doors; recreational opportunities; a buffer for established residential neighborhoods from commercial uses; shaping the pattern of growth and development; and protecting prominent geographical or geological features and cultural resources. A list of uses permitted within this land use designation is presented in a table on Page 16. Exhibits 13-15 in the Vision (section 1) illustrate some of the characteristics of the proposed open lands system.

Special Treatment Designations

Gateways along W. 120th Avenue (At Lowell Boulevard and Sheridan Boulevard)

Gateway entry features announce and welcome entry into the City and County of Broomfield. Emphasis should be on providing attractive buildings, uses, and site appropriate design treatment that takes advantage of unique site features such as view corridors. At a minimum, gateway features shall include a Broomfield entry sign set within an attractive landscaping. Additional elements may include an architectural, cultural or historic focal point; park; or public art. Illustrations of the Sheridan and Lowell gateways are included as Exhibits 3 and 4 in the Vision section above.

Enhanced Streetscape (W. 120th Avenue)

Recognizing that the Denver Regional Council of Government's proposed (2030) regional transportation plan calls for W. 120th Avenue to be a six-lane roadway with auxiliary turn lanes, this Sub-Area Plan designates W. 120th Avenue as an enhanced streetscape. The intent is to transform W. 120th Avenue into a well-landscaped, attractive, multi-modal transportation corridor that exhibits identifying elements as one enters and proceeds through Broomfield. To extend this vision throughout Broomfield, a similar landscape vision is planned for the remainder of W. 120th Avenue from Main Street to US 36/Wadsworth Boulevard. Streetscape improvements shall include landscaping, crosswalks, light fixtures, sidewalks/trails, bike lanes, bus shelters and other pedestrian-friendly amenities. The Landscape Vision section of this Plan and Exhibit 16 (section V) provide greater detail regarding the typical landscape improvements required along W. 120th Avenue. An Illustration of W. 120th Avenue is also included as Exhibit 2 of the Vision section above.

Enhanced Streetscape (Sheridan Boulevard)

In 2004, the City Council endorsed a landscape vision plan for Sheridan Boulevard as the "grand (north/south) boulevard" through Broomfield. The Sheridan Boulevard Vision presents the design themes (landscaping, hardscaping, etc.) for this key north-south roadway through Broomfield. The landscape sections (V and VII) of this Plan were designed in coordination with the Sheridan Vision document. Since a portion of Sheridan Boulevard lies within this planning area boundary, it will be necessary to coordinate improvement to Sheridan Boulevard with the Sheridan Vision Plan. The Sheridan Boulevard Vision Plan document is available upon request from the Planning Division.

Enhanced Pedestrian Street (E. 1st Avenue and Streets A, B and C)

The Sub-Area Plan designates E. 1st Avenue and Streets A, B, and C as "enhanced pedestrian streets." The Design Standards (Section VII) include a specific set of criteria for development of these streets. The Vision is to create a "special place" that is desirable to visit. E. 1st Avenue will be treated with quality landscaping. In addition, most intersections are designated as Activity or Landscape Nodes which are described below. The new north south connector streets (A, B, and C Streets) are designed as "activity nodes" with a commercial "main street" character that includes a mix of uses and special attention to the design of the streetscape. The design standards emphasize pedestrian walkability, gathering places, attractive buildings, quality site design for adjacent developments, and streetscape amenities. The design criteria apply to new segments of E. 1st Avenue, any (re)development proposed within the planning area along existing E. 1st Avenue and the new north-south streets designated "A," "B" and "C" Street in the plan. Exhibits 5-7 in the Vision (section 1) illustrate an enhanced street environment. The Landscape Section (section V) also provide a discussion and detail showing key elements of these enhanced streets.

Activity Node

Activity Nodes shall be located at strategic intersections as depicted in Attachment 1. These nodes shall cluster buildings and activities along E. 1st Avenue and streets designated as "A," "B," and "C." Buildings within the Activity Nodes shall have a defined presence at the intersections. This shall be achieved by wrapping the corner and/or constructing to the lot lines of both adjacent streets. Buildings may be setback only to accommodate plaza and/or landscaping. The approximate north-south dimension shall be as shown on Attachment 1 and the east-west dimension shall be a minimum of 150 lineal feet in each direction from the intersection, as measured from the curb line. The intent is to attract mid- to high-end retail, service and restaurant uses in a concentrated pedestrian-friendly environment.

Site design within the Nodes shall be in a “Main Street” image with one to three-story buildings constructed along the front lot line, front doors and windows facing the main street, on-street parking in front of shops, off-street parking in lots behind the buildings, and safe and easy pedestrian connections throughout. There shall be attractive street furnishings (benches, lighting, bike racks, etc.), landscaping and storefronts. The Activity Nodes at Streets B and C shall cater primarily to mixed uses with a focus on neighborhood services versus city-wide and regional retail opportunities.

The Design Standards (Section VI) provide additional detailed requirements for development within the Activity Nodes. Examples of Activity Nodes are included as Exhibits 6 and 7 in the Vision section above.

Landscape Node

Landscape Nodes are intended to create continuous points of interest for the pedestrian and motorist moving along E. 1st Avenue. These nodes, located in Attachment 1, shall help visually screen parking areas while preserving a view into key large format development parcels, where necessary. Landscape Nodes will form widened landscaped areas at designated intersections and incorporate amenities such as benches, lighting, public art, ornamental trees, annuals and flowering perennials, and sidewalk/trail connections. The minimum area for each landscape nodes is 3,500 square feet per corner at intersections and drives.

The Design Standards (Section VII) provide additional detailed requirements for development within the Landscape Nodes. An image of a Landscape Node along E. 1st Avenue is shown in Exhibit 5 in the Vision section above.

Permitted Uses

The table below establishes the permitted uses by land use designation throughout the Sub-Area. Existing businesses within the Sub-Area will be allowed to remain. If an existing business use is rendered a prohibited use (on paper) as a result of this Plan, the existing business/use will be grandfathered as a legal nonconforming use subject to the provisions of the Broomfield Municipal Code, section 17-36, regarding legal nonconforming uses.

Permitted Uses by Land Use Designation						
LAND USE DESIGNATIONS AND PERMITTED USES	Commercial / Retail	Business / Commercial	Mixed Use	Town Center	Civic Center	Open Lands (2)
Public Uses & Amenities (1)	✓	✓	✓	✓	✓	✓
Religious Uses (3)		✓	✓	✓	✓	
Daycare (4)	✓	✓	✓	✓	✓	
Lodging (5)	✓	✓	✓	✓	✓	
Hotel/Motel	✓	✓				
Medical & Dental Services (23)	✓	✓	✓	✓	✓	
Medical & Administrative Research & Development Facilities		✓				
Business/Office (USR) (6)	✓ (7)	✓	✓	✓	✓	
Business Services (8)	✓	✓	✓	✓	✓	
Equipment Rental & Sales (9)		✓				
Automotive (USR)(10)		✓		✓		
Town Retail (11)	✓	✓	✓	✓	✓	
Regional Retail & Wholesale Stores	✓			✓	✓	
Full Service Grocery	✓			✓		
Neighborhood Retail (12)	✓	✓	✓	✓	✓	
Restaurants & Cafes (USR) (13)	✓	✓	✓	✓	✓	
Nightclubs & Bars (USR) (14)	✓	✓	✓	✓	✓	
Theaters, Cinemas, & Auditoriums	✓		✓	✓	✓	
Commercial Recreational Uses (15)	✓	✓	✓	✓	✓	
Indoor entertainment	✓	✓	✓	✓	✓	
Personal Services (16)	✓	✓	✓	✓	✓	
Accessory Uses (17)	✓	✓	✓	✓	✓	
Public / Private Schools (USR)(18)		✓	✓	✓	✓	
Residential (19)	✓		✓	✓	✓	
Kennels, Shelters & Small Veterinary Facilities (USR) (20)	✓	✓		✓		
Lumber yards (outdoor sales permitted only as part of a home improvement center)	✓			✓		
Garden center	✓	✓	✓	✓		
Wireless Communication Towers(21)	✓	✓	✓	✓	✓	
Oil Wells and Gas Wells	✓	✓	✓	✓	✓	✓
Home Occupations (22)	✓		✓	✓	✓	
Uses similar and compatible to those permitted above.	✓	✓	✓	✓	✓	✓

Please refer below for the footnotes

Footnotes

1. Including but not limited to: municipal/civic/government and community offices/services/facilities; entertainment uses such as an amphitheater; gathering places, parks and other recreational/civic amenities as appropriate. Limited public utility installations where fully enclosed are allowed in all districts excluding Civic Center and Open Lands.
2. Including uses only as allowed by the 1995 Broomfield Master Plan or the Draft 2004 Parks, Open Space, Recreation and Trails Master Plan once adopted. Public uses listed above that do not conform to the 1995 or Draft 2004 Master Plans are not allowed in open lands (i.e. municipal offices and facilities).
3. Including churches, synagogues, and mosques. West of North Perry Street, individual religious uses shall be limited to four (4) acres.
4. Including daycare, pre-school, nursery school, and senior daytime care.
5. Including small inn, bed and breakfast or other small scale overnight accommodations only.
6. Including but not limited to: banks and financial institutions; corporate, professional, newspaper, offices, governmental and other offices. All drive-through facilities are subject to a Use by Special Review approval.
USR - The *Use by Special Review* process shall consider the relation of the requested uses to the character of the surrounding neighborhood, the desirability and need for such a use in the specified area of the community, adverse environmental influence that might result from its location, and, in general, compliance with the intent of Broomfield Municipal Code Chapter 17-30, Use by Special Review.
7. Business offices in commercial/retail districts shall be located above ground-floor retail. Limited office uses may be considered for location on the first floor but shall be limited to 10,000 sf. First floor office space is intended to accommodate businesses with significant walk-in traffic such as bank.
8. Including but not limited to: office supplies, photocopy shops, print shops, insurance, real estate and travel agencies. Undertaking establishments and mortuaries are subject to a Use by Special Review approval and are excluded from the Civic Center and Open Lands designation.
9. Uses that include outdoor storage of equipment or vehicles shall not be allowed.
10. Subject to Use by Special Review approval only. Gas stations; repair/service shops (excluding body shops) and car washes where principal operations of the use are conducted within a building. Outdoor parking and storage of vehicles is not allowed.
11. Including but not limited to: books, cameras, clothes, home furnishings, small appliances, sporting goods, pet shops and toys. Flea Markets are not permitted.
12. Including but not limited to: convenience stores, neighborhood markets, specialty foods, bakeries, florists, cafes, video rentals, book stores, mail/photocopy/office services. Flea markets are not permitted.
13. Not serving alcoholic beverages or serving alcoholic beverages, subordinate to food. All drive-through services are subject to Use by Special Review approval.
14. Subject to Use by Special Review approval only. Sale and consumption of liquor is the primary activity, oftentimes includes live entertainment after 5:00 p.m.
15. Including but not limited to health clubs, gyms, dance, yoga and similar studios. Indoor uses are allowed by right and outdoor uses are subject to a Use by Special review approval.
16. Including but not limited to: hair and nail salons, tailoring, shoe repair, dry cleaners, and laundromats. Tattoo Parlors are subject to a Use by Special review approval and are excluded from the Open Lands, Civic Center and Mixed-use designations.
17. Including parking lots and structures and similar accessory uses.
18. Including vocational schools. Schools over 10,000 sf are subject to Use by Special Review approval.
19. Includes assisted care/limited care facilities, and multi-family or single-family attached only. Limited single-family detached residential is allowed within the Civic Center, west of Lamar Street. Residential in commercial/retail zones shall be located above ground-floor retail.
20. Subject to Use by Special Review approval only. All operations must be fully enclosed within a building and designed to eliminate noise nuisances on adjacent properties.
21. Subject to a Use by Special Review approval and in conformance with the Broomfield Municipal Code section 17-35.
22. Subject to Broomfield Municipal Code section 17-32-020.
23. Hospitals are subject to a Use by Special Review approval and are excluded from the Civic Center and Open Lands designations.

IV. TRANSPORTATION AND PEDESTRIAN CONNECTIVITY

W. 120th Avenue and E. 1st Avenue serve as two key east-west roadways in the project area. The key north-south roadways are Lowell Boulevard, Sheridan Boulevard and Main Street. W. 120th Avenue is a state highway (SH) serving a mix of regional and local traffic. East 1st Avenue functions as a local connector street that generally parallels W. 120th Avenue on the north. East 1st Avenue primarily caters to traffic moving through the Broomfield Town Centre development and south of the Broomfield Civic Center. Sheridan Boulevard, Broomfield's future "grand boulevard," currently serves as the eastern terminus for E. 1st Avenue which will be extended east to N. Perry Street. Lowell and Sheridan Boulevard, in the Sub-Area, are slated for future improvements. The proposed street network and pedestrian connectivity are shown in Attachment 2.

W. 120th Avenue

W. 120th Avenue, also known as US 287, is under the jurisdiction of the Colorado Department of Transportation (CDOT). The roadway is classified as a "non-rural regional B roadway." While the right-of-way (ROW) is under CDOT control, the physical roadway is within the boundaries of the City and County of Broomfield or the City of Westminster. The north portion of W. 120th is predominantly within Broomfield while the south side is predominantly in Westminster. The existing roadway includes two through lanes in each direction, auxiliary turn lanes, medians (some landscaped), and some curb and gutter. Long-term transportation plans call for W. 120th Avenue to be a six-lane roadway with auxiliary turn lanes.

- ***W. 120th Avenue - East of Sheridan*** - Due to limited development that has occurred to date along this portion of the corridor in Broomfield, the majority of the north side of the roadway is unimproved. The main exception is in the vicinity of Broomfield Plaza at the northeast corner of W. 120th Avenue and Sheridan Boulevard. In addition, most of the south side and the median within W. 120th Avenue have been improved as Westminster has developed to the south. These improvements include turn lanes, landscaped medians, and curb and gutter adjacent to the developed areas.

There is an existing State Highway Access Code (1998) that governs access to the roadway. There are currently two signalized intersections including one each at Lowell Boulevard and Sheridan Boulevard. The State Highway Access Code calls for two new signalized intersections which will align with existing streets to the south in Westminster at Vrain Street and Bradburn Boulevard. The new signals are shown on Attachment 1 of this Plan as "proposed signalized intersections." For context, the locations of these new signalized intersections are: (1) at the southeast corner of the Barber's property and (2) approximately 70 feet to the west of the existing Garden Country business. These approved access points will be an important factor in determining the final development pattern within the study area. A new landscape median will be required where missing (generally adjacent to the Barber property), or in disrepair.

- ***W. 120th Avenue - West of Sheridan*** - The north side of the roadway is improved with through lanes, turn lanes, and curb and gutter. The south side is improved in the vicinity of Villager Square. There are currently four signalized intersections west of Sheridan Boulevard. There are no additional signalized intersections planned in this area. A new landscape median will be required where missing (between Sheridan Boulevard and Ash Street) or in disrepair, and a future pedestrian underpass is desirable at Main Street to improve pedestrian connectivity within the community.

Transportation and Pedestrian Connectivity
Key Plan Elements for W. 120th Avenue Corridor The following reflects the plan elements set forth in regional transportation planning documents.
Regional Transportation Plan Elements: ▪ CDOT-approved access permit, required for any new access. ▪ Additional ROW requirements for future roadway widening for three through travel lanes (both directions) and auxiliary turn-lanes (both directions). ▪ Add two new full-movement traffic signals, east of Sheridan Boulevard (when warranted). ▪ Median modifications. Broomfield Elements: ▪ Amend the US 287 (120th Avenue) State Highway Access Code to master plan additional access points (i.e. right-in-right-out movements) along the Corridor. ▪ Implement Broomfield's Landscape Vision. ▪ Facilitate opportunities for public transportation (bus shelters) and pedestrian connectivity (underpass at Main Street). ▪ Incorporate 8' sidewalks that are separated from the roadway by landscaping. ▪ Pursue approval from CDOT for 4' on-street bicycle lanes to allow for an alternative mode of non-vehicular transportation.

East 1st Avenue (Extended) and Streets A, B and C

The Sub-Area Plan calls for E. 1st Avenue to be extended east for approximately two-thirds of a mile from Sheridan Boulevard to North Perry Street as shown in Attachment 1. East 1st Avenue (extended) will continue to be a local collector street serving primarily local traffic and visitors to future retail, office and mixed use/residential areas. To emphasize the pedestrian connectivity and promote walkability, this Plan calls for activity nodes at intersections and along streets A, B, and C. Activity nodes require: on-street parking adjacent to buildings, "build to" setbacks (building up to the front lot line), wide walkways (to accommodate shoppers and "café" zones), and other special landscape design standards. Details are set forth below in the Design Standards (Section VII) and Landscape Vision (Section V). The Landscape Vision calls for a formal landscape pattern creating a boulevard effect. The Plan also designates intersections as either an activity node or a landscape node.

Transportation and Pedestrian Connectivity
Key Plan Elements for Enhanced Pedestrian Streets (E. 1st Avenue, Streets A, B and C) The following reflects Broomfield's vision.
East 1st Avenue ▪ Extend E. 1st Avenue, as a dedicated public street, from Sheridan Boulevard to North Perry Street. E. 1st Avenue shall be designed with: safe and efficient vehicular and non-vehicular circulation; two travel lanes (one in each direction); a continuous center lane for left-turn movements and right-turn lanes at intersections, where needed; traffic calming at intersections; crosswalks; 3' on-street bicycle lanes; and 8' wide sidewalks. ▪ Implement transit by promoting future RTD service and appropriate bus shelter amenities, bike racks/storage units, and connections to pedestrian/bike routes. ▪ Ensure adequate turn lanes along E. 1st Avenue intersections such as at Sheridan Boulevard. "Activity Nodes" ▪ To promote a "main street" image, the street(s) shall be lined with buildings and storefronts, not off-street parking. Off-street parking shall be provided behind or adjacent to buildings that front to key streets. ▪ Activity Nodes, designed in a "main street" image, shall have minimum 12' wide pedestrian sidewalks including wider areas, as appropriate, to serve as pedestrian "café" zones for adjacent buildings or other places for socializing.

Pedestrian Connectivity

The Pedestrian and Vehicular Circulation Plan (Attachment 2) shows three possible future pedestrian underpasses within the Plan area. The first is located along Lowell Boulevard between W. 120th Avenue and W. 121st Place. This underpass would convey drainage flows east to the Metzger property (in Westminster) and would accommodate pedestrians and other future trail users. This underpass is shown in anticipation of Broomfield's possible joint acquisition of the Metzger property, a significant parcel of open space located to the east. The open space acquisition, if approved, would be undertaken jointly with the City of Westminster.

A second underpass at Main Street is considered a priority to facilitate safe and efficient crossing of W. 120th Avenue for the Broomfield community. This underpass will help unify neighborhoods separated by W. 120th Avenue. Longer-term, the underpass will accommodate bicycle or pedestrian commuters in accessing the future transit center anticipated along US 36 in Original Broomfield and the Broomfield Urban Transit Village development.

A pedestrian activated light is shown near the top of the Plan area where Sheridan Boulevard and the greenbelt intersect. Initially, this light would connect an existing open lands and trail corridor with a planned extension of this open land corridor on the east side of Sheridan Boulevard. As trail use increases, a third pedestrian underpass could replace the signal.

Additional discussion regarding the Open Lands (greenbelt, buffer and drainageway) is provided in Section V.

Pedestrian Connectivity	
<i>Key Plan Elements for the Open Lands (Greenbelt)</i>	
Buffer	▪ Extend the 150' wide open lands greenbelt east from Sheridan Boulevard to Lowell Boulevard. The greenbelt trail shall include connections to other trails within the adjacent residential communities and future (re)development. ▪ Provide a 10'-12' wide trail within the new buffer. ▪ Landscape the buffer. Include denser landscaping adjacent to any large format retail users to provide added screening.
Connectivity	▪ Provide a pedestrian underpass at drainage crossing at Lowell Boulevard. ▪ Provide a pedestrian underpass at Main Street and W. 120th Avenue. ▪ Provide an interim pedestrian-activated light at Sheridan Boulevard and the Open Lands greenbelt. Longer-term, provide an underpass to accommodate increased trail use. ▪ Improve key at-grade crossings at existing and future signalized intersections. At a minimum, the short-term improvements include re-striping the crosswalks.

V. VISION FOR LANDSCAPE ENHANCEMENTS (STREETS), OPEN LANDS, AND DRAINAGE

Landscape Enhancements for Streets

W. 120th Avenue - A key priority for the overall Sub-Area is the improvement of W. 120th Avenue with landscape enhancements. The goal is to shape this regional state highway into a distinctive and attractive roadway as it traverses through Broomfield. Long-term, the goal is to extend these landscape improvements along the entirety of the existing (and future extended) W. 120th Avenue, west of Main Street.

The landscape design concept is illustrated in Exhibits 1, 2, and 5 (Section 1) and Exhibit 16 below.

Landscape Enhancements for Streets
<i>Key Plan Elements</i> ▪ Incorporate elements of typical landscape details reflected in Exhibit 16 below. ▪ Accommodate a 50 foot landscape edge parallel to the roadway (similar to the design in place at the Broomfield Town Centre). The 50-foot landscape buffer will remain until such time that W. 120th Avenue is expanded to six lanes. At that time, the landscaping will be decreased by the appropriate amount (approximately 12 feet). ▪ Provide unique gateway welcome entries at Lowell and Sheridan Boulevards. ▪ Intersections shall be punctuated with clusters of ornamental trees, annuals and flowering perennials. ▪ Along the W. 120th Avenue, between intersections, incorporate formal canopy trees. Adjacent to this formal arrangement, provide additional canopy trees and periodic shrub beds in an informal arrangement. ▪ Provide a landscaped median where missing or in disrepair. ▪ Provide street furnishings such as lighting, bus shelters, benches, trash receptacles. ▪ Provide periodic identifying monuments. They shall be attractive and strategically placed to optimize their use and/or function. Periodic monuments are intended as identifying markers for Broomfield. They shall be designed to compliment Broomfield entry signs. The monuments design intent may include artwork, the Broomfield logo, pedestrian-scale lighting or other architectural features that set Broomfield apart from the adjacent community to the east and south. ▪ Apply the Landscape Design Standards with new development. (Section VII)

East 1st Avenue – Extending E. 1st Avenue is another priority within the Sub-Area. The extension is integral to the success of the corridor as it will facilitate safe and efficient access and circulation to undeveloped properties east of Sheridan Boulevard. Also important is the landscape treatment for E. 1st Avenue. The landscape design concept is depicted in Exhibits 1 and 5 of the Vision (Section 1) and in Exhibit 16 below.

The Plan elements call for quality landscape treatment with special *Landscape Nodes* at targeted intersections (see Attachment 1) to create continuous points of interest for pedestrians, cyclists and motorists. The “*Landscape Nodes*” designation is described in the Land Use designations within Section III. The landscape design includes amenities such as benches, lighting, public art, ornamental and canopy trees, annuals and flowering perennials, sidewalk and trail connections. East 1st Avenue shall be pedestrian-friendly. Landscaping should screen parking lots and any mechanical equipment that cannot be enclosed. Specific landscape design standards are provided in Section VII and shown in Exhibit 16.

Open Lands (Drainage Corridor, Greenbelt and Buffer)

The Sub-Area Plan (Attachment 1) shows a continuous 150-foot wide open lands corridor. The intent of this open lands corridor is to buffer residents to the north from future development, preserve mature trees and other significant natural features within and along the drainageway, and provide a continuous trail corridor. The open lands buffer will extend along the north edge of the Sub-Area from the vicinity of the ball fields (north of Ash Street) south and then east to the Nations Rent business (west of North Perry Street). At this point, the corridor moves southeast as it follows an existing drainageway toward Lowell Boulevard. Attachment 3 is the Open Lands and Landscape Illustrative showing how the Sub-Area open lands framework fits into the surrounding neighborhoods.

The *Open Lands* land use designation is described in Section III. Pedestrian connectivity within these open lands, and the Sub-Area, are addressed in the Transportation and Circulation (Section IV) and are shown in the Pedestrian and Vehicular Circulation Plan (Attachment 2).

Exhibit 13 in the Vision (section 1) is a view from the open lands drainage corridor looking at a future underpass at Lowell Boulevard. Exhibits 14 and 15 in the Vision show views from the trail along the 150-foot buffer and demonstrate screening requirements for commercial buildings.

Open Lands Corridor
<i>Key Plan Elements</i> ▪ Expand available open lands and recreational opportunities (walking, running, biking, etc.) within Broomfield. ▪ Provide a missing link for a continuous greenbelt buffer and trail (from N. Midway Park to Lowell Boulevard). This trail link could be extended further east to Big Dry Creek, pending a joint open space acquisition (Broomfield and Westminster) of the Metzger property immediately east of Lowell Boulevard). The trail should tie into existing trails within the community to optimize connectivity. ▪ Improve pedestrian and bicycle access to existing and future development of all types. ▪ Improve/preserve an existing drainage corridor. ▪ Maintain wetlands. ▪ Improve wildlife habitat. ▪ Allow for a landscape buffer between commercial and residential uses. ▪ Allow for pedestrian underpass at Lowell Boulevard and a pedestrian-activated light for crossing Sheridan Boulevard. A future underpass could replace the pedestrian-activated light as trail use increases.

Drainage

Portions of the W. 120th Avenue corridor are situated in the City Park Channel/Nissen Reservoir Federal Emergency Management Agency (FEMA) 100-Year Floodplain. A Master Drainage Plan is being developed for the corridor by the City and County of Broomfield, the City of Westminster, and the Urban Drainage and Flood Control District.

City Park Channel (adjacent to W. 120th Avenue) - Broomfield's goal is to maintain the approved design for the drainage/floodplain. The design shows the drainage/floodplain is to be located on the south side of W. 120th Avenue from the Broomfield Town Centre to Big Dry Creek (southeast of Lowell Boulevard and W. 120th Avenue in Westminster). In the event it is not feasible for the drainage to be conveyed on the south side of W. 120th Avenue, preliminary estimates indicate that a 100-foot wide easement may be required adjacent to W. 120th Avenue, on the north side, to convey the water through these properties. Parking lots and landscaping can be incorporated into this drainageway easement. The design should strive to minimize impacts to future development on the north side of W. 120th Avenue. Where feasible, drainage and detention should be designed and sited in such a way that they can serve as amenities to the overall plan area.

Nissen Reservoir Channel (East of Sheridan Boulevard in vicinity of the northern limits of Sub-Area Plan) - Drainage improvements will be necessary in this area to narrow the flood plain to accommodate future development and ensure safe conveyance of floodwaters. Improvements will strive to restore and preserve a natural appearing drainageway.

At the eastern plan boundary in the vicinity of the proposed underpass at Lowell Boulevard, the precise boundary between open lands and developable lands shall be refined at the time of future development. The intent is to allow for development on the southern parcel while preserving adequate open lands for drainage and trail improvements.

VI. SITE SPECIFIC PLAN ELEMENTS

Fencing

Fencing and landscaping are proposed along the south edge of Villager Square in the southwest section of the Planning area. The fence is shown (in Attachment 1) in response to residents' comments regarding the unsightly service area for Villager Square. Conceptual images for the fencing are provided in Attachment 4. The conceptual fence designs are intended to soften, not necessarily screen, the service area. The fencing concept calls for a low profile fence to preserve exceptional view corridors to the north and west. Modest landscaping is also envisioned. These improvements would be subject to maintaining safe traffic flow and could be implemented as a Broomfield Capital Improvement Project or as part of an Urban Renewal Plan associated with future improvements to Villager Square.

Temporary Church Parking

The Sub-Area Plan (Attachment 1) shows "Temporary Church Parking" associated with the Cross of Christ Lutheran Church which is located at Lowell Boulevard and W. 121st Place. Church representatives requested this use as a temporary low cost measure to increase parking capacity while they raise adequate funds to construct a permanent parking lot. The temporary parking will alleviate on-street parking demand during peak periods. Construction of the temporary parking is subject to the following:

- Approval of the Sub-Area Plan and a Public and Private Improvement Permit (P&P Permit) will authorize construction of a temporary surface parking for up to one acre. As part of the P&P Permit, the applicant shall demonstrate adequate on-site detention is accommodated.
- The parking expansion is expected to accommodate approximately 100 vehicles.
- The surface shall be covered with recycled asphalt or recycled concrete. Ongoing weed control shall be required. Curb and gutter shall not be required.
- Landscape improvements shall be required to present a finished edge along W. 121st Place. Landscaping may include installation of sod, trees, flowers or other plant material.
- The parking lot shall be a temporary use which may remain in place for a period not to exceed three years. At the end of the three year period, the parking lot will be upgraded to a permanent facility meeting all City Standards and requirements or will be removed.

VII. DESIGN STANDARDS

Applicability and Review Process

Development within the Sub-Area should offer an attractive, enjoyable, safe, and pedestrian friendly experience for residents, employees, shoppers, and diners. Successful (re)development along the W. 120th Avenue corridor should attract quality businesses; promote community gathering and repeat patronage; increase property values; and generate greater tax revenues for the community.

The design standards and guidelines are divided into the following general categories:

- Site design and building orientation;
- Vehicular and pedestrian circulation and parking;
- Architecture;
- Signs, lighting, street furniture and public art; and
- Landscaping.

Within each category, the standards may apply to one or more of the following land (use) areas:

- Entire Plan Area
- Activity Nodes
- Landscape Nodes.

Attachment 1 depicts the entire Sub-Area as well as areas assigned as *Activity Nodes and/or Landscape Nodes*.

The design intent for the “Civic Center” property, in the vicinity of the Broomfield Library and Auditorium, is to create a distinctive, mixed-use, civic focused gathering place for the community. Due to the uniqueness of the project – the Broomfield Urban Renewal Authority (BURA) is the owner and has regulatory control through the development review process – Broomfield has greater control and influence over the process, design and quality of future development than it would have over privately held property. As such, the BURA-owned parcel is not subject to the design standards set forth below. The illustrative drawings are provided to establish an expectation for the design and level of quality for future development in the area. Privately held property designated as “Civic Center” (east of Lamar Street) is not owned by Broomfield or BURA and therefore must meet the following design standards.

The Authority shall hold a public hearing on any proposed site plan. Additionally, the City and County of Broomfield Land Use Review Commission shall hold a public hearing on Urban Renewal Site Plans prior to consideration of the site plan by the Authority. The Land Use Review Commission may make recommendation to the Authority as to conformity to applicable urban renewal design standards.

In the case of minor redevelopments such as façade improvements where the existing buildings remain, the Broomfield Urban Renewal Authority shall have the discretion to relax certain design requirements as appropriate.

Below are the design **standards** and **guidelines**. They are defined below and shall be used in conjunction with the vision, goals, land use and other provisions set forth in this plan.

Terms and Application	Examples
Standards require compliance. They typically include the word “shall” or an imperative statement.	- The building <u>shall</u> be oriented with the front door facing the street. - Face the building so the front door opens to the street.
Guidelines strongly encourage compliance, although it is not mandatory. These sentences typically include the words “should” or “encouraged.”	The building <u>should</u> be oriented with the front door facing the street.
Below are a series of tables. A check mark (✓) placed in a given column within the table indicates the Design Standard <u>shall</u> apply and/or the Guideline <u>should</u> apply.	

Site Design and Building Orientation

Goal - Site planning throughout the planning area shall be accomplished in a comprehensive and coordinated manner to promote compatibility and avoid confusing and inefficient development patterns. Buildings shall be clustered to promote walkability and the creation of “outdoor rooms” that function as gathering spaces for community and civic uses. The intent is to create a traditional “Main Street” (i.e. mixed use development incorporating a pedestrian-friendly design and storefronts with visual interest) while allowing for at least one large format retail store.

Standards & Guidelines Site Design and Building Orientation	Entire Plan Area	Activity Nodes
General:		
Site design and building orientation shall comply with the Vision presented in Section 1 and other relevant elements set forth in the Plan.	✓	✓
Cluster buildings to promote walkability and usable spaces with seating, a balance of sunshine and shade, and attractive landscaping.	✓	✓
For mixed-use areas, encourage vertical integration of uses such as office or residential over retail.	✓	✓
Individual, stand-alone buildings are strongly discouraged, except for large format retail in commercial/retail or offices in business/commercial districts.	✓	✓
Along E. 1st Avenue, place buildings adjacent to street frontages with front doors oriented to the street to promote walkability. Large format stores may be set back from the street.	✓	✓
For E. 1st Avenue or Streets A, B, or C: Buildings shall be oriented toward the street with the public entrance facing the street.		✓
Buildings shall be constructed to a “build-to” line (i.e. back of side walk or front lot line) along or adjacent to the Pedestrian Enhanced Streets.		✓
- Large projects shall provide periodic “café zones” to accommodate outdoor restaurants and cafes that promote gatherings and encourage a lively street life. - Smaller projects shall cooperate in accommodating gathering space as appropriate.		✓
- Any on-street parking along the E. 1st Avenue shall be parallel to the street. - Streets A, B and C shall include parallel or angle parking.		✓

Private parking – spaces or lots – are prohibited along streets A, B, & C.		✓
E. 1st Avenue and Streets A, B and C shall be lined with buildings; pedestrian connections (to access rear parking and/or other buildings); or associated plazas, outdoor eating or recreational areas, etc.		✓
Rear parking lots and service functions shall be accessed by occasional side streets accessed from E. 1st Avenue and Streets A, B and C (outside of activity nodes). Individual private access drives are not allowed.		✓
Development at the Sheridan Gateway shall orient buildings around a pedestrian plaza as reflected in Exhibits 1 and 3 in the Vision (Section 1). Building(s) shall be oriented toward Sheridan Boulevard and/or the plaza. Parking shall not be located along Sheridan Boulevard.	✓ (Sheridan Blvd & W. 120 th Ave)	
Subject to Broomfield Urban Renewal Authority (BURA) approval, a reduction in the minimum 25 percent private open area requirement may be allowed for projects that meet or exceed the design standards and consider a coordinated approach to development of pedestrian connections and open lands amenities. The intent is to allow an element of flexibility and encourage a master planned approach to the design of private open areas. This could include the provision of public or private spaces with exceptional design and higher finishes.		✓
Buildings outside the Activity Nodes shall be constructed adjacent to street frontages (i.e. back of sidewalk or front lot line) with front doors on the street. Large format stores only may be set back with parking provided in front.	✓	
- Any proposed drive-through facilities shall be designed per the following: - Buildings shall be oriented towards the street with the main public entrance oriented toward the street. - The building shall be built to a “build to line” line (i.e. back of side walk or front lot line). - Drive-through facilities shall be located at the back of buildings (opposite the street) and oriented away from public streets. - Drive-through facilities shall be screened as much as possible by the main building and/or by landscaping.	✓	✓

Transit, Circulation, and Parking

Goal - Vehicular and non-vehicular circulation shall emphasize safety, efficiency and connectivity. Circulation should accommodate a variety of transportation options including regional transit service. Street design shall encourage low traffic speeds, convenient on-street parking (additional parking provided behind the buildings), clear circulation routes, and safe and enjoyable pedestrian and bicycle routes and connections.

Standards & Guidelines Transit, Circulation, and Parking	Entire Plan Area	Activity Nodes
General Transit, circulation, and parking shall comply with the Vision presented in Section 1, Attachments 1 and 2, and other relevant elements within the Sub-Area Plan.	✓	✓
Transit Developers shall cooperate with Broomfield, the Regional Transportation District and CDOT to accommodate transit service by providing space for bus shelters and associated site furnishings such as benches, bike storage, and trash receptacles as appropriate.	✓	✓
Street and Parking Parking lots shall be placed behind buildings and shall not inhibit the pedestrian-focused environment. Provide clear, safe, and convenient connections to storefronts.		✓
Structured parking is strongly encouraged with higher densities, three stories and higher.	✓	✓
Buildings facing W. 120th Avenue, E. 1st Avenue, Sheridan Boulevard, Lowell Boulevards or Main Street shall be designed so that parking lots do not visually overwhelm the project. This may be achieved by careful placement of buildings, distribution of parking into smaller areas within the site, use of landscaping, screen walls, topography or other innovative site planning techniques.	✓	✓
Shared parking between uses of varying peak usage characteristics is strongly encouraged. Adjacent on-street parking may be counted toward parking requirements to minimize the presence of parking facilities and ensure an efficient use of space.	✓	✓
To the extent possible, adjoining and proximate projects shall provide shared access points and/or cross access opportunities.	✓	✓
Development shall provide appropriate bicycle parking facilities.	✓	✓
Incorporate a minimum 6-foot tree lawn to separate pedestrians and vehicles along E. 1st Avenue. Areas designated as Activity Nodes are subject to different standards and shall be exempt. Refer to the Landscape Standards below.	✓	
Large parking lots in excess of 50 spaces shall include special design treatment including, but not limited to, decorative paving accents, enhanced landscaping internal to and at the parking lot edges, and pedestrian connections with enhanced landscaping along both sides of concrete/decorative paving walks.	✓	✓
Walkways/Walkability Walkways shall incorporate landscaping and be designed with clear, convenient and safe routes.	✓	✓
Provide wide sidewalks along storefronts (minimum of 12 feet in width).		✓
Sidewalks along E. 1st Avenue shall be 8' to promote walkability.	✓	✓
Provide accent paving or treatment to highlight crosswalks, gathering spaces, and walkways. A master planned thematic design treatment	✓	✓

is strongly encouraged. All crosswalks along E. 1 st Avenue shall be patterned/colored concrete or other similar treatment to emphasize the pedestrian crossing.		
Provide storefront awnings, covered walkways or other comparable alternative (i.e., canopy or ornamental trees). Balance an open air design with the need for shade and cover from the elements.	✓	✓
Provide pedestrian-scale lighting and, where appropriate, sign directories to promote clear routes.	✓	✓
Provide direct, convenient and pleasant pedestrian and bicycle connections from all buildings to parking, nearby trails, adjacent roadways, and transit stops as appropriate. These connections shall be distinguished from driving surfaces by placement, texture or color change, elevation, landscaping, or other techniques.	✓	✓
When appropriate, adjacent and proximate developments shall have pedestrian and bicycle connections. When feasible, these connections should be through landscaped or plaza areas.	✓	✓
Incorporate traffic calming at major pedestrian intersections.		✓

Architecture

Goal - Buildings should relate to each other in terms of orientation, height, scale, setback, mass, details, window and roof forms, as well as materials, textures, and colors. The intent is to create an attractive, desirable destination of an intimate, personal, and human-scale quality.

Standards & Guidelines Architecture	Entire Plan Area	Activity Nodes
Architecture shall comply with the Vision presented in Section 1 and with other relevant elements set forth in the Sub-Area Plan.	✓	✓
- A consistent architectural theme shall be presented with each project throughout the Plan area. - The primary building material shall be brick on stone. Rich earth tone colors are encouraged for the primary materials. - Buff-colored sandstone accents are encouraged. Accents may include other durable material such as EFIS, CMU and stone. - Elevations that are not visible from public streets, trails, spaces as well as parking structures may utilize other quality, durable building materials such as stone, EIFS, or comparable material as the primary material. - Metal, wood (or similar composite) siding is not allowed.	✓	✓
Four-sided architecture is required.	✓	✓
Provide consistent and/or complementary architectural themes and colors to promote attractive buildings with visual interest.	✓	✓
Individual corporate architecture shall be minimized.	✓	✓
Each building must incorporate storefront windows (for displays or other forms of visual interest), recessed or other articulated entries, sign bands, and awning/canopies to promote a shopping environment that is safe, pleasant and of a human-scale. Transom or clerestory windows are also encouraged where appropriate.	✓	✓
- For first floor building facades along the street, at least 60% of the building façade shall consist of storefront, display windows and public entrances. - For upper floors, windows shall comprise a minimum of 40% of the façade, excluding parapets.		✓

▪ Screen and mitigate the appearance of gas meters, electrical panels, transformers, etc. Screen enclosures shall incorporate materials and colors to match the primary building(s). Gates shall be in a durable metal or similar material and painted to match the enclosure or a master design theme.	✓	✓
▪ Screen, on all sides, ground and roof top mechanical units in a manner consistent with the project's architectural design. Minor roof top protrusions, such as vents, shall be painted to match the building or roof top.	✓	✓
▪ Any façade visible from any public right-of-way, public trail or pedestrian corridor/gathering place, or any residentially used or planned parcel, shall include a massing change or projection (minimum 1-foot) or a similar feature to provide relief to the façade at least once every thirty (30) horizontal feet. Variation in complementary colors and materials is also encouraged. Similar articulation is required every 30' along the roof line.	✓	✓
▪ Articulate entryways with architectural features (i.e., with canopies, awnings or other methods) so that they are clearly identifiable from the street and walkways.	✓	✓
▪ Outdoor storage, trash/recycling collection and loading/service areas shall be located and designed in such a manner that they are fully screened from view from any public right-of-way, public trail/pedestrian corridor or residential (existing or planned) parcel.	✓	✓
▪ Building heights shall be set to achieve the following: 1) Transition from adjacent dwellings; 2) Emphasis of visual focal points; and 3) Compatibility with the topography of the site.	✓	✓
▪ Maximum building heights shall be determined by the requirements established in the underlying zoning district or as approved through the Urban Renewal site plan process.	✓	✓
▪ Provide attractive sound and screen walls (minimum 10 feet tall) along the northern plan area boundary (south side of the drainageway) to mitigate potential operational, service, and mechanical impacts to adjacent properties and greenways. The north side of the screen wall shall incorporate visual relief through landscaping and other design techniques as appropriate.	✓	
▪ Large-format stores shall incorporate one of the following design treatments: - o All visible façades shall be designed with architectural elements, material and massing changes; roofline variations; decorative/articulated entries; substantial storefront landscaping; and pedestrian scale elements along the front façade (benches, awnings, trellises, window displays, public art, lighting, etc.) to break-up and mitigate long, plain façades as well as provide architectural interest. - o Minimize traditional corporate architecture. - o Successful elements are reflected in local examples such as Wal-Mart (south of FlatIron Crossing) and Target (in Superior).	✓	✓

Signs, Lighting, Street Furniture and Public Art

Goal - Quality signs, light fixtures, and street furniture shall be incorporated through a thematic overall design scheme that promotes clear direction, safety, and gathering places. Human-scaled details and visual interest are essential to promote a pedestrian-friendly experience.

Standards & Guidelines Signs, Lighting, Street Furniture, and Public Art	Entire Plan Area	Activity Nodes
General Signs, lighting, street furniture, and public art shall comply with the intent of the Vision set forth in Section 1 and other relevant elements within the Sub-Area Plan.	✓	✓
Signs - Master developer(s) are encouraged to establish a master signage plan. These plans shall address a hierarchy of signs, a theme, sizes, materials, and colors. - Sign design shall compliment the larger project design with regard to colors, style and scale. - Limited signage may be proposed on awnings and should be designed as part of an overall signage program, if possible. - All free standing signage shall be in a monument form. Signs shall not exceed 7 feet in height. - The Broomfield Municipal Code governing signage (Section 17-44) shall apply for any provisions not specifically addressed in this Plan.	✓	✓
Gateway Entry Signs - At Lowell Boulevard, provide a minimum of 5,000 sf for signage and landscaping. - At Sheridan Boulevard, a minimum of 10,000 sf for signage, landscaping and public art or other design features should be provided. - Broomfield gateway signs should incorporate: - Vertical columns and a horizontal base in stacked buff sandstone. - Vertical sign plate/back drop in earth red stone (ie Lyons Red). - Bronze Broomfield logo. - Pin-mounted lettering in a uniform size, font and bronze color. Attachment 5 is a sample gateway sign.	Gateways ✓	
Lighting W. 120th Avenue street lights should be coordinated with CDOT. A conceptual light pole and traffic signal is provided in Attachments 5 and 6. - For other streets, utilize decorative street lights, limited to a maximum 20' high. - Along E. 1st Avenue and Streets A, B, & C, lights shall be pedestrian-scale and a maximum of 16' high. A consistent pedestrian light fixture shall be included. - Along pedestrian connections and in plazas/gathering spaces, provide pedestrian lighting (maximum 12-14 feet high) as appropriate. - Building-mounted lights shall be of an appropriate scale to the development.	✓	✓
	✓	✓
	✓	✓
	✓	✓
	✓	✓

Provide lighting in an efficient manner such that it does not adversely affect neighboring properties.	✓	✓
All lighting shall be directed, downcast and shall not extend beyond property lines.	✓	✓
Light sources shall be shielded when visible from residential or public open lands (existing or planned).	✓	✓
Street Furniture Provide benches as appropriate to create gathering places or resting areas. Consider periodic co-location of benches to facilitate socializing.	✓	✓
Provide bike racks as appropriate to accommodate bike storage in convenient locations.	✓	✓
Trash receptacles should be located for convenience.	✓	✓
Public Art Large projects (more than 75,000 square feet or more than three buildings) and plazas/public gathering places shall include public art and amenities. Water features using recycled water are encouraged.	✓	✓

Landscaping

Goal - Provide an attractive and quality landscape image throughout the Sub-Area.

Standards & Guidelines Landscaping	Entire Plan Area	Activity Nodes	Landscape Node
General			
Landscaping shall comply with the intent of the Vision set forth in Section 1 and other relevant elements of the Sub-Area Plan.	✓	✓	✓
Use plant materials to separate functional uses and create outdoor gathering spaces such as courtyards, greens, plazas, etc.	✓	✓	✓
Provide landscape treatments that reinforce the circulation system (i.e., separate walkways from streets).	✓	✓	✓
Promote the use of plant materials to modulate harsh climatic conditions (i.e. wind and sun).	✓	✓	✓
Where appropriate, use native, drought-tolerant plant materials (particularly in shrub and perennial beds), and design irrigation systems that optimize water conservation.	✓	✓	✓
Provide street trees in tree grates suitable for pedestrian safety and tree viability.		✓	
Entries			
Provide formal landscape treatments at entries.	✓	✓	✓
Integrate plant materials with entry monumentation. Plantings should frame or provide a visual base for entry signs.	✓	✓	✓
At project entries and intersections, provide a minimum of three layers of plant materials, including: shade, evergreen, and/or ornamental trees; shrubs; annual and perennial flowers; and groundcovers.	✓		✓

▪ In areas that do not have buildings fronting the street, provide minimum 6-foot tree lawns, between the sidewalk and curb, with street trees, shrub and/or flower beds interspersed between.	✓		
Parking Lots ▪ Parking areas which front on W. 120th Avenue, Sheridan or Lowell Boulevards, E. 1st Avenue, or Main Street shall be bordered on these street sides by a berm, knee wall, or hedge not less than 30 inches, and no more than 36 inches high. ▪ If a knee wall is provided, it shall be architecturally consistent with the design of the project. ▪ Alternatives shall be considered in instances where finished topography provides a natural screening effect.	✓	✓	✓
▪ Promote safe, clear and attractive landscaped walkways to buildings. Tree grates and use of ornamental and/or shade trees are encouraged in these areas.	✓	✓	
▪ Cluster ornamental trees at primary intersections with E. 1st Avenue. Incorporate shade trees within and adjacent to parking areas.	✓	✓	✓
▪ A minimum of 10% of all parking lots shall be landscape area (plantings required for street edge and perimeter planting areas may not be counted toward meeting this requirement). A minimum of 1 tree per 10 parking spaces is required. The ends of parking rows must have minimum 6-foot planting islands with two trees and 10 shrubs. Parking lots of more than 100 spaces must provide landscape medians every fourth row with at least 1 shade tree and 10 shrubs every 30 lineal feet of median. Parking lots with more than 500 spaces may submit parking plans which demonstrate that the visual impacts of the parking lots are minimized as an alternative to these requirements.	✓	✓	✓
▪ Encourage a variety of plant material at varying scales.	✓	✓	✓
W. 120th Avenue, E. 1st Avenue and Sheridan Boulevard ▪ Implement the Landscape Vision (Section V). (See detail of landscaping along enhanced streets in Section V and Exhibit 16.) ▪ Provide a 50' landscape zone adjacent to W. 120th Avenue along the north side. ▪ For W. 120th Avenue, incorporate periodic monuments as identifying markers for Broomfield (See Section V for intent). Monuments shall be designed to compliment Broomfield's gateway signs. ▪ Gateway designs and landscaping are strongly encouraged to incorporate elements that evoke Broomfield's agricultural heritage (See Section II, Goal No. 3)	✓ ✓ ✓ ✓	✓ ✓ ✓ ✓	✓ ✓ ✓ ✓

Open Land Corridor Buffer, Greenbelt and Drainage) ▪ Landscape designs shall be developed for site specific conditions and shall be designed to incorporate appropriate transitions between uses. Improvements in the vicinity of the drainageway shall include native, low water plantings as appropriate. ▪ The western portion of the new corridor (south and directly adjacent to existing residential properties in Country Vista) may be more manicured in appearance but shall be irrigated and include low water shrub, annual and/or perennial plantings.	✓	✓	
▪ Development adjacent to the Open Land Corridor shall provide a minimum 20-foot landscape buffer to the property line. The buffer shall include, at a minimum, 8-foot evergreen trees every 25 feet, and additional deciduous trees for accents. Additional clustering of trees is required to maximize screening of long building walls and service area screen walls.	✓	✓	
▪ Provide attractive sound and screen walls (minimum 10 feet tall) along the northern plan area boundary (south side of the drainageway) to mitigate potential operational, service, and mechanical impacts to adjacent properties and greenways. The north side of the screen wall shall incorporate visual relief through landscaping and other design techniques as appropriate.	✓	✓	
Landscape Nodes (Supplement to above Standards) ▪ Minimum area is 3,500 square feet at each corner of the intersection.			✓
▪ Incorporate ornamental trees, shade and evergreens for color and interest year round.			✓
▪ Benches and trash receptacles shall be provided where appropriate to create resting spots.			✓
▪ Include pedestrian connection to key buildings with special pavement patterns and landscape treatments.			✓
▪ Incorporate public art whenever possible.			✓
▪ Incorporate flowers and/or perennials in nodes.			

VIII. IMPLEMENTATION

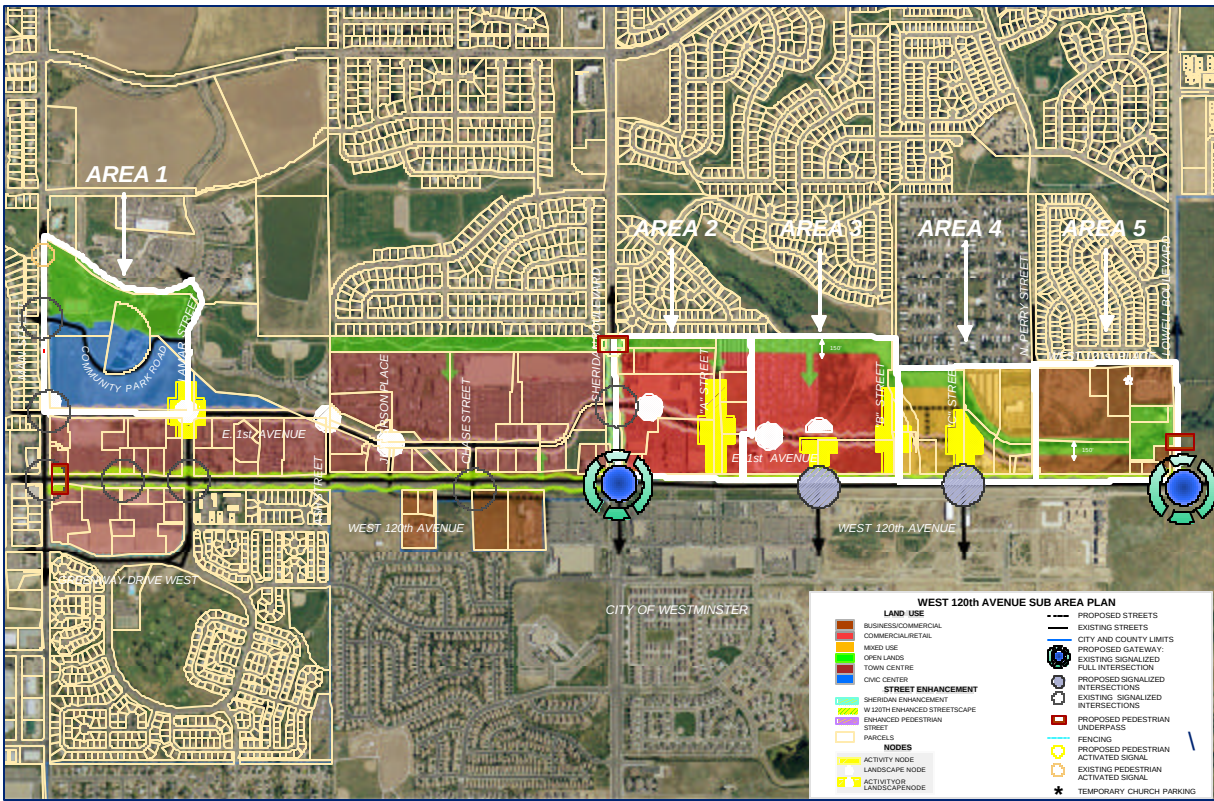
Implementation of this Plan and its vision will be a balanced approach of public and private sector involvement. It is important to remember that throughout the strategies described below, development will be market responsive, i.e. public actions in themselves cannot create a market for uses and new development where none exists. Along W. 120th Avenue, public improvements and policies can guide development in the public interest, but coordinated private investment is necessary to achieve this overall vision. Public investment, however, is a critical catalyst that can spur the appropriate private land use developments which will, in turn, further implement the Plan's vision.

In implementing this Plan, it is the intent of Broomfield to work closely with existing property owners, businesses and potential developers towards redevelopment project(s). Land transfers resulting from acquisition involving the public sector should occur through a coordinated process with land owners and land purchasers. City Council has emphasized that, to the extent possible, redevelopment plans should accommodate appropriate existing business that will be displaced due to redevelopment efforts, and relocate uses that are not consistent with the plan's vision.

Implementation of the Plan's vision is discussed relative to the 5 different redevelopment areas (see map below) for both the near and long-term. The table below summarizes strategies for each redevelopment area.

Redevelopment Area	Near-Term	Long-Term
Area 1: Civic Center	Staff will work to recruit a suitable developer, refine plan details through BURA process, and commence initial phase of construction.	Continue construction through full build-out.
Area 2: Properties between Sheridan Boulevard and "A" Street (Currently develop as the Broomfield Plaza, K Mart, and adjacent self storage use)	The property owner of the Broomfield Plaza has submitted a proposal to upgrade the exterior façade of the retail center. The site is currently a viable retail center, redevelopment of the site will likely not occur for some time. Staff will work with the property owner to enhance the architectural appearance of the retail center through the urban renewal process.	Redevelopment will likely occur in the long term after much of the remainder of the corridor has been redeveloped. The final portion of E. 1 st Avenue between the Barber's property and Sheridan Boulevard will be constructed when the Broomfield Plaza Shopping Center is redeveloped.
Redevelopment Area	Near-Term	Long Term
Area 3: Barber's Property	Execute agreements and commence development of a large format retailer. Associated public/private improvements shall include: ▪ A buffer area north of the retail building; ▪ First phase of E. 1st Avenue; ▪ Drainage improvements; ▪ Landscape enhancement along W. 120th Avenue; and ▪ Traffic signal on W. 120th Avenue.	Continued landscape improvements along W. 120 th Avenue and redevelopment of smaller sites adjacent to W. 120 th Avenue.

Area 4: Properties east of Barber's and west of N. Perry Street	Work with developers and property owners to assemble properties for a master planned development. Obtain approval and initiate development. Associated public/private improvements shall include: ▪ Second phase of E. 1st Avenue; ▪ Drainage improvements; ▪ Landscape enhancement along W. 120th Avenue; ▪ Open Lands buffer and trails connections' and ▪ Traffic signal on W. 120th Avenue.	Continue plan implementation through full build-out.
Area 5: Properties east of N. Perry Street and West of Lowell Boulevard	Site specific developments will include: ▪ Pending proposal for Mountain States Baptist Church; ▪ Solicit potential users (i.e. sit-down restaurant) for the W. 120th Avenue and Lowell Boulevard gateway (the properties recently purchased by the BURA). Planning and construction for a business and gateway enhancements such as signage, public art, etc., should occur; and ▪ Work with property owners south of the drainage way and east of N. Perry Street to assemble properties and/or attract quality businesses.	Continue plan implementation through full build-out.



Public Improvements

Assuming a large format retail store is constructed, increased tax revenues will be used to design and construct public improvements outlined in this plan. As revenue projections become available, Broomfield will prioritize the potential public improvements needed to fulfill the ultimate vision of this Plan. The Project Ranking Matrix below will help guide the prioritization process. The near and long-term strategies discussed above outline key public and private improvements associated with each development project. Additional public improvements (such as continuous landscaping along W. 120th Avenue, purchase and development of additional open lands and trails connections, additional drainage improvements, pedestrian underpasses, etc.) would occur as per the a future prioritization schedule and as funds become available.

Project Ranking Matrix

The following table summarizes the proposed public improvements within the Sub-Area. A critical factor, early on, is to put into action key elements that will act as a catalyst to jump start (and provide revenue sources) for new and on-going private and public investment in the corridor. The table ranks the improvement as high, medium or low; assigns a preferred timeframe for completion; lists the parties responsible for participating in the improvements; and includes general comments related to the ranking.

All of the proposed improvements are anticipated to require some level of public participation and could be funded through Broomfield Urban Renewal utilizing a variety of funds, bonds, cost sharing, and/or other mechanisms. The matrix is intended to inform future decision-making with regard to planning and budgeting for capital improvement program priorities. A higher ranking is generally assigned to projects with greater potential for cost sharing and/or considered integral to the success of the overall (re)development of the sub-area. Lower rankings are typically assigned to those projects with greater uncertainty or challenges with regard to financing and/or implementation, or that will have less impact on spurring redevelopment within the corridor.

PROJECT RANKING MATRIX			
Project Description	Combined Ranking & Timing	Responsibility	Comments
<i>DRAINAGE</i>			
Drainage Improvements along W. 120 th Avenue and the open lands buffer and drainageway.	High / 3-5 years	Broomfield / Broomfield Urban Renewal Authority (BURA) Private UDFDC	Improvements are critical to maximizing future (re)development. UDFCD may pay for 50% of improvements subject to timing.
<i>STREETS (Including landscaping)</i>			
W. 120th Avenue, including: - Medians (new & upgraded) - Edge Landscaping - Street lights - New proposed traffic signals	High / 2-10 years	Broomfield / BURA CDOT Private	Improves visual appearance and promotes redevelopment. Traffic signals improve access and circulation. Requires significant coordination with CDOT.
Extension of E. 1st Avenue - East Half (Barbers property to Perry Street) - West Half - Vicinity of Broomfield Plaza (BP) and Storage USA Self Storage	High / 3-6 years	Broomfield / BURA Private	Enables (re)development of largest segment of un- or underdeveloped properties.
	Medium / 5-10 years	Broomfield / BURA Private	Requires significant redesign of the BP and storage business to accommodate roadway extension.
Streets A, B, and C	High / 3-7 years	Broomfield / BURA Private	Street grid is key to future pedestrian friendly shopping, creating a special place, enticing retailers, restaurants, etc. to locate along the corridor.
<i>UTILITIES</i>			
Existing Sanitary Sewer Upgrade	High / 3-5 years	Broomfield / BURA	A portion of the existing sanitary system requires an approximately 1,000 l.f. upgrade in vicinity of the Civic Center to accommodate new development.
Water and utility improvements including a lift station	High / 3-5 years	Broomfield / BURA	Improvements throughout Sub-Area and a lift station near Lowell Blvd.

CIVIC AMENITIES, OPEN LANDS & PEDESTRIAN CIRCULATION			
Open Lands / Trail / Buffer - East Half (Related to Drainage Improvements) Barbers property to Lowell Blvd. - West Half Broomfield Plaza to self storage business	High / 3-5 years	Broomfield / BURA UDFDC Private	This segment serves a key role in necessary drainage improvements.
	Medium / 5-10 years	Broomfield / BURA Private	Desirable amenity to residential community. Requires private cooperation to acquire land for trail/greenbelt/buffer improvements. Will likely occur in longer term with redevelopment of BP.
Pedestrian activated signal on Sheridan Blvd at Open Lands/Greenbelt/Buffer	Medium / 5 years	Broomfield / BURA Private	Same as above. Also, improves pedestrian circulation.
Pedestrian underpass at Sheridan Blvd and Open Land/Greenbelt Buffer	Medium / 10 years	Broomfield / BURA	This underpass would be added as trail use demand increases.
Re-stripe pedestrian crosswalks and key intersections.	High / 0-3 years	Broomfield / BURA CDOT	Improves pedestrian circulation and safety at modest cost.
Pedestrian underpass at Lowell Blvd and Drainage improvements	High / 3 years	Broomfield / BURA Westminster UDFCD	Significant cost participation. Likely cost distribution for storm water improvements: Westminster & Broomfield each pay ¼, UDFCD pays ½.
Pedestrian Underpass at W. 120 th and Main Street	Medium / 10 years	Broomfield / BURA CDOT	Desirable to better connect neighborhoods and shopping centers within the community.
Civic Center Improvements	High / 3-5 years	Broomfield / BURA Private	Broomfield (BURA) controls this parcel. Timing is subject to availability of financial resources and private investment.

MISCELLANEOUS			
Gateway Improvements			
At Lowell Boulevard	High / 1-3 years	Broomfield / BURA	Strong political will. Broomfield has acquired the property, therefore it controls development.
At Sheridan Boulevard	Low / 7-10 years	Broomfield / BURA Private	Requires relocation of existing business at NE corner. NW corner is unlikely to change in short or medium term. Qwest (property owner) has significant underground utilities in place to serve area.
Fence to mitigate Villager Square service area.	Low / 5-10 years	Broomfield / BURA Private	Aesthetically desirable.
Public art projects in Civic Center, Landscape Nodes and at gateways.	Medium / 1-10 years	Broomfield / BURA Private	Aesthetically desirable.