



CITY OF
Northglenn

May 13, 2026

104th Area Plan

NURA Study Session

Kimley»Horn



Agenda

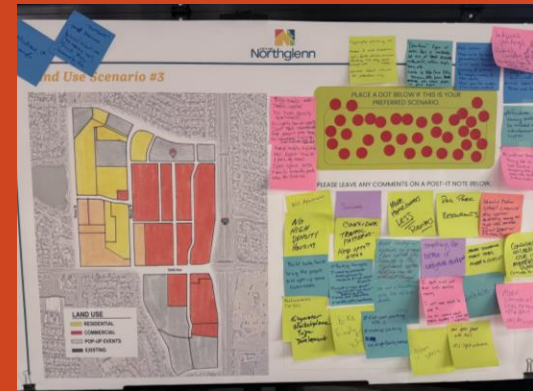
1. Project Background
2. Community Engagement
3. Area Plan Vision
4. Market Analysis
5. Draft Future Land Use Map
6. Next Steps

Background

- **Northglenn 20-year Comprehensive Plan (2023)**
 - Identified “Areas of Focus” to help guide redevelopment efforts and refine future land use recommendations for areas throughout the City.
 - The Marketplace Subarea is the second priority for the City.
- **Marketplace Area Plan**
 - Establish a vision and framework for future development.
 - Work with stakeholders and the community to develop a refined Area Plan.
 - Provide a clear path to developers and property owners to make the vision a reality.
 - Improve connectivity, encourage sustainable development, and strengthen the economic development of the City of Northglenn.

Community Engagement

- Community Survey
- Meetings with Stakeholders and Property Owners
- City Council Meeting
- Neighborhood Nights
- DRC Meeting
- City Staff Design Charrette
- Prost Brewing Co. Open House



Area Plan Vision & Goals

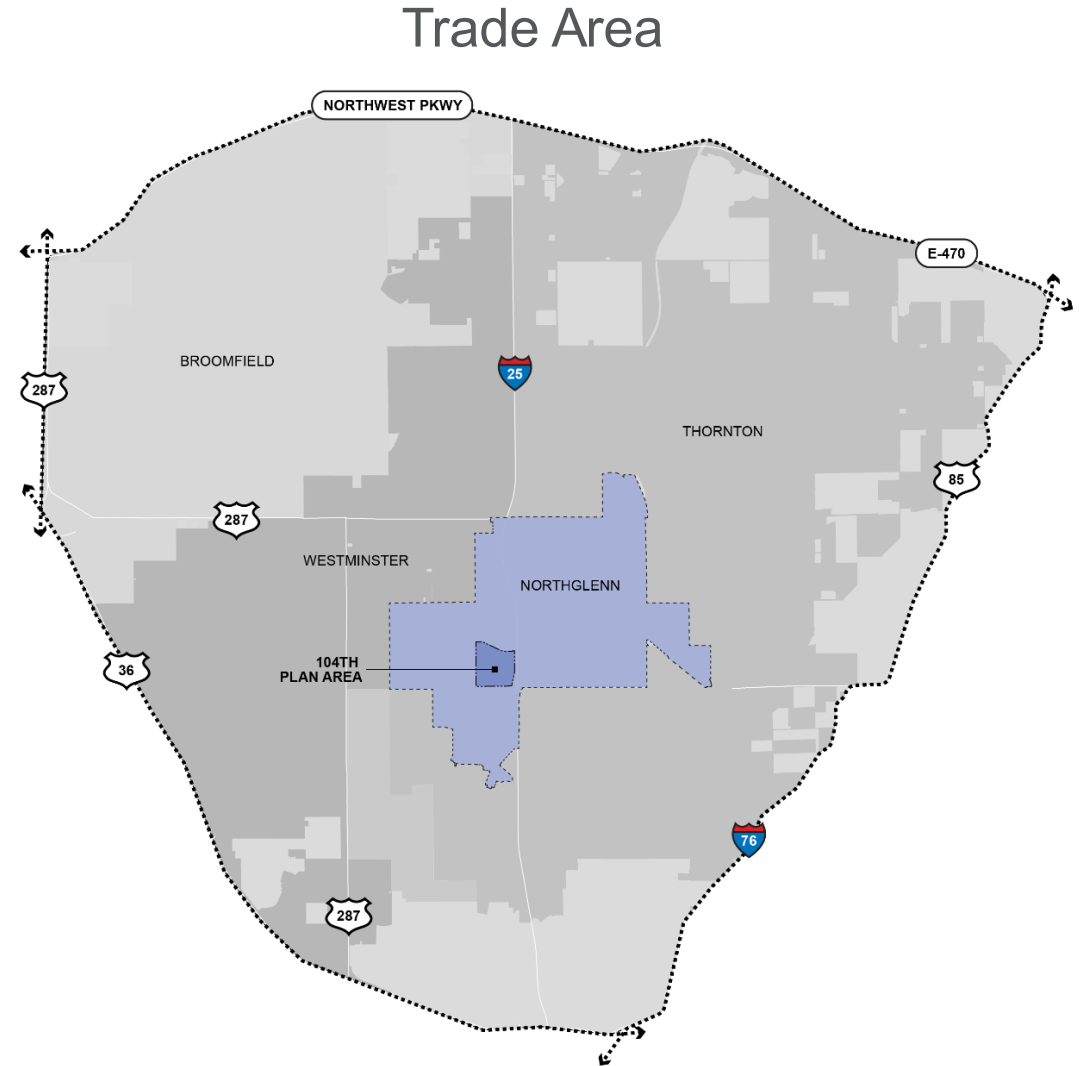
- **Vision:**

- A modern, mixed-use, retail destination that prioritizes connection and community with an engaging atmosphere for shopping, entertainment, and living.



Market Context

- Projected Growth Demand
 - **Housing:** Demand for 30,000–59,000 new units in the trade area by 2050, with rising need for townhomes, missing-middle housing, and senior-friendly options.
 - **Retail:** Consumer spending expected to grow by \$990+ million (21%), supporting 3.2–6.3 million sq. ft. of new retail region-wide.
 - **Office:** Demand for 1.3–2.4 million sq. ft. of office space, favoring modern, flexible, mixed-use locations.
 - **Hotel:** Demand for 750–1,400 new rooms, with strongest near-term potential in limited-service hotels.



Market Context – What This Means for 104th

Retail & Dining Options

- Strong performance region-wide and declining vacancies signal opportunity.
- Best-fit uses:
 - Dining & food halls
 - Entertainment & experiential retail
 - Neighborhood-serving retail and grocery
- Mixed-use environments outperform traditional single-use centers.

Housing as an Economic Driver

- Adding housing near the Marketplace:
 - Increases foot traffic
 - Supports existing businesses
 - Improves long-term leasing viability
- Market favors low-rise apartments and townhomes, aligned with community input.

Office & Hotel Strategy

- Office demand exists, but should be:
 - Phased
 - Targeted (medical office, flexible space, small-to-mid scale)
 - Integrated into a walkable mixed-use setting
- Hotels are viable after the area strengthens its identity as a destination.

- The market supports transitioning the 104th Area from a traditional shopping center to a **mixed-use, activity-driven destination**.
- **Incremental, flexible redevelopment** aligned with market demand reduces risk and supports long-term success.

Traffic Analysis

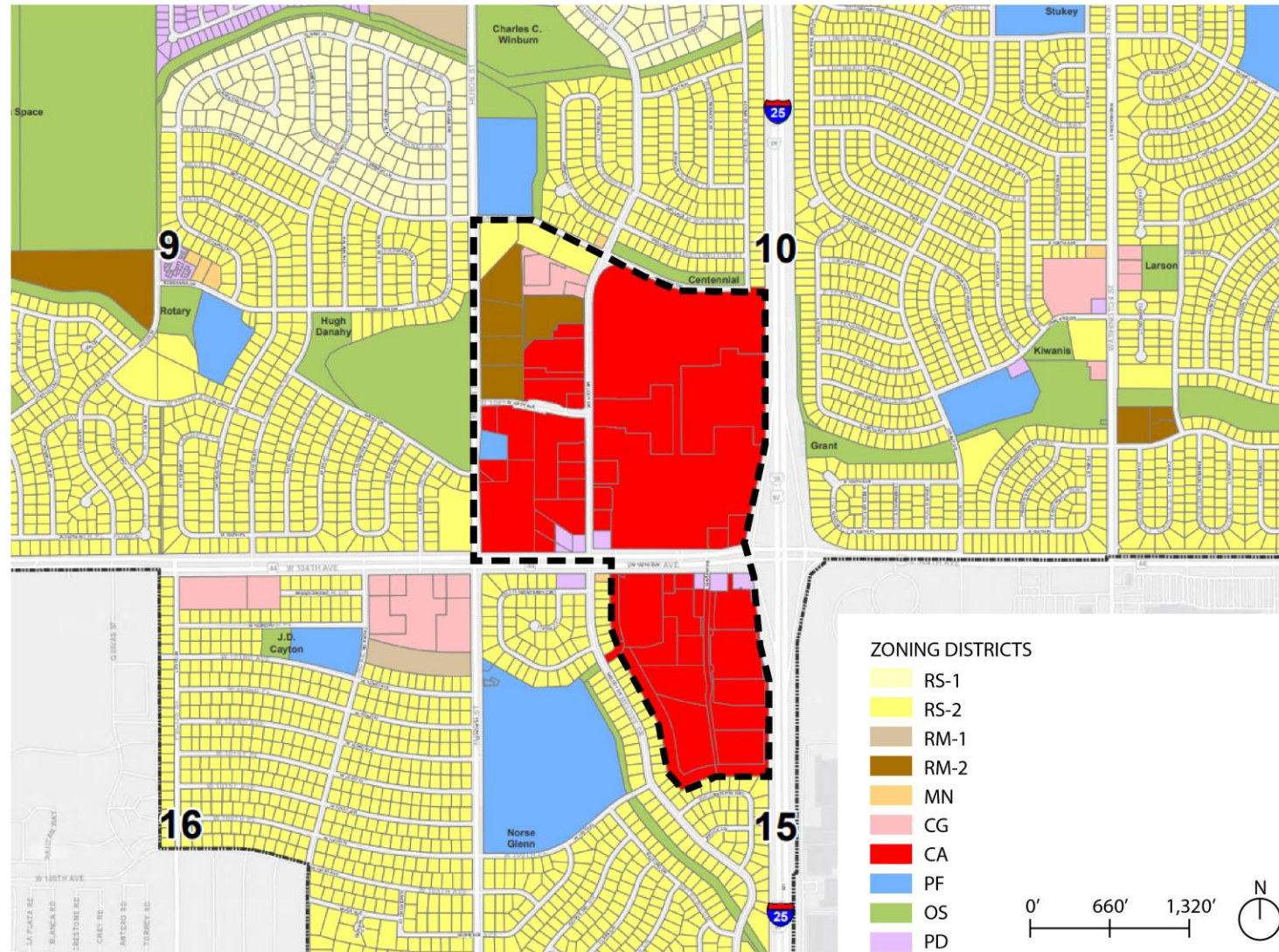
1. Traffic operates acceptably today at both intersections during peak hours (LOS D at Melody Drive; LOS B at Market Place).
2. Future theoretical redevelopment traffic is manageable. A buildout with 1,000 housing units and 200,000 sq. ft. of retail would generate about 11,700 daily trips.
3. No major roadway improvements are needed. Both intersections are projected to operate acceptably through 2035.
4. Targeted safety changes may be needed to reduce illegal turning at 104th Avenue & Market Place.

Recommendations for Infrastructure Constraints

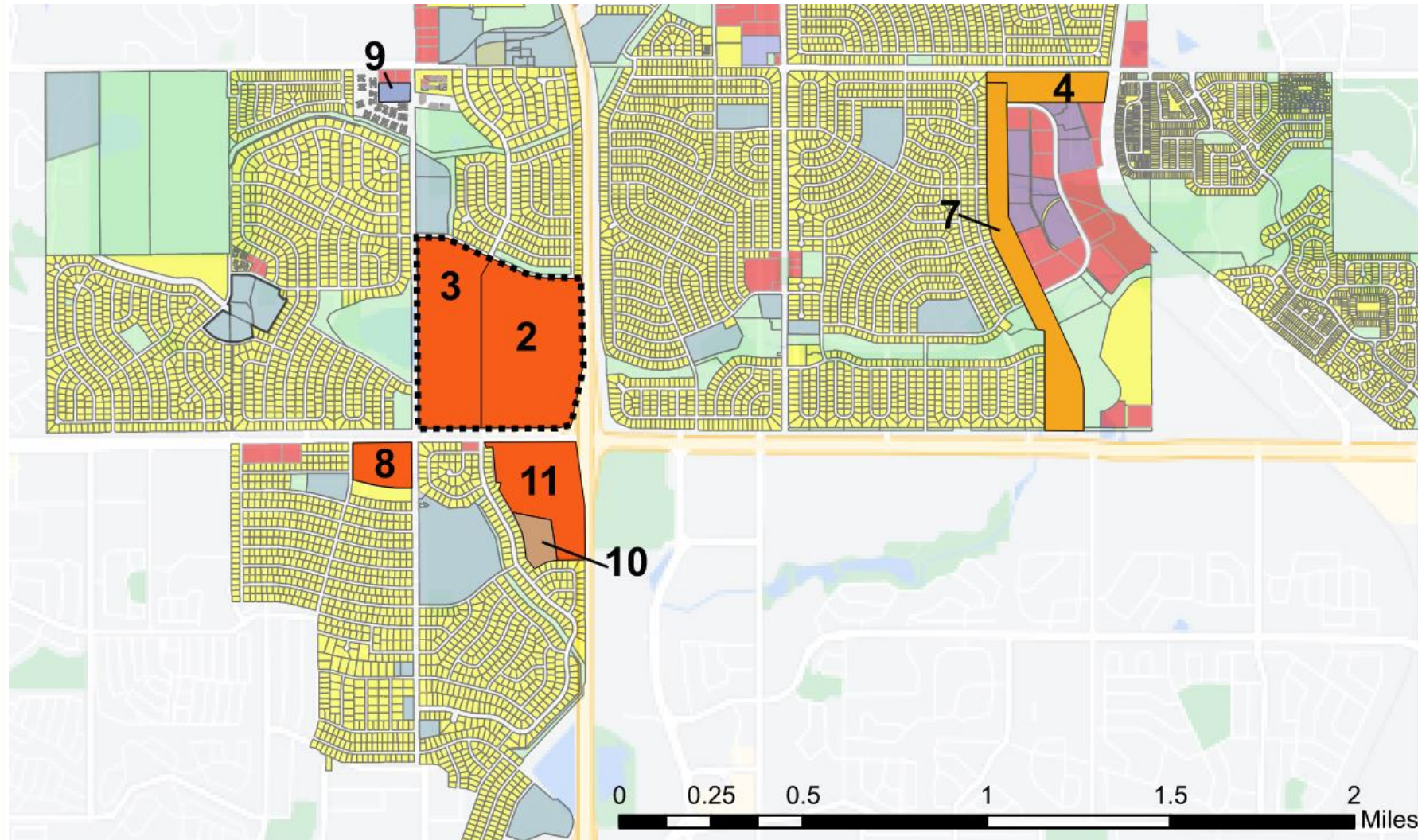
- Drainage and Stormwater Management
 - Upsizing and/or reconstructing the storm sewer pipes along Melody Drive
 - Construction of 1 regional water quality and detention pond north and south of 104th (2 total) OR multiple water quality and detention facilities for the project area.
- Sanitary Sewer Management
 - Sanitary Sewer Main realignment based upon the final property site plan.
 - Upsizing of minor portions of the sanitary sewer main based upon final site layout, unit count, and demands.
- Potable Water Management
 - A full water network analysis upon final site design.
 - Water Main realignment based upon final site design.
 - Upsizing of minor portions of the water main based upon final site design, unit count, and demands.



Draft Future Land Use Map



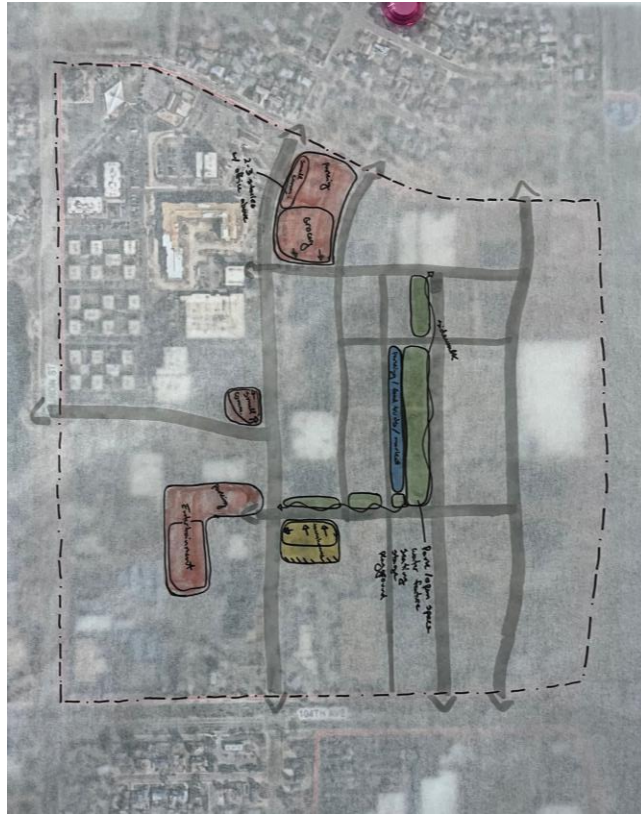
Current Zoning Map



Future Land Use (Comprehensive Plan)

Design Charrette Scenarios

Mixed-Use Infill
(Short-Term)



Entertainment & Employment
(Mid-Term)



Transformative
(Long-Term)



Draft Future Land Use Map



Next Steps

Study Sessions

- City Council
- Planning Commission

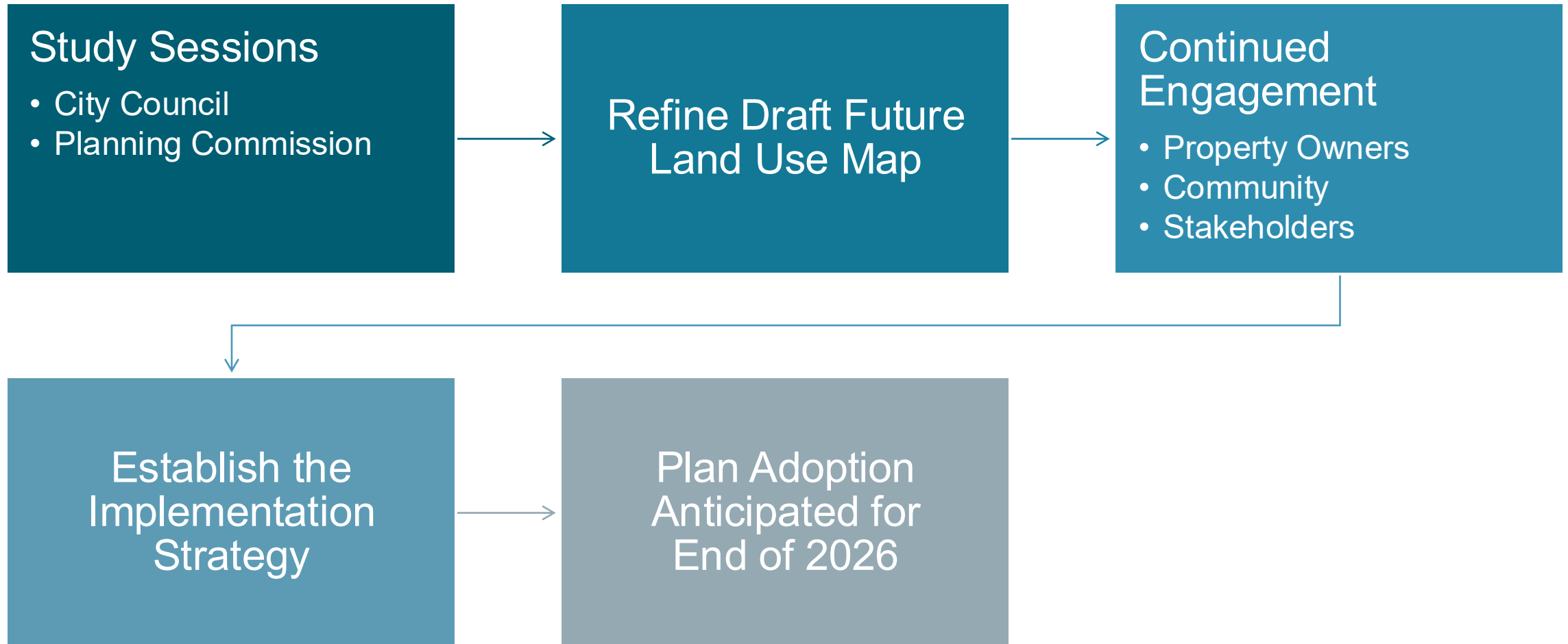
Refine Draft Future
Land Use Map

Continued Engagement

- Property Owners
- Community
- Stakeholders

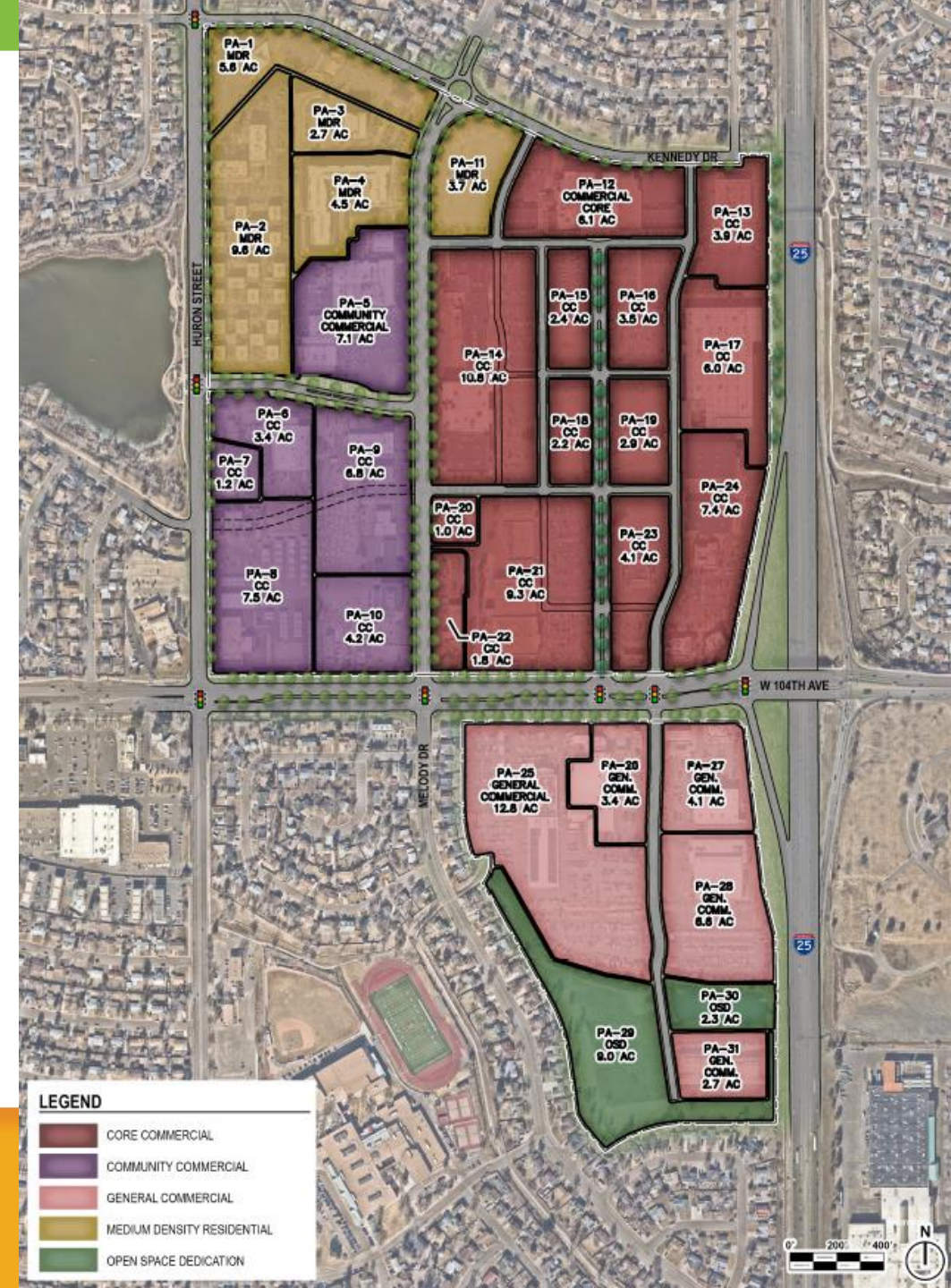
Establish the
Implementation
Strategy

Plan Adoption
Anticipated for
End of 2026



Discussion Questions

- Is this a Future Land Use Map you could support?
- Do you recommend any revisions?
- Are there any concerns that are not addressed?
- Keep in Mind
 - This is a land use map, not a concept plan, and it is intended to set the vision for the area, not establish where new buildings could go.
 - If this map moves forward, actual development proposals may differ (i.e., different internal circulation) and will need to be reviewed on a case-by-case basis through the established development application process.





Thank you! Questions?

City of Northglenn

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