

1 COMMERCIAL DEVELOPMENT

2
3 The City classifies the function of its commercial centers as neighborhood, multi-
4 neighborhood, regional, or mixed-use ~~commercial~~. This classification ranges
5 from the smallest (neighborhood) to the largest (regional) market area. The size
6 of a commercial center's market area determines its classification.

7
8 The orientation of a neighborhood center encourages pedestrian traffic or other
9 alternative means of transportation. The multi-neighborhood and regional
10 center locations accommodate trips more frequently made with automobiles
11 and transit. The location of these commercial centers accomplishes an efficient
12 delivery of goods and services to residents with the least amount of impact on
13 adjacent land uses.

14
15 The location of a commercial center minimizes the impacts on adjacent streets.
16 The City discourages additional strip commercial developments where a center
17 requires multiple curb cuts onto its adjacent street. Controlled access standards
18 ensure that planned on-site and off-site access points better serve these
19 commercial centers. The City will rely on the proper administration of access
20 standards and plans in place at the time a developer requests direct access
21 onto an arterial to achieve this objective.

22
23 A commercial center should be compatible with its environment. Commercial
24 centers should be integrated with and visually enhance adjacent
25 neighborhoods.

26
27 The City will continue to consider the economic viability of existing commercial
28 centers when evaluating newly proposed commercial development.

29
30 The City has created a mixed-use ~~commercial~~ category to encourage creative
31 development that promotes exceptional design along its major corridors. These
32 areas are intended for ~~the mixed use developments of planned commercial~~
33 ~~centers and planned office and industrial parks~~ that have a special "sense of
34 place", integrate a strong pedestrian orientation with frequent outdoor
35 gathering spaces, incorporate well-planned access and parking areas,
36 landscaped open space areas, and high-quality architectural design. This
37 category provides for a balanced mix of land uses in the same development,
38 including a mix of entertainment, retail, residential, employment, civic, and
39 recreation ~~commercial uses, employment opportunities, recreational amenities,~~
40 ~~open space, and supporting residential~~ uses.

41
42 It is intended that these areas will promote quality urban design by allowing
43 development to take advantage of special site characteristics and land use
44 patterns. They are expected to include quality design that preserves critical
45 environmental resources, provide above-average open space and recreational

1 amenities, include creative design in building and site layout, incorporate
2 measures to assure compatibility with surrounding land uses and neighborhood
3 character, and provide for efficiency in the layout and provision of roads, utilities,
4 and other infrastructure.

5
6 Developments in this land use category may include urban dwelling units and
7 multi-family residential uses as part of a mixed-use development where the
8 residential use is either located in the same building as a principal non-residential
9 use or in a free-standing development.

11 Commercial Development Goals, Policies, and Strategies

13 **GOAL CD-1: Achieve an adequate mix of commercial centers that**
14 **efficiently serves the community's needs with the least**
15 **amount of impact on transportation, residential, industrial**
16 **and other existing commercial uses.**

17
18 **POLICY CD-1.1: Consider locating a neighborhood center for the convenience**
19 **shopping and service needs of a limited trade area within a**
20 **specific neighborhood planning area.**

21
22 **Strategy CD-1.1(a):** Use the following criteria in determining
23 the location and design of *neighborhood centers*:

- 24 1. Size approximating 2 to 5 acres.
- 25
- 26 2. A trade area of 3/8 to 3/4 of a mile.
- 27
- 28 3. A site having frontage on two collector streets or with
- 29 frontage on an arterial and a collector street.
- 30
- 31 4. Access by walk-in trade from a residential or industrial
- 32 area.
- 33
- 34 5. Certain amenities such as a pedestrian plaza and
- 35 landscaping as well as sign and access control to create
- 36 a cohesive development.
- 37
- 38 6. Impact of new commercial development proposals on
- 39 existing development.
- 40
- 41 7. Ensure that neighborhood commercial development is
- 42 integrated with and enhances the immediate
- 43 neighborhood.
- 44
- 45

46 **Strategy CD-1.1(b):** Encourage innovative design, including full
47 integration of architectural elements and site design, that

1 produces a facility with human scale, that is pedestrian-friendly,
2 and that allows for multiple means of transportation.
3

4 **POLICY CD-1.2: Provide the opportunity for multi-neighborhood scale**
5 **commercial goods and services at limited locations throughout**
6 **the City to serve the day-to-day commercial needs of several**
7 **neighborhood planning areas.**
8

9 **Strategy CD-1.2(a):** Use the following criteria in determining the
10 location and design of *multi-neighborhood centers*:
11

- 12 1. Size ranging from 10-20 acres.
- 13
- 14 2. A trade area of 1 to 2 miles serving a population of 10,000
15 to 20,000.
- 16
- 17 3. A typical gross floor area of 85,000 square feet ranging as
18 high as 175,000 square feet.
- 19
- 20 4. A site having frontage on two arterial streets at the
21 intersection of three or more neighborhood planning
22 areas.
- 23
- 24 5. Typical anchor stores include a supermarket or discount
25 drug store.
- 26
- 27 6. Certain amenities such as a pedestrian plaza and
28 landscaping as well as sign and access control to create
29 a cohesive development.
- 30
- 31 7. Impact of new commercial development proposals on
32 existing development.
- 33
- 34 8. Additional multi-neighborhood commercial centers at
35 the intersections of arterial streets where there are
36 existing or future multi-neighborhood commercial centers
37 shown on the *Longmont Area Comprehensive Plan*,
38 provided that any traffic impacts are mitigated.
- 39
- 40 9. Ensure that multi-neighborhood commercial
41 development is integrated with and enhances the
42 immediate neighborhoods.
- 43

44 **Strategy CD-1.2(b):** Provide access from adjacent local
45 streets, and use access design standards and access plans to
46 evaluate requests for direct access onto an arterial street.
47

1 **Strategy CD-1.2(c):** Encourage innovative design, including
2 full integration of architectural elements and site design, that
3 produces a facility with human scale, that is pedestrian-friendly,
4 and that allows for multiple means of transportation.
5

6 **POLICY CD-1.3: Promote regional centers to serve the needs of the entire region**
7 **when the market analysis substantiates the need and the**
8 **regional centers are in accordance with all other goals and**
9 **policies of the *Longmont Area Comprehensive Plan*.**
10

11 **Strategy CD-1.3(a):** Use the following criteria in determining the
12 location and design of *regional centers*:
13

- 14 1. A minimum size of 40 acres.
- 15
- 16 2. A trade area of 5 miles or greater serving a population of
17 50,000 or more.
- 18
- 19 3. A minimum of 350,000 square feet of total gross floor area
20 with at least two major anchors.
- 21
- 22 4. Typical formats include regional shopping centers,
23 discount centers, "lifestyle" centers, outlet malls, and
24 other "big box" configurations. Typical anchor stores
25 include department stores, home improvement stores,
26 membership warehouse stores, and appliance stores.
- 27 5. A location at the intersection of two arterials or an
28 arterial and an expressway where such streets and public
29 transportation provide access for the entire City and
30 market service areas outside the City with minimal
31 impact on less intense uses.
- 32
- 33 6. A location where it will not overload, create congestion,
34 or be incompatible with existing and planned public
35 facilities, utilities, or services.
36

37 **Strategy CD-1.3(b):** Protect the area in the vicinity of State
38 Highway 119, Hover and Nelson Roads, as a regional shopping
39 center and protect it from incompatible land uses.
40

41 **Strategy CD-1.3(c):** Protect the area in the vicinity of State
42 Highway 119 and Weld County Road 1 as a regional shopping
43 center and protect it from incompatible land uses.
44

45 **Strategy CD-1.3(d):** Protect the area on the northeast corner of
46 State Highway 66 and US Highway 287 as a regional shopping
47 center and protect it from incompatible land uses.
48

1 **Strategy CD-1.3(e):** Protect the area on the south side of State
2 Highway 119 and east of Main Street as a regional shopping
3 center and protect it from incompatible land uses.
4

5 **Strategy CD-1.3(f):** Encourage innovative design that includes
6 full integration of architectural elements, site design, pedestrian
7 access, and alternative means of transportation.
8

9 **POLICY CD-1.4: Discourage any additional strip commercial development that**
10 **requires multiple curb cuts onto an adjacent street, and**
11 **encourage the upgrading and redevelopment of existing strip**
12 **commercial areas to become mixed-use areas.**
13

14 **Strategy CD-1.4(a):** Designate no additional strip commercial
15 areas.
16

17 **Strategy CD-1.4(b):** Use shared curb cuts and/or service roads
18 to reduce the number of curb cuts onto the arterial streets.
19

20 **Strategy CD-1.4(c):** Use the City's regulatory powers and
21 *Capital Improvement Program* to promote aesthetic and
22 functional improvements to strip commercial areas showing
23 decline and disinvestment.
24

25 **Strategy CD-1.4(d):** Encourage redevelopment of existing strip
26 commercial development areas by designating certain areas
27 of the City as redevelopment corridors, and facilitating
28 cooperative efforts between the City, property owners, and
29 neighborhoods to develop specific plans and strategies.
30

31 **POLICY CD-1.5: Evaluate the feasibility for allowing office/residential uses in**
32 **existing residences that front on an arterial and have existing**
33 **direct access onto an arterial.**
34

35 **Strategy CD-1.5(a):** Evaluate the redevelopment of residences
36 having direct access onto an arterial to allow for
37 office/residential uses while maintaining the residential
38 character of the surrounding neighborhood and minimizing
39 impacts to traffic flow on the arterial.
40

41 Goal CD-2:	Provide for the development of the City's major gateway
42	corridors in a manner that efficiently serves the community's
43	needs for a <u>balanced</u> mix of commercial and employment
44	uses, while promoting a high-quality gateway environment.

1 POLICY CD-2.1: Provide the opportunity for mixed-use corridor commercial
2 areas at limited locations, primarily along the major gateway
3 corridors that serve the City.
4

5 **Strategy CD-2.1(a):** Designate portions of the corridor north of
6 State Highway 66 as a mixed-use commercial corridor, to
7 promote a high-quality gateway environment that includes
8 areas for entertainment, retail, residential, employment, civic,
9 and recreation ~~employment, commercial development, open~~
10 ~~space, and recreational uses, and supporting residential uses~~
11 ~~where appropriate.~~
12

13 **Strategy CD-2.1(b):** Encourage development that occurs within
14 the areas designated on the Comprehensive Plan Map for
15 mixed-use commercial corridors to occur as a planned unit
16 development, in accordance with the district standards
17 contained in section 15.03.060 of the *Land Development Code*.
18

19 *Strategy CD-2.1(c): Ensure development that occurs within the*
20 *areas designated in the Terry Lake neighborhood planning area*
21 *on the Comprehensive Plan Map for mixed-use corridors to be*
22 *consistent with the Highway 66 Mixed Use Corridor Framework*
23 *Master Plan and Design Guidelines (August 30, 2006).*
24

25 **Strategy CD-2.1(d):** Use the following criteria in determining
26 the location and design of mixed-use commercial corridors:
27

- 28 1. Minimum size area of 30 acres, ranging up to 150 acres.
- 29
- 30 2. A site having frontage on an arterial street or expressway
31 with opportunities for access from an intersecting arterial
32 or collector street to ensure that access to the primary
33 frontage arterial or expressway is limited to avoid any
34 direct access driveways.
35
- 36 3. Opportunities to provide for a mix of land uses in the
37 same development, including commercial uses,
38 employment opportunities, recreational amenities, open
39 space, and supporting residential uses where
40 appropriate.
41
- 42 4. A location where it will not overload, create congestion,
43 or be incompatible with existing and planned public
44 facilities, utilities, or services.
45
- 46 5. Encourage innovative design that includes full
47 integration of architectural elements, site design,

1 pedestrian access, and alternative means of
2 transportation.

3
4 **Strategy CD-2.1(ed):** Evaluate Main Street and Ken Pratt
5 Boulevard as potential locations for mixed-use commercial
6 corridors to be designated on the Comprehensive Plan Map.

7
8 **Strategy CD-2.1(fe):** Encourage the clustering of commercial
9 uses, industrial uses, and residential dwellings to provide buffers,
10 common open space, and trail connections.

11 12 **Commercial Development Indicators**

13
14 **Policy Rationale:** A well balanced, diversified, and stable commercial sector is
15 critical to establishing a dependable tax base to support
16 City services and infrastructure improvements.

17
18 **Benchmark Standard:** None at this time

19
20 **Indicators:** A. Annual sales tax revenue by major sector

21
22 **Methods, Sources:** A. The City of Longmont Finance Department
23
24