



COMMERCIAL DEVELOPMENT

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

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

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

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

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

The City has created a mixed-use category to encourage creative development that promotes exceptional design along its major corridors. These areas are intended for mixed-use developments that have a special "sense of place", integrate a strong pedestrian orientation with frequent outdoor gathering spaces, incorporate well-planned access and parking areas, landscaped open space areas, and high-quality architectural design. This category provides for a balanced mix of land uses in the same development, including a mix of entertainment, retail, residential, employment, civic, and recreation uses.

It is intended that these areas will promote quality urban design by allowing development to take advantage of special site characteristics and land use patterns. They are expected to include quality design that preserves critical environmental resources, provide above-average open space and recreational amenities, include creative design in building and site layout, incorporate measures to assure compatibility with surrounding land uses and neighborhood character, and provide for efficiency in the layout and provision of roads, utilities, and other infrastructure.

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



Commercial Development Goals, Policies, and Strategies

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

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

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

1. Size approximating 2 to 5 acres.
2. A trade area of 3/8 to 3/4 of a mile.
3. A site having frontage on two collector streets or with frontage on an arterial and a collector street.
4. Access by walk-in trade from a residential or industrial area.
5. Certain amenities such as a pedestrian plaza and landscaping as well as sign and access control to create a cohesive development.
6. Impact of new commercial development proposals on existing development.
7. Ensure that neighborhood commercial development is integrated with and enhances the immediate neighborhood.

Strategy CD-1.1(b): Encourage innovative design, including full integration of architectural elements and site design, that produces a facility with human scale, that is pedestrian-friendly, and that allows for multiple means of transportation.

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

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

1. Size ranging from 10-20 acres.
2. A trade area of 1 to 2 miles serving a population of 10,000 to 20,000.



3. A typical gross floor area of 85,000 square feet ranging as high as 175,000 square feet.
4. A site having frontage on two arterial streets at the intersection of three or more neighborhood planning areas.
5. Typical anchor stores include a supermarket or discount drug store.
6. Certain amenities such as a pedestrian plaza and landscaping as well as sign and access control to create a cohesive development.
7. Impact of new commercial development proposals on existing development.
8. Additional multi-neighborhood commercial centers at the intersections of arterial streets where there are existing or future multi-neighborhood commercial centers shown on the *Longmont Area Comprehensive Plan*, provided that any traffic impacts are mitigated.
9. Ensure that multi-neighborhood commercial development is integrated with and enhances the immediate neighborhoods.

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

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

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

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

1. A minimum size of 40 acres.
2. A trade area of 5 miles or greater serving a population of 50,000 or more.
3. A minimum of 350,000 square feet of total gross floor area with at least two major anchors.
4. Typical formats include regional shopping centers, discount centers, "lifestyle" centers, outlet malls, and other "big box" configurations. Typical anchor stores include department stores, home improvement stores, membership warehouse stores, and appliance stores.



5. A location at the intersection of two arterials or an arterial and an expressway where such streets and public transportation provide access for the entire City and market service areas outside the City with minimal impact on less intense uses.
6. A location where it will not overload, create congestion, or be incompatible with existing and planned public facilities, utilities, or services.

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

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

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

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

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

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

Strategy CD-1.4(a): Designate no additional strip commercial areas.

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

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

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



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

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

Goal CD-2: Provide for the development of the City's major gateway corridors in a manner that efficiently serves the community's needs for a balanced mix of uses, while promoting a high-quality gateway environment.

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

Strategy CD-2.1(a): Designate portions of the corridor north of State Highway 66 as a mixed-use corridor, to promote a high-quality gateway environment that includes areas for entertainment, retail, residential, employment, civic, and recreation uses.

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

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

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

1. Minimum size area of 30 acres, ranging up to 150 acres.
2. A site having frontage on an arterial street or expressway with opportunities for access from an intersecting arterial or collector street to ensure that access to the primary frontage arterial or expressway is limited to avoid any direct access driveways.
3. Opportunities to provide for a mix of land uses in the same development, including commercial uses, employment opportunities, recreational amenities, open space, and supporting residential uses where appropriate.
4. A location where it will not overload, create congestion, or be incompatible with existing and planned public facilities, utilities, or services.



5. Encourage innovative design that includes full integration of architectural elements, site design, pedestrian access, and alternative means of transportation.

Strategy CD-2.1(e): Evaluate Main Street and Ken Pratt Boulevard as potential locations for mixed-use corridors to be designated on the Comprehensive Plan Map.

Strategy CD-2.1(f): Encourage the clustering of commercial uses, industrial uses, and residential dwellings to provide buffers, common open space, and trail connections.

Commercial Development Indicators

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

Benchmark Standard: None at this time

Indicators: A. Annual sales tax revenue by major sector

Methods, Sources: A. The City of Longmont Finance Department