CHAPTER 2
GROWTH AND ECONOMIC DEVELOPMENT

IN THIS CHAPTER:
The future of Arvada’s prosperity and quality of life will be influenced largely by the City’s ability to manage growth through intelligent economic development, distinct character, and strong fiscal policies. Critical choices include taking advantage of demographic trends to expand and diversify our economic and housing base, and directing strategic investments into opportunity areas such as TOD stations and commercial corridors. All this must occur while preserving our historical resources and continuing to enhance Arvada’s small town feel and history. Chapter sections include:

• Goals and Policies
  – Land Use and Redevelopment
  – Economic Development
  – Community Character, Urban Design, and Historic Preservation
• Land Use Plan and Land Use Categories
• Principles for Complete Centers

Olde Town Arvada
VALUES AND NEEDS

A MORE DIVERSE, MATURE ARVADA

Arvada is changing. Tremendous growth occurred in the Denver Metro area from 2000 to 2010, with Arvada growing at a rate of 4.2%. Arvada compared favorably with that of Westminster, at 5.1%, and Jefferson County, at 1.4%, while Wheat Ridge lost 8.3%. Within these growth rates, significant changes took place in age, ethnicity, and household composition. Arvada is getting older, more ethnically diverse, and family size is decreasing. Baby boomers (ages 45-64) and seniors (65 and greater) increased substantially, while those ages 18 years and under and the group between 35-44 shrank. The Hispanic population increased from 9.8% to 13.7%, and non-Hispanic Whites decreased from 85.5% to 81.3% of the population. Non-family households became more prevalent in Arvada.

Between 2000 and 2010, the economy endured two bubbles and two recessions, which was felt in a decrease in median income of 4%, from $67,853 to $64,991. Poverty, similar to many other suburban areas, is increasing in Arvada. The percent of people living at 100% below the Federal Poverty Level increased from 5.2% in 2000 to 7.9% in 2010. Many of the impoverished are children. These demographic changes are due, in large measure, to regional trends and Arvada’s housing characteristics (type, amount, age, price). How the City responds will determine the trajectory of Arvada’s demographics.

The population of Arvada is growing in size, but it is also growing older, becoming more culturally diverse, and experiencing an increase in smaller non-traditional households. These changes require a wider range of housing, retail, and employment choices. How should the community take advantage of these changes? Additional information on demographic changes can be found in Appendix A: Planning Influences.
**A Complete, Resilient and Balanced Arvada**

Since the post-war housing boom, Arvada continues in many ways to be a bedroom community to Denver, the Front Range, and external job markets. There is one job in Arvada for every two households (0.55 jobs per household) according to the US Census Bureau (2011); this relatively low ratio indicates that many city residents commute to jobs outside of Arvada. The community wants to see a continued transition toward a complete community, that is actively rounding out and growing the community’s economic base, and helping all businesses thrive. Diversifying Arvada’s economic base—making the City more self-sufficient and less of a bedroom community continues to be a goal carried over from the 2005 Plan.

Arvada’s economy faces challenges such as dated shopping centers and commercial buildings, limited available buildings and land for commercial development, threats of decreasing or eliminating State of Colorado enterprise zone incentives, uncertainties of the economy which causes businesses to be conservative in expansions and/or hiring of employees, as well as the increased use of Internet purchases which causes decreases in retail storefronts and reduced sales tax revenue for the City.

Arvada’s median household income (about $65,000) is higher than Jefferson County ($64,000) and the Denver metropolitan area ($59,000), offering the potential to support a healthy retail sector in the city. Arvada’s economy and job market is dominated by the wholesale and retail trade, education and health care sectors. Professional services and manufacturing also hold significant portions of Arvada’s employment opportunities. Even though Arvada’s sales tax revenue declined during the recent economic downturn, revenue has grown steadily over the past three years.

Now is an opportunity to match markets to demographics – to re-evaluate and fine-tune the mix of land uses, and to make revisions in order to provide for future economic development and housing needs. Commercial development should be strategically located, especially as Arvada recovers from the recession, TOD stations develop, Candelas development continues, and the Indiana Corridor builds out. Arvadans want to make sure that future retail, office and industrial centers occur in the most appropriate locations and ways possible. This Plan designates appropriate locations for additional residential choices and mixed-use development, by recognizing the transformative nature of the Gold Line transit stations and by suggesting more compact forms of housing and mixed use neighborhoods in the transit station influence areas. Additional areas that were evaluated in the plan update include Indiana Street, Ralston Road, and Wadsworth Boulevard corridors.

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**Figure 2-1.** Arvada’s residential appeal and proximity to Denver’s large employment centers have historically promoted its growth as a “bedroom community.” A significant portion of Arvada’s workforce commutes outside the city limits to places of employment, while few workers commute into Arvada to work. This results in a jobs-to-housing ratio that is lower than comparable surrounding communities, placing burdens on the City’s transportation system.

**Figure 2-2.** Household income is a significant driver of economic and commercial development within a community, as incomes directly impact consumer spending, municipal tax revenues and capital investment. Arvada benefits from a consistently high median household income, compared to comparable surrounding communities. Other than a recession-related pause in 2009-2010, Arvada’s trend has been upward and is expected to keep pace with inflation.
A Redeveloping Arvada

As the City matures, older commercial corridors and centers sometimes do not perform as well as they did in the past. To remain viable, these areas often need to be re-invented, incorporating new uses, tenants, and a more contemporary appearance.

Governed by a volunteer board appointed by the Mayor and approved by City Council, the Arvada Urban Renewal Authority (AURA) works toward revitalizing blighted urban areas. AURA is one of the most effective urban renewal agencies in the state. Since the 2005 Comprehensive Plan, AURA has completed renewal of City Center, south of Olde Town, and is currently developing and implementing plans for Modified Jefferson Center, Northwest Arvada, Olde Town Station and the perimeter of Olde Town, Ralston Creek, and Village Commons.

The goals of the renewal plans, the limitations of what the market can realistically support, and the demands of stakeholders requires a high level of understanding, balance, and timing. This Plan is an opportunity to define redevelopment goals and to identify how to strengthen under-performing commercial corridors and centers in ways that compliment their adjacent neighborhoods and lift the overall community.

An Economically and Fiscally Sustainable Arvada

Arvadans’ desire a local government that is fiscally sustainable. This requires wise governance and current and future land uses that generate enough revenue to provide a high level of municipal services. City economic development programs, zoning, signage and permitting processes must encourage business development while protecting the integrity of the community. This can be achieved through an appropriate balance of residential and commercial development.
Maintain Arvada’s Diverse Community Character

Arvada’s distinctiveness — such as its Olde Town Historic District, unique street corridors, rural areas, and scenic mountain vistas — are a big part of its quality of life and fundamental to its economic health. The Plan contains principles for preserving these assets and ensuring the quality of design and development in both old and new areas including TOD stations.

Planning Effectively For Future Opportunities

The Land Use Plan, created in 2005 and updated in 2008, established a land use pattern and land use categories that have generally been adhered to. Today, Arvada continues to approach full “buildout,” like many of the Denver Metro Area communities. This means that the City has less physical room to expand outward because of neighboring communities, protected open space lands, or lands with development constraints. Opportunity areas that can serve to achieve the Community Vision are becoming more limited.

For several reasons — environmental sustainability, fiscal health, the impending scarcity of raw land, and the Gold Line — Arvada is focusing more and more on redevelopment and infill for certain parts of the community that are already developed, such as:

- 60th and Sheridan/ Arvada Gold Strike TOD Station
- Arvada Ridge TOD Station
- Olde Town TOD Station
- Wadsworth Boulevard
- Ralston Road Corridor and Ralston Creek (Triangle Area)

Even so, within Arvada’s Planning Area, large blocks of land are still vacant. These vacant lands lie mostly to the west and include Candelas and Leyden Rock areas as well as the Indiana Street Corridor.
GOALS AND POLICIES

LAND USE AND REDEVELOPMENT

GOAL L-1: Coordinate Arvada's planning internally and with that of adjacent jurisdictions and the Denver Regional Council of Governments.

POLICY L-1.1: Coordination with Regional Planning
Arvada will coordinate with Denver Regional Council of Governments (DRCOG) in implementing its Metro Vision Plan and regional initiatives, especially with respect to encouraging employment and housing in designate urban centers.

POLICY L-1.2: Coordination with Local Planning
Arvada will coordinate its plans with adjacent cities and counties.

POLICY L-1.3: Coordination of Internal Plans
Arvada will coordinate the plans of its individual departments to ensure consistency with the Comprehensive Plan and City Council Strategic Plan.

GOAL L-2: Plan for a balanced mix of commercial and residential land uses in Arvada.

POLICY L-2.1: Complete Community
The City will provide for a balanced mix of land uses by promoting redevelopment and continuing to reserve lands for future commercial and industrial development as well as a variety of housing choices as shown on Figure 2-8 (see also Land Use Plan).

POLICY L-2.2: Allow Appropriate Expansion of City Boundaries
The City will consider annexation of land that includes land uses that are consistent with Comprehensive Plan goals, the long-term needs of the community and the city's service capacity.
**GOAL L-3:** Encourage development of transit-supportive, higher-density, mixed-use, pedestrian-oriented areas.

**POLICY L-3.1: Designated Mixed-Use Areas**
The plan designates mixed-use areas in Arvada to provide a mix of land uses, services, retail and commercial development, employment, and in some cases, a diversity of higher density housing in close proximity to transit, bike, and pedestrian connections. Mixed-use areas should be focused in designated areas as shown on Figure 2-8.

**POLICY L-3.2: Criteria for New and Redeveloping Mixed-Use Areas**
Mixed-use areas are envisioned as strategically located, high-intensity, pedestrian-oriented activity areas providing a range of retail, business, civic, cultural, and residential opportunities for the surrounding trade area. Mixed-use areas should be located in urban centers or designated corridors and should create or demonstrate the following characteristics:

- Transit-supportive residential densities with a mix of housing types and affordability;
- Transit-supportive mix of retail and employment opportunities;
- Streets or other physical features that help define the center;
- Public plazas, gathering spaces or amenities designed as a focal point;
- Transit service;
- Pedestrian-oriented site design; and
- Interconnected network of multi-modal streets linking to surrounding areas.

**GOAL L-4:** Promote mixed-use, transit-oriented development.

**POLICY L-4.1: Transit-Oriented Development**
The City will plan for and encourage higher-intensity, mixed-use development near future transit station locations identified in the Land Use Plan (Figure 2-8). Transit-oriented projects should take into consideration factors such as mixed-use development, sustainable design, and design for pedestrians around transit facilities (see also Transit-Oriented Development Principles).

**POLICY L-4.2: Community Involvement in Transit-Oriented Design**
The City will promote site-specific design and planning for each future transit site using methods to involve community members and other stakeholders (described in Transit-Oriented Development Principles).

Figure 2-5. Station Area Plans for the Olde Town, 60th and Sheridan/Arvada Gold Strike, and Arvada Ridge Gold Line Light Rail Stations. Sources: Arvada Transit Station Framework Plan, 2007.
GOAL L-5: Designate and promote redevelopment and infill to generate economic revitalization, improve physical conditions, and provide an appropriate mix of quality housing choices.

POLICY L-5.1: Targeted Redevelopment Areas
The City will continue to plan for and promote redevelopment in targeted redevelopment areas (see Figure 2-6. Redevelopment Areas). Targeted redevelopment areas include:

- Modified Jefferson Center
- Northwest Arvada
- Olde Town Station
- Ralston Fields
- Village Commons

POLICY L-5.2: Future Redevelopment Plans
Arvada will monitor the economic vitality of key commercial areas and prepare plans for future redevelopment if needed to guide specific projects and encourage redevelopment. Characteristics of under performing areas include:

- Blight conditions
- High vacancy rate
- Low sales tax production
- Deterioration of housing conditions
- Transition from retail to non-retail uses in a retail center

POLICY L-5.3: Regulatory Climate to Encourage Redevelopment and Infill
The City will continue providing incentives, as appropriate, and a positive regulatory climate in order to encourage infill development and redevelopment.

POLICY L-5.4: Funding for Redevelopment
The City will actively seek funding from the private and public sector to encourage investment in redevelopment areas.

Figure 2-6. Redevelopment Areas
Economic Development

GOAL ED-1: Expand and diversify the City’s economic base to create primary jobs to increase the City’s fiscal capacity to meet the needs of its citizens.

POLICY ED-1.1: New Commercial and Employment Development
The City, working with the Arvada Economic Development Association, will actively promote and support commercial and employment development by recruiting primary jobs and increasing the range of products and services available to Arvada citizens.

POLICY ED-1.2: Existing Business Retention
The City will work with its strategic public and private partners to grow and otherwise assist existing businesses throughout the City to increase existing business retention, especially for primary employers and small, locally-owned businesses.

GOAL ED-2: Plan for new employment centers that will provide primary jobs in Arvada.

POLICY ED-2.1: Land for Employment Uses
The City will retain lands in strategic, transit supportive parts of the City for new employment centers to accommodate offices, manufacturing, high tech, flexible space, and other primary employment uses. Targeted industries include medical, manufacturing, research and development, biomedical, energy, enabling technology, and professional services. Future employment centers are located at:

- Parkway Business Center (Indiana and 64th Avenue);
- Indiana Street and 86th Parkway;
- Indiana Street and 66th Avenue (Parkway Business Center and environs);
- Olde Town;
- Ralston Creek (Triangle Area);
- Ward Road and I-70; and
- Southeast Arvada and the 60th and Sheridan/Arvada Gold Strike TOD Station.
GOAL ED-3: Plan for well-located, high-quality commercial developments.

POLICY ED-3.1: Commercial Development in “Centers”
The City will plan for a hierarchy of commercial development at major intersections to serve the future needs of the community, including neighborhood and regional commercial centers. The City should discourage strip commercial development along arterial roadways where inappropriate.

POLICY ED-3.2: Neighborhood and Community Commercial Centers
The City will plan for neighborhood commercial developments that are compatible with and designed to serve nearby residential areas. These retail developments often contain an anchor such as a grocery store anchor and other service retail shops. New retail development adjacent to neighborhoods should provide direct pedestrian connections, transitional setbacks, and landscape buffers.

POLICY ED-3.3: Commercial Diversification
The City will actively recruit hotels, hospitals, medical facilities, and other appropriate businesses not currently present to locate in Arvada to meet current and future needs.
**GOAL ED-4:** Redevelop and revitalize existing commercial and industrial areas.

**POLICY ED-4.1: Promote Redevelopment of Underutilized Commercial Areas**
The City will promote through incentives and infrastructure investment, new development, and reinvestment in designated “redevelopment areas” to retain or attract businesses and repurpose areas for retail, office and a diversity of housing types, as may be appropriate.

**POLICY ED-4.2: Olde Town Redevelopment and Historic Preservation**
The City will work to increase Olde Town’s economic vitality by creating a unique retail shopping and service area that contains opportunities for housing and employment. The City will continue physical and economic revitalization efforts in Olde Town by leveraging the opportunities created by the new commuter rail station while still preserving its historic character.

**POLICY ED-4.3: Southeast Arvada Redevelopment**
The City will identify additional opportunities for redevelopment and revitalization of Southeast Arvada, including potential employment-focused transit-oriented development around the future Arvada Sheridan/Gold Strike TOD station.

**POLICY ED-4.4: Maintain Health of Existing Commercial Centers**
The City will monitor, maintain, and strive to improve the health of existing commercial centers through strategic infrastructure investment, access improvements and aesthetic enhancements where appropriate.

**GOAL ED-5:** Improve the City’s economic base and its financial strength.

**POLICY ED-5.1: Strengthen and Diversify the City’s Tax Base**
In order to fund existing and future service commitments, the City will continue to monitor and support existing retail and employment uses, as well as promote opportunities to attract new retail uses, primary employers, tourism, and targeted entrepreneurial and technical industry clusters. The City will seek supplemental revenue sources in addition to sales tax, to allow city services to be less susceptible to retail market considerations.
GOAL CC-1: Plan Arvada as a City of different development character districts.

POLICY CC-1.1: Variety of Development Types
The City will include a variety of development types including rural areas, suburban residential neighborhoods, historic districts, redevelopment areas, and mixed-use communities that contain services, employment, and higher density housing.

POLICY CC-1.2: Promote Integration Within Districts through Design
The City will promote integration and a sense of place within districts of the City through the context-sensitive design of new development.

POLICY CC-1.3: Compatible Infill
The City will encourage new infill development to consider and be sensitive to the character of existing neighborhoods. Considerations shall include building scale, placement, size, height transitions, landscape, streetscape, and other design measures (see also Redevelopment and Infill Principles).

POLICY CC-1.4: Work with Stakeholders
The City will work with stakeholders, developers, and the community to consider a project’s potential effects and strive for integration in a manner that helps enrich the district’s character.

Olde Town Water Tower
GOAL CC-2: Establish and maintain Arvada’s distinct qualities and small-town identity.

POLICY CC-2.1: High Quality Design for Public Places
The City will promote high quality design and landscape of public places and civic buildings.

POLICY CC-2.2: High Quality Private Development
The City will promote high quality architecture, site planning, landscaping, signage, and lighting for new residential and commercial developments.

POLICY CC-2.3: City Gateways
The City will provide and maintain attractively landscaped and designed City gateways (i.e., entrances into the City on major arterials and commuter rail), including at the following locations:

- Sheridan Boulevard from I-76 and the City’s northern edge;
- Wadsworth Boulevard from north at West 80th and 88th;
- Wadsworth Boulevard from south at I-70;
- Highway 72 from west at Candelas Parkway;
- Indiana Street from north at Candelas Parkway;
- West 86th Parkway from Highway 93;
- Kipling Street, from south near 50th Avenue;
- 80th Avenue and Sheridan Boulevard;
- Ralston Road and Sheridan Boulevard;
- West 64th Avenue from Highway 93; and the
- Arvada 60th and Sheridan/Arvada Gold Strike, Olde Town, Arvada Ridge, and Ward commuter rail stations.
GOAL CC-3: Identify places and assets that are unique and important to the community and work to preserve them.

POLICY CC-3.1: Attractive Street Corridors
The City will continue to identify, plan, and maintain attractive streets and corridors to preserve local character. Such street corridors include:

- Wadsworth Boulevard;
- Olde Wadsworth Boulevard;
- Kipling Street;
- Ward Road;
- Ralston Road;
- Indiana Street; and
- Grandview Avenue.

POLICY CC-3.2: View Corridors
Arvada will identify and maintain appropriate view corridors from public streets and other public places as new development occurs.

POLICY CC-3.3: Transitions for Stable Rural Development
The City will preserve the integrity and character of stable rural development (see Figure 2-7. Stable Rural Developments) by requiring new developments to comply with the following principles:

- Place open space, trails, riparian and wildlife corridors, view corridors, wetlands, or landscaped buffers between developments;
- Incorporate rural design elements in new developments (e.g., fencing, lighting, natural landscaping that are consistent);
- Use major arterials or collector streets as boundaries between developments; and
- Use physical landscape features, existing vegetation as transitions.

POLICY CC-3.4: Low Density Areas
Development within designated Low Density areas (shown on Figure 2-8) should have an open feel and incorporate characteristics found in rural areas such as significant open space, existing vegetation, more natural landscaping, open fencing, view corridors from public places, and non-suburban road design.

POLICY CC-3.5: Lower Densities toward the Mountains
Overall density will generally decrease in western parts of the City, while allowing for higher densities in the Jefferson Center and other appropriate areas as identified on the Land Use Plan (see Figure 2-8).

POLICY CC-3.6: Residential Cluster Development in Low Density Residential areas
Arvada will encourage areas near rural enclaves and sensitive natural resources designated on the Land Use Plan as “Low Density Residential” to develop in a clustered fashion. Clustered neighborhood development should provide housing variety and different lot sizes while conserving large, interconnected amounts of open space and natural resources, or maintain rural character (see Principles for Areas with Rural Characteristics).
GOAL CC-4: Preserve historic resources and expand preservation education and awareness in Arvada and Olde Town.

POLICY CC-4.1: Historic Preservation Programs
The City will expand outreach and promotion of its historic preservation efforts.

POLICY CC-4.2: Historic Preservation Partners
The City will continue to work with the historic preservation community, such as the Arvada Historical Society and Historic Olde Town Arvada, and seek to enhance the resources and awareness of preservation organizations.

POLICY CC-4.3: Renaissance Action Plan
The City will continue to support the historic preservation goals and implement actions of the Olde Town Renaissance Action Plan, including preserving the historic nature of Olde Town as a civic and cultural resource.

POLICY CC-4.4: Olde Town Design Guidelines
The City will use the Olde Town Design Guidelines when considering proposals for new development or alterations in Olde Town.

POLICY CC-4.5: Local Preservation Efforts
The City will explore ways to expand its historic resources, historic districts, and preservation programs, including:

- Considering becoming a Certified Local Government;
- Developing a process to identify new districts and resources and designate local historic districts and landmarks;
- Inventorying historic resources and sites; and
- Developing design guidelines for other historic districts and resources.

Figure 2-7. Stable Rural Developments
Figure 2-8

FUTURE LAND USE

LEGEND

- Waterways
- Freeway
- Highways
- Enhanced Transit Corridors
- Gold Line Stations
- Gold Line
- TOD Influence Area
- Lakes
- Planning Boundary

Land Use descriptions can be found in Chapter 2 of the Arvada Comprehensive Plan.

Sources: City of Arvada, DRCOG, CDOT, USGS

July 18th, 2014
LAND USE PLAN

This section describes the land use categories shown on the Land Use Plan (see Figure 2-8). The Land Use Plan identifies future land uses for the entire Arvada Planning Area, and illustrates the distribution of residential, non-residential, mixed-use, and civic or public land uses. More information about how much development could occur based on the Land Use Plan is provided in Appendix E: Plan Buildout. Each category described below includes a listing of primary and secondary uses, a description of the general characteristics and location of each land use type, corresponding zoning districts, and the range of allowable densities.

Different land use categories, or prototypical patterns of development, and the relationships between them work together to create a complete community. These are shown in diagrammatic form as supporting graphics, which are not location-specific or regulatory in nature.

RESIDENTIAL CATEGORIES

Arvada's residential areas have a variety of characteristics and densities. The locations of residential areas are designed to be compatible with existing and proposed development and site constraints; however, in some cases the densities listed may not be achievable given unique conditions. When calculated, density includes local streets and public and private open space. The City will determine appropriate densities during the development review process, taking into consideration site constraints and adjacent development. The City also considers availability of utilities, the development's impact on the local and regional traffic system, vehicle accessibility, bicycle and pedestrian accessibility, transit accessibility, and proximity to and impact upon community facilities such as schools, parks, and open space.
Low Density Residential (with Cluster Option)

Primary Uses: Single-family residences, duplexes, patio homes, townhomes, and condominiums.

Secondary Uses: Supporting and complementary uses, including open space and recreation, equestrian uses, schools, places of worship, and other public uses. Senior housing is allowed if compatible with the surrounding area.

Characteristics and Location: This type of residential will develop at densities lower than typically found in suburban residential areas and has more rural characteristics. It is generally found in the western part of Arvada where topography is more varied. Land owners may develop large lot single-family rural residential, or cluster development on smaller lots to conserve open space, views, and other natural features. At least twenty (20) percent of the site should be conserved as open space, or fifty to seventy (50 to 70) percent with a cluster, depending on the density bonus.

Density:

<table>
<thead>
<tr>
<th>Gross Density (du/ac)</th>
<th>Open Space Min.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 0.65 du/ac.</td>
<td>20%</td>
</tr>
<tr>
<td>Up to 1.2 du/ac.</td>
<td>50%</td>
</tr>
<tr>
<td>Up to 1.5 du/ac.</td>
<td>70%</td>
</tr>
</tbody>
</table>

Relationship to Earlier Plans: This category remains generally the same from the 2008 Plan update.

Zoning Districts:

- NC-RA — New Community Residential Sub-District;
- NC-MU-A — New Community Mixed-Use Office and Residential Sub-District (allows 1 du/ac, and also mixed-use);
- R-CE — Residential Countryside District; and
- Any PUD-R up to 1.5 units per acre — Planned Unit Development Residential District.
Traditional Low Density Residential Development with 20% Open Space

Example on 40 Acres yields 26 units with a gross density of 0.65 dwelling units per acre (single family detached homes). Lots are one acre in size.

Option A: Clustered Development with 50% Open Space

Example on 40 Acres yields 48 units on a variety of lot sizes with a gross density of 1.2 dwelling units per acre (single family detached homes). No minimum lot size is prescribed. The lots shown average 10,800 square feet in size.

Option B: Clustered Development with 70% Open Space

Example on 40 Acres yields 60 units on a variety of lot sizes with a gross density of 1.5 dwelling units per acre (single family and attached homes). No minimum lot size is prescribed. The lots shown average 5,000 square feet in size.

Figure 2-9. Residential Cluster Option
Suburban Residential

Primary Uses: Single-family residences, duplexes, and attached residences.

Secondary Uses: Supporting and complementary uses, including open space and recreation, schools, places of worship, and other public uses. Senior housing facilities are also appropriate if compatible with the surrounding areas.

Characteristics and Location: Suburban residential is appropriate in suburban settings. New residential developments are accessed from local or collector streets and may be away from activity centers.

Density: Up to 5 dwelling units per acre.

Relationship to Earlier Plans: This category remains generally the same from the 2008 Plan update, which replaced the “Suburban” category in the 1995 Plan.

Zoning Districts:

- NC-MU-C — New Community Mixed-Use Industrial, Commercial, Office and Residential Sub-District;
- R-L, — Residential Low Density District;
- CC-B, — Clear Creek Residential Sub-District;
- R-SL, — Residential Small Lot, Low Density District;
- R-NT, — Residential Neo-Traditional District;
- R-I, — One and Two-Family Residence District; and
- Any PUD-R up to 5.0 units per acre — Planned Unit Development Residential District.
Medium Density Residential

Primary Uses: Medium Density Residential includes a broader variety of residential types, including single-family residences, duplexes, patio homes, townhomes, and condominiums.

Secondary Uses: Supporting and complementary uses, including open space and recreation, schools, places of worship, and other public uses. Senior housing facilities are also appropriate if compatible with adjacent development.

Characteristics and Location: This residential type is appropriate in locations near commercial services. These developments are generally served by collector streets or arterial streets and ideally will be served by transit. This residential type is often desirable as a way of transitioning between high density residential and low density residential. Clustering is encouraged to provide greater amounts of open space.

Density: Greater than 5 units per acre and up to 12 dwelling units per acre.

Relationship to Earlier Plans: This category remains generally the same from the 2008 Plan update.

Zoning Districts:
- R-MD — Residential Medium Density District; and
- Any PUD greater than 5 and up to 12 du/ ac — Planned Unit Development Residential District.
**High Density Residential**

**Primary Uses:** High Density Residential is appropriate for multi-family residential apartments and condominiums and similar higher-density residential types.

**Secondary Uses:** Supporting and complementary uses, including open space and recreation, schools, places of worship, and other public uses are appropriate in the High Density Residential Category. Senior housing facilities are also appropriate in these areas.

**Characteristics and Location:** Higher density residential should be near commercial services or other supporting non-residential uses. For most higher-density residential development, vehicular, bicycle, and transit routes should be accessible, yet residential areas should be protected from heavy traffic. These developments are generally located along collector or arterial streets and should be near transit centers or transit service. At least twenty-five (25) percent of the site must be conserved as open space. Other private recreational amenities should be provided, such as tot lots, swimming pools, or garden/courtyards.

**Density:** Greater than 12 dwelling units per acre and up to 24 dwelling units per acre. For High Density Residential within Transit-Oriented Development (TOD) Influence Areas, density shall conform to the Arvada Transit Station Framework Plan.

**Relationship to Earlier Plans:** This category remains generally the same from the 2008 Plan update.

**Zoning Districts:**

- R-M – Residential Multi-Family District;
- Any PUD higher than 12 units per acre — Planned Unit Development Residential District; and
- Mixed-use districts that are created in the future, which allow high density residential.
Mixed-Use Categories

Mixing of different land uses—offices, residential, retail—in one discrete area has historically been prevalent in cities. However, more recent development trends have shifted away from this pattern. The automobile as the dominant mode of transportation has led to a more dispersed and segregated pattern of land uses, and historic market demand for larger single family homes further increases physical separation.

Mixed-use development can create identity and attractive pedestrian environments, stimulate redevelopment, encourage community health, and increase transit use (in transit-oriented development areas). In particular, locating housing in close proximity to nearby retail establishments and employers better supports activity centers and respond to the preferences of Arvada’s changing population, discussed at the beginning of this chapter. The Principles for Complete Centers section of this chapter details best practices for building effective mixed-use development, though generally, mixed-use development should be designed according to the following principles:

1. Build upon a coherent master plan that physically integrates different uses (for example, retail space, residential, hotels, offices, or civic and cultural facilities). The mix of land uses can be vertical—mixing project components into a single mixed-use building or block—or components can be in separate buildings.
2. Where possible, locate and orient development around a central public space, such as a plaza or park.
3. Provide internal interconnected streets and sidewalks, allow safe and direct pedestrian access between buildings, and overall, accommodate pedestrians in a safe manner.
4. Mixed use is not required on a parcel-specific basis. Areas of the city designated as mixed use should contain a mix of uses across proximate parcels.
5. Where feasible, include bicycle lanes and traffic calming design elements to encourage pedestrian activity and safe multi-modal transportation.

The Land Use Plan designates two types of mixed-use development in Arvada: (1) Mixed-Use, and (2) Mixed-Use Residential Emphasis, described below.
Mixed-Use

Primary Uses: The Mixed-Use category is intended to promote a wide range of land uses, including retail, office, light industrial, live-work, and medium and higher density residential. This district is seen as predominantly non-residential, but high density residential is also appropriate. At 66th/Indiana residential uses are discouraged.

Secondary Uses: Open space, recreation, places of worship and public uses are also appropriate.

Characteristics and Location: Mixed-Use areas should be located near collector or arterial streets or transit facilities. The intent is to create an environment that has employment and shopping opportunities, a range of housing types and parks, open space and civic uses, if appropriate. Uses may be mixed either vertically or horizontally. Mixed-Use areas should be developed in an integrated, pedestrian friendly manner and should not be overly dominated by any one land use or housing type unless parcel size is small and a single land use is appropriate to the surrounding context. The intent is to allow for vertical or horizontal mix of uses on sites, including some high density residential (see Mixed-Use Development Principles).

Density/Intensity: Where housing is proposed, a minimum density of 12 dwelling units per acre for residential projects should be provided to provide greater housing diversity and support transit. For residential portions of Mixed-Use development within Transit-Oriented Development (TOD) Influence Areas, residential densities shall conform to the Arvada Transit Framework Plan. Higher intensity employment and high density residential development are encouraged in the core of Mixed-Use areas, or adjacent to collector or arterial roadways and adjacent to applicable transit stations. It is expected that the 35 foot height limit will need to be exceeded in certain cases. Building heights should be evaluated during the development review process. Where appropriate, building height transitions and step-downs should be provided to be compatible with adjacent development.

Relationship to Earlier Plans: This category generally updates the mixed use category from the 2008 plan, which replaced the Urban category in the 1995 Plan.

Zoning Districts: Olde Town zone district allows a mix of commercial and residential uses; NC-MU-C — New Community Mixed-Use Commercial; PUDs allowing mixed-use development — Planned Unit Development Residential District; and mixed-use districts that may be created in the future.
Mixed-Use: Residential Emphasis

Primary Uses: The Mixed-Use Residential category is intended to promote neighborhoods which contain housing predominantly, but that may also include retail, offices, and light trade. A range of residential housing types, such as single-family residences, duplexes, patio homes, townhomes, apartments, condominiums, and live-work units, should be built on a majority of any site within this category.

Secondary Uses: Non-residential uses that are related to the neighborhood are encouraged, but not required. Examples include convenience retail, offices, childcare facilities or live-work units. Developments within the Mixed-Use Residential category may also include open space, parks, plazas, and other public or quasi-public uses as appropriate, such as schools, places of worship, libraries, and community centers.

Characteristics and Location: Mixed-Use Residential is appropriate near commercial services, employment and near major arterial and collector streets. The intent is to allow for vertical or horizontal mix of uses on sites, including some high density residential (see Mixed-Use Development Principles).

Density/Intensity: A minimum density of 7 dwelling units per acre should be provided. For residential portions of Mixed-Use Residential within Transit-Oriented Development (TOD) Influence Areas density shall conform to the Arvada Transit Framework Plan. High-density residential development is encouraged as part of a mixed-use development, and generally should be located in the core (highest-intensity area) of the mixed-use development. It is expected that the 35 foot height limit will need to be exceeded in certain cases. Building heights should be evaluated during the development review process. Where appropriate, building height transitions and step-downs should be provided to be compatible with adjacent development.

Relationship to Earlier Plans: This is an update of the “Mixed Use: Residential Emphasis” category of the 2008 Plan.

Zoning Districts: Modify PUD-BPR zone district — Planned Unit Development (Business/ Professional/ Residential), or create new mixed-use classification that is intended to be a higher density mixed-use center that could include a full range of services, multi- and single-family housing, offices, and live-work uses; NC-MU-C — New Community Mixed-Use Commercial; and mixed-use districts that may be created in the future.
Non-Residential Categories

Arvada Flour Mill
**Industrial**

**Primary Uses:** Industrial.

**Secondary Uses:** Supporting retail or office uses are also appropriate in the Industrial category. Open space and recreation, and other public uses, are also appropriate.

**Characteristics and Location:** This category encompasses Arvada's heavier industrial areas. Outdoor storage is allowed. Most of the City's heavy industry is located in the Clear Creek sub-area.

**Relationship to Earlier Plans:** This category updates the “Industrial” category in the 2008 plan and replaces the “Auto Urban Industrial” category in the 1995 Plan.

**Zoning Districts:**

- I-2 — Standard Heavy Industrial;
- I-1 — Standard Light Industrial;
- NC-SU — New Community Special Industrial and Office Sub-District; and
- All Clear Creek zone districts (Industrial and Commercial).
**Industrial/Office**

**Primary Uses:** Industrial and Office.

**Secondary Uses:** Supporting retail uses, open space and recreation, and other public facilities and uses are appropriate.

**Characteristics and Location:** This category encourages development of industrial and office uses that will minimally affect surrounding properties. Outdoor storage is limited. The Industrial/Office land use type is generally located along arterial or collector streets.

**Relationship to Earlier Plans:** This is an update of the industrial/office category of the 2008 Plan.

**Zoning Districts:**

- I-1 — Standard Light Industrial;
- PUD-I — Planned Unit Development (Industrial) District; and
- NC-I/OF — New Community Industrial and Office Sub-District.
Neighborhood and Community Commercial/Office

**Primary Uses:** General retail, personal services and office to serve neighborhoods and the community is appropriate in this category.

**Secondary Uses:** Supporting uses, open space and recreation, medium and higher density housing, and other public facilities and uses may be appropriate depending on site context.

**Characteristics and Location:** The Neighborhood and Community Commercial/Office category encompasses retail centers that provide shopping service to adjacent and surrounding neighborhoods in the community. Community Commercial Centers are generally located at the intersection of two arterial streets and are generally larger in scale than Neighborhood Commercial Centers. Neighborhood Commercial Centers are generally located at the intersection of two collector streets or a collector and an arterial street. Large format retail may be appropriate if located along an arterial road and impacts can be addressed.

**Relationship to Earlier Plans:** This category updates the “Neighborhood & Community Commercial/Office” category of the 2008 plan. This category partially replaces the Auto-Urban category in the 1995 Plan, except that the high-density residential areas are now shown as High Density Residential or Mixed-Use.

**Zoning Districts:**

- CC-C — Clear Creek Commercial and Office Sub-Division;
- NC-C/OF — New Community Retail Commercial and Office Sub-District
- PUD-BP — Planned Unit Development (Business/Professional) District;
- PUD-BPR — Planned Unit Development (Business/Professional/Residential) District;
- P-1 — Professional Office District;
- B-1 — Neighborhood Business – allows shopping and offices; and
- B-2 — General Business – allows retail business, service, and professional offices.
Open Space and Parks

Primary Uses: Public and private open space, public and private parks, outdoor sport complexes, and golf courses.

Secondary Uses: Some public utilities or facilities may be appropriate.

Characteristics and Location: Open space and parks, where they currently exist, are shown on the Land Use Plan. The characteristics and location vary, depending on the type of use.

Relationship to Earlier Plans: This category is generally the same as the 2008 Plan.

Zoning Districts:

- C-1 — Conservation District, or as part of other zone districts.
Public and Quasi-Public Facilities

Primary Uses: The Public and Quasi-Public category includes uses related to community services, such as fire stations, schools, libraries, community centers, indoor recreation centers, hospitals, city buildings, utilities, cemeteries, and places of worship.

Characteristics and Location: The Land Use Plan shows only existing Public and Quasi-Public facilities. Future locations will vary depending on the type of facility.

Relationship to Earlier Plans: This category updates the “Public and Quasi-Public” category in the 2008 Plan.

Zoning Districts: n/a
PRINCIPLES FOR COMPLETE CENTERS

Commercial Centers

Future commercial development should be conveniently located in clustered “centers.” To achieve this goal, the City will plan for a hierarchy of commercial development at appropriate locations to serve the future needs of the community, classified as neighborhood, community and regional commercial centers. Commercial development may incorporate higher density housing and office uses, a grided street network, with buildings set forward to promote a pedestrian friendly environment where appropriate. The commercial centers concept adopted by the City discourages new strip commercial development outside of the existing commercial areas along Ralston Road and Wadsworth corridors.

Neighborhood, Community Commercial Centers

Arvada citizens desire well-located and high-quality retail development. Neighborhood, community, and regional commercial centers all share similar development principles at different scales and intensities (see preceding land use plan section). This Plan recognizes that while retail development is important to the City's fiscal health, it limits large format (big box) retail along major arterial corridors (as decided by the city on a case-by-case basis). Again, the Plan promotes avoidance of strip commercial development spread out along arterial roadways.

New commercial centers should incorporate the following design and locational principles.

• Commercial development should incorporate design elements to provide for visual appeal, pedestrian safety, and appropriate landscaping.
• Façade walls, including sides and backs of buildings, and rooflines should be articulated to reduce the scale and uniform appearance of the building and clearly define entrances.
• Building construction should use high-quality materials so that buildings are long-lasting, attractive, and durable (e.g., sandstone, brick, masonry units). Building colors and materials should be of low reflectance. Wood and metal should be limited to secondary materials.
• Parking areas should provide safe, attractive, and clearly defined pedestrian routes to provide connections between buildings. Routes should be separated from vehicular travel where possible. Parking should be well distributed around buildings with landscaped islands and medians.
• Pedestrian access to the site should be provided on all sides of the lot that abut public streets.
• Site lighting should be designed to provide uniform, safe, and efficient lighting while preventing glare from reaching adjacent properties.

• Commercial centers should be located to minimize negative impacts on neighborhoods and traffic congestion, and where possible or appropriate, be integrated with other uses.
• Neighborhood and community commercial centers can be located adjacent to residential neighborhoods or commercial areas but must include transportation design elements to mitigate traffic impacts on nearby residences.
• Large format commercial centers should be located along an arterial road on sites that are adjacent to existing or proposed commercial, office, industrial, or mixed-use. Where sites also abut existing residential development, additional screening and buffering measures should be taken to transition the uses.
• Where possible, commercial centers should be designed and integrated as part of a mixed-use center that includes a mix of smaller retail establishments and services, employment uses, and where possible or appropriate, residential uses.
Redevelopment and Infill

One of the City's primary goals is to encourage a more efficient land use pattern. The renewal and enhancement of targeted redevelopment areas and the encouragement of infill development is a means of achieving economic revitalization and improving physical conditions in the City's mature areas. Infill means the development of new housing or commercial buildings on vacant sites in a largely built-up area. Redevelopment means the replacement or reconstruction of buildings that are in substandard physical condition, or that do not make effective economic use of the land on which they are located. This Plan identifies current redevelopment areas and potential future redevelopment areas (see Goal L-5).

The City recognizes that redevelopment and infill could negatively impact existing neighborhoods if not carefully designed or if impacts are not reasonably mitigated. Therefore, this Plan includes the following principles for redevelopment and infill.

Infill development and redevelopment that occurs in or adjacent to existing developed areas should complement the character and visual qualities of the area and existing development. New developments should adhere to the following design principles:

- The overall scale, size, and setbacks of new buildings should be similar to or compatible with those found on adjacent properties. Transitions in building height may be appropriate (e.g., to provide a transition, the new building should not be more than two stories taller than an adjacent building).
- Redevelopment and infill should preserve existing mature street trees and significant landscape features to the extent possible.
- Redevelopment and infill should incorporate pedestrian friendly mixed use design principles where possible.
- New landscaping materials should be mature enough to visually integrate the new infill with the existing neighborhood within ten years.
- Usable parks, trails, and open space should be incorporated into infill and redevelopment projects to the extent possible.

Transit-Oriented Development

The Land Use Plan identifies locations for future Transit-Oriented Development (TOD) in Arvada related to the RTD Gold Line (see Figure 2-8). These TOD areas will each have a unique identity and different mix of commercial, industrial, or residential development. This Update affirms the Arvada Transit Station Framework Plan and subsequent Pedestrian and Bicycle Access Plan for the Sheridan Boulevard, Olde Town Arvada, and Arvada Ridge Transit Oriented Development Sites and will continue to engage in collaborative planning for the areas. In particular, Arvada will continue to:

- Coordinate with Regional Transportation District (RTD), Colorado Department of Transportation (CDOT), and the public to ensure that TOD framework plans are implemented.
- Actively involve the public in designing future transit stations and surrounding areas.
- Coordinate planning, design, and investment with nearby projects such as urban revitalization and historic preservation areas.
The Land Use Plan (Figure 2-8) designates two types of future mixed-use development areas (one with general flexibility, and one with a residential emphasis). These mixed-use areas should contain a variety of activities, such as offices, retail, and different housing types. Mixed use designation does not signal the need for a mix of uses on every parcel within a mixed use area. The city desires to encourage a mix of uses within areas designated as mixed use, which can occur among proximate or adjacent single-use parcels. New mixed-use developments should be designed according to the following principles.

### Design for Pedestrians and Bicycles

- Site plan and building designs should be pedestrian-oriented by incorporating wide and detached sidewalks and paths, seating, low-level lighting, and signs that are scaled for pedestrians in high activity areas.
- Street cross-sections should incorporate bicycle lanes where appropriate.
- Residential neighborhoods should be compact and walkable with short blocks.

### Include Community Facilities and Services Where Appropriate

- Mixed-use sites should include schools, parks, and open space, and other community facilities, where appropriate, to serve the needs of neighborhood residents.
- Concentrate commercial and office development in “nodes” (around intersections of arterial and collector streets). Commercial development should not expand along arterial streets. Commercial uses should be adjacent to public spaces to make the public realm livelier.
- Include neighborhood commercial to provide services to surrounding residential neighborhoods and designed to be connected to adjacent neighborhoods with streets and sidewalks.

### Include Housing Where Appropriate

- Cluster high density residential development around commercial centers, providing opportunities for residents to walk to shops, services, and jobs. The apartments, lofts, or townhomes should provide transitions between commercial and lower density residential areas.
- Where possible, encourage development of affordable rental and ownership housing opportunities for households earning the median income or below in redevelopment areas or near transit stations.

### Transition from and Connect to Surrounding Areas

- Mixed-use developments should be developed to provide transitions for existing neighborhoods.
- Mixed-use developments should be compatible with adjacent pre-existing and planned land uses, and where possible jointly planned to ensure a compatible pattern and mix of land uses.

### Designed for Multi-modal Access

- Provide for interconnected block and street patterns.
- Provide appropriate bicycle facilities.
- Provide access to the collector and arterial street system and transit if possible.
- Provide connections to trails and greenways.
Areas with Rural Characteristics

Stable Rural Developments are areas that are already largely developed. Common characteristics of these areas are: large lots, open fencing, a variety of residential styles, and barns and other outbuildings, such as stables or silos. Properties also frequently have farm animals, such as horses or goats.

Low Density Residential Areas are areas shown on the Land Use Plan (see Figure 2-9). These are large undeveloped parcels of land primarily in Western Arvada that will likely develop in the future. Development in these areas should have an open feel and incorporate characteristics compatible with rural development, especially for new developments that abut existing rural development. The City will provide a density bonus incentive for developers who cluster lots and conserve more than 20% open space on a site. Principles for traditional and clustered development in these areas are described below.

Maintain the Qualities of Stable Rural Developments

New development within stable rural developments should be consistent with the established character, and adhere to the following principles:

- Site planning and building design should be generally consistent with features of surrounding areas such as: building height, massing, setbacks and spacing of structures, orientation and placement of garages, and roadway design
- Development should aim to preserve as much of the existing vegetation as possible
- Large animals generally should be permitted if allowed by surrounding zoning
- Building design should incorporate rural architectural elements, such as a variety of building styles, massing, and roof forms that respond to the site topography
- Building materials should be of durable materials (such as stone, masonry, and wood) and be predominantly of earth-tone colors
- Site materials should consist of open or unobtrusive fencing, natural drought-tolerant landscaping, and low level lighting

New development adjacent to stable rural developments should respect the unique qualities of these areas by:

- Providing adequate buffering, or
- Utilizing techniques to provide compatibility such as similar setbacks, lot sizes, spacing of structures, building heights, building materials, fencing, landscaping and lot coverage at the edge of the new development.

Use a Site-Sensitive Approach for Low Density Residential

The following principles apply to all development proposed in the Low Density Land Use classification.

- Preserve important environmental features, including but not limited to: floodplains, steep slopes, ridgelines, healthy trees and vegetation masses, water bodies, natural meadows, historical or archaeological features, wetlands, riparian areas, and critical wildlife habitat or corridors
- Locate large blocks of contiguous open space that link to adjacent open lands
- Locate open space to benefit both residents of the proposed development and adjoining development and public spaces (e.g., it can be visually accessible from public streets or parks, or it could be publicly accessible open space)
- Design lots within a clustered development to abut or link directly to designated open space within the development
- Avoid developing on steep slopes
- Avoid scarring of the landscape by locating streets, driveways, and development sites to work with the natural topography
- Design the development to consider the context of surrounding properties
- Examples of traditional and clustered developments in the Low Density Residential Category are shown in Figure 2-10.