

**PLANNING & DEVELOPMENT MEMORANDUM
#20-2025**

DATE: June 8, 2026

TO: Honorable Mayor Meredith Leighty and City Council Members

THROUGH: Heather Geyer, City Manager
Jason Loveland, Deputy City Manager *ALZ*

FROM: Becky Smith, Director of Planning & Development *BSM*

SUBJECT: 104th Area Plan Update

PURPOSE

To provide City Council with an update on the progress of the 104th Area Plan and to receive feedback on whether the draft future land use map for the 104th Area reflects the desired direction for the area and whether any revisions should be considered prior to plan finalization.

BACKGROUND

In April 2023, City Council ratified the Planning Commission's decision to adopt the Citywide Comprehensive Plan - *Looking Up! A Vision for Northglenn's Future*. The plan prioritizes 11 Areas of Focus for additional study to guide the City in developing specific neighborhood or subarea plans for each area. Prioritization considered the beneficial impact the area could have on the City, the ease with which the plan could be implemented or utilized to guide developers, and overall community backing and need. The 104th Area includes four of these prioritized areas due to their proximity to each other. The areas include the Marketplace, Marketplace Annex, Bannock Street South of O'Meara Ford (vacant property), and Bannock Street at 104th Avenue.

A subarea plan is a type of long-range planning for a limited geographic area within a community. These plans focus on goals and policies for land use, infrastructure capacity, and transportation. Subarea plans are detailed plans prepared for a smaller geographic area within a community, such as neighborhoods, corridors, commercial and mixed-use centers, or other types of special districts that show cohesive characteristics. The plan establishes a vision, goals, and policies for the area. The properties included in the 104th Area Plan are all privately owned, so the plan will guide the review of future rezoning and development applications, help the City understand existing constraints to the desired development outcomes, and provide ways the City can add value to potential redevelopment in the area.

Municipalities use area and subarea plans as policy tools to provide a clear, community-supported vision for how a specific geographic area should evolve over time. They guide staff and decision-makers in evaluating future rezoning and development applications against established community goals and inform capital improvement programming by identifying infrastructure investments, such as roads, utilities, and stormwater improvements, needed to support desired growth. They also help attract quality development by giving property owners and investors certainty about the City's intentions for an area and serve as a defensible legal record of community input and deliberation. Because the properties in the 104th Area are all privately owned, the adopted plan will not rezone properties or mandate development; rather, it will establish the vision and policy framework that guides the City's response to future development proposals.

During this update, Kimley-Horn, the consultant team, will present a draft future land use map for the 104th Area. The map has been developed based on community input, market analysis, and technical constraints analysis. It reflects a vision for a modern, mixed-use, activity-driven destination with a mix of retail, dining, entertainment, housing, and flexible office uses. The draft future land use map is a policy document intended to set the direction for future land use decisions. The map is not a site plan or concept plan. Development proposals will still be reviewed on a case-by-case basis through the City's established development application process. Kimley-Horn and staff are seeking Council's feedback on whether the draft map reflects the desired direction for the area and whether any revisions should be considered prior to plan finalization.

NEXT STEPS

Following City Council's review and feedback at this midpoint check-in, Kimley-Horn and staff will incorporate Council's direction into a draft 104th Area Plan that will include finalized land use recommendations and an implementation strategy with prioritized action items and identified capital investment needs.

City Council will be asked to review the final plan following adoption by the Planning Commission. Council will also be asked to consider a resolution ratifying the decision of the Planning Commission.

STAFF RECOMMENDATION

This is for informational purposes only.

STAFF REFERENCE

If Council members have any questions, please contact Becky Smith, Director of Planning & Development, at bsmith@northglenn.org or 303.450.8741.

ATTACHMENT

1. Presentation



CITY OF
Northglenn

June 8, 2026

104th Area Plan

City Council

Kimley»Horn



Agenda

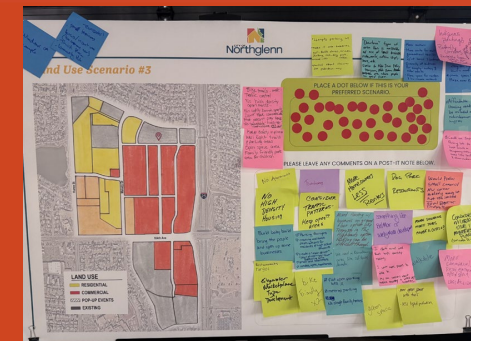
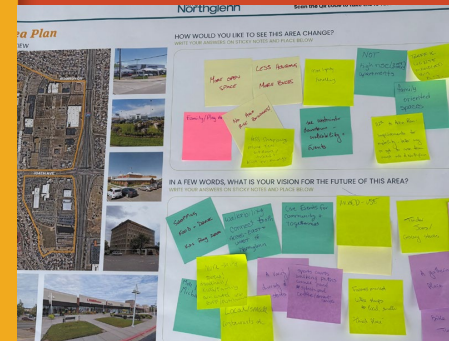
1. Project Background
2. Community Engagement
3. Area Plan Vision and Goals
4. Market Context
5. Draft Future Land Use Map
6. Next Steps

Project 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 104th Area is the second priority for the City.
- **104th 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
- Neighborhood Nights
- DRC and NURA Meeting
- City Staff Design Charrette
- Prost Brewing Co. Open House



Area Plan Vision & Goals

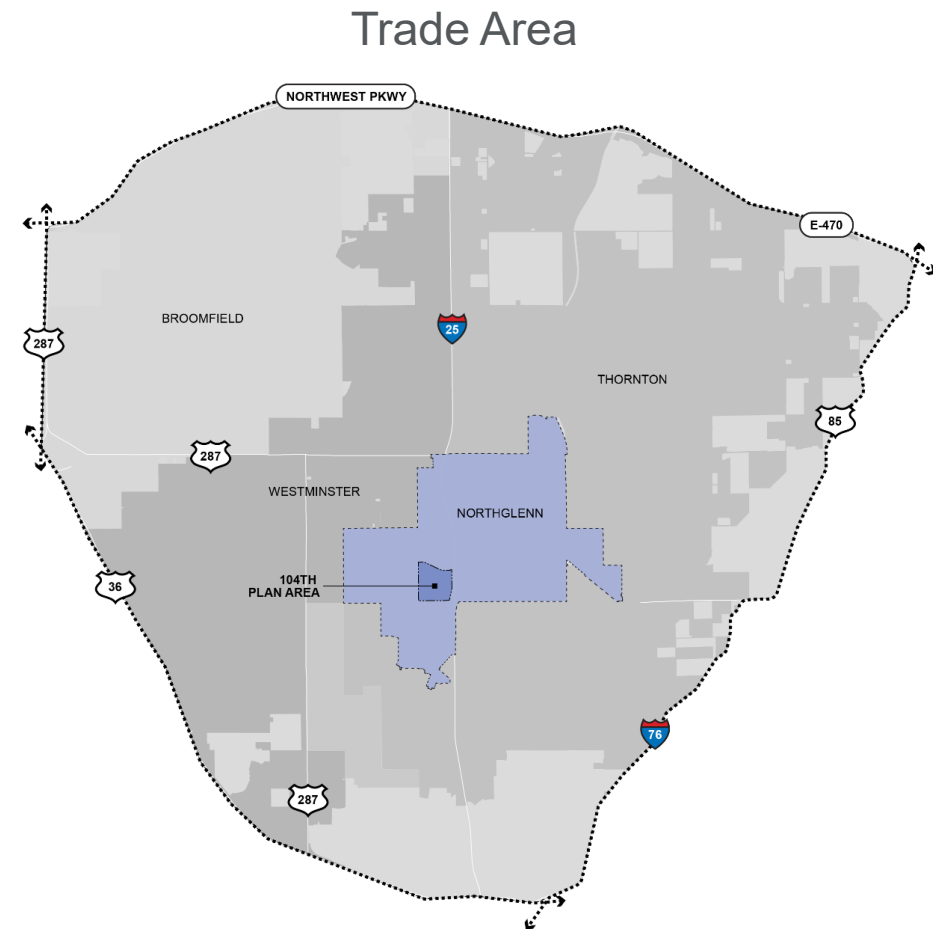
- **Vision**

- 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 by 2050.
 - 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.



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.

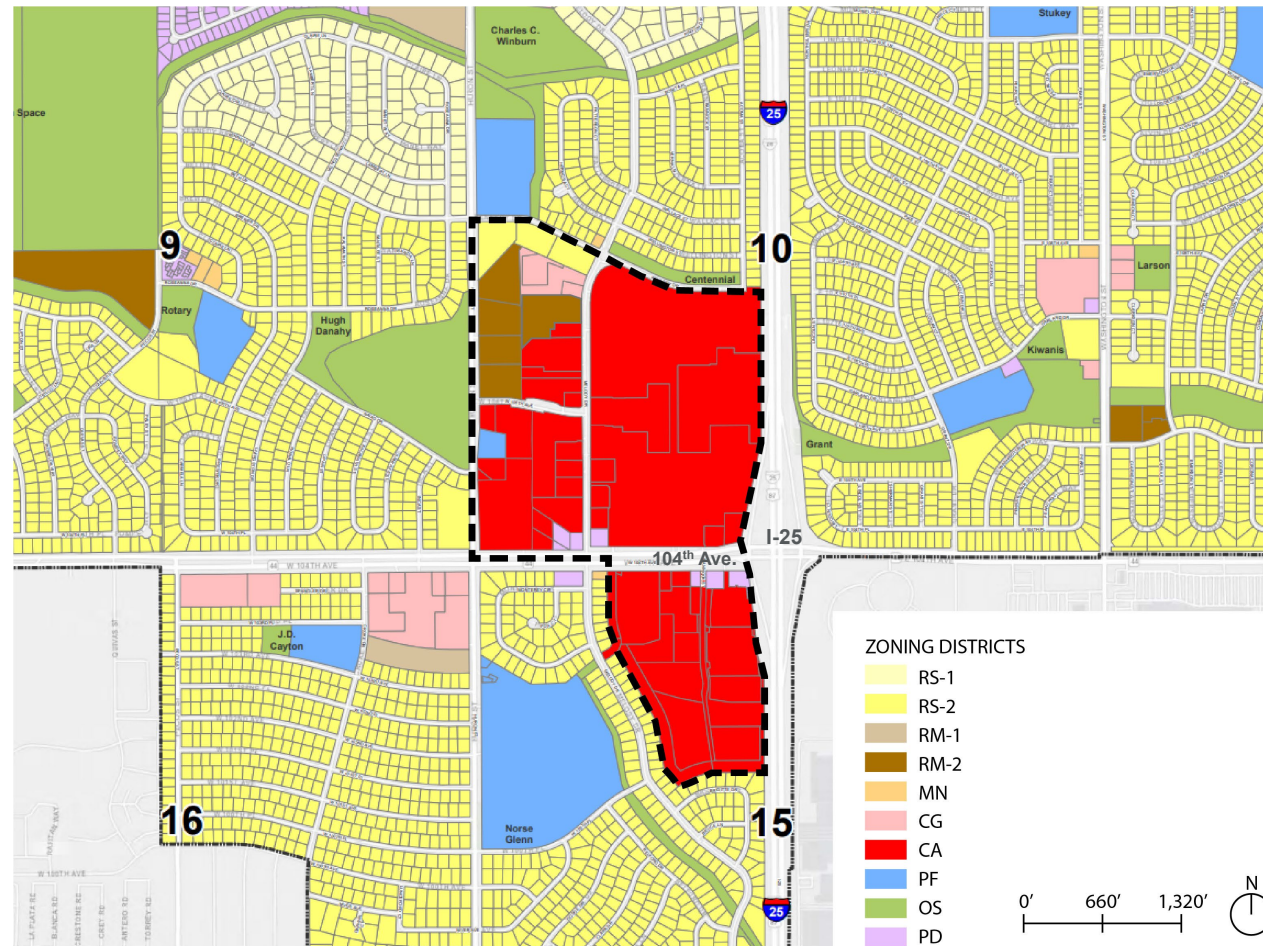
- The market supports transitioning the 104th Area from a traditional shopping center to a **mixed-use, activity-driven destination**.
- **Incremental, flexible redevelopment** aligned with market demand reduces risk and supports long-term success.

Traffic Analysis

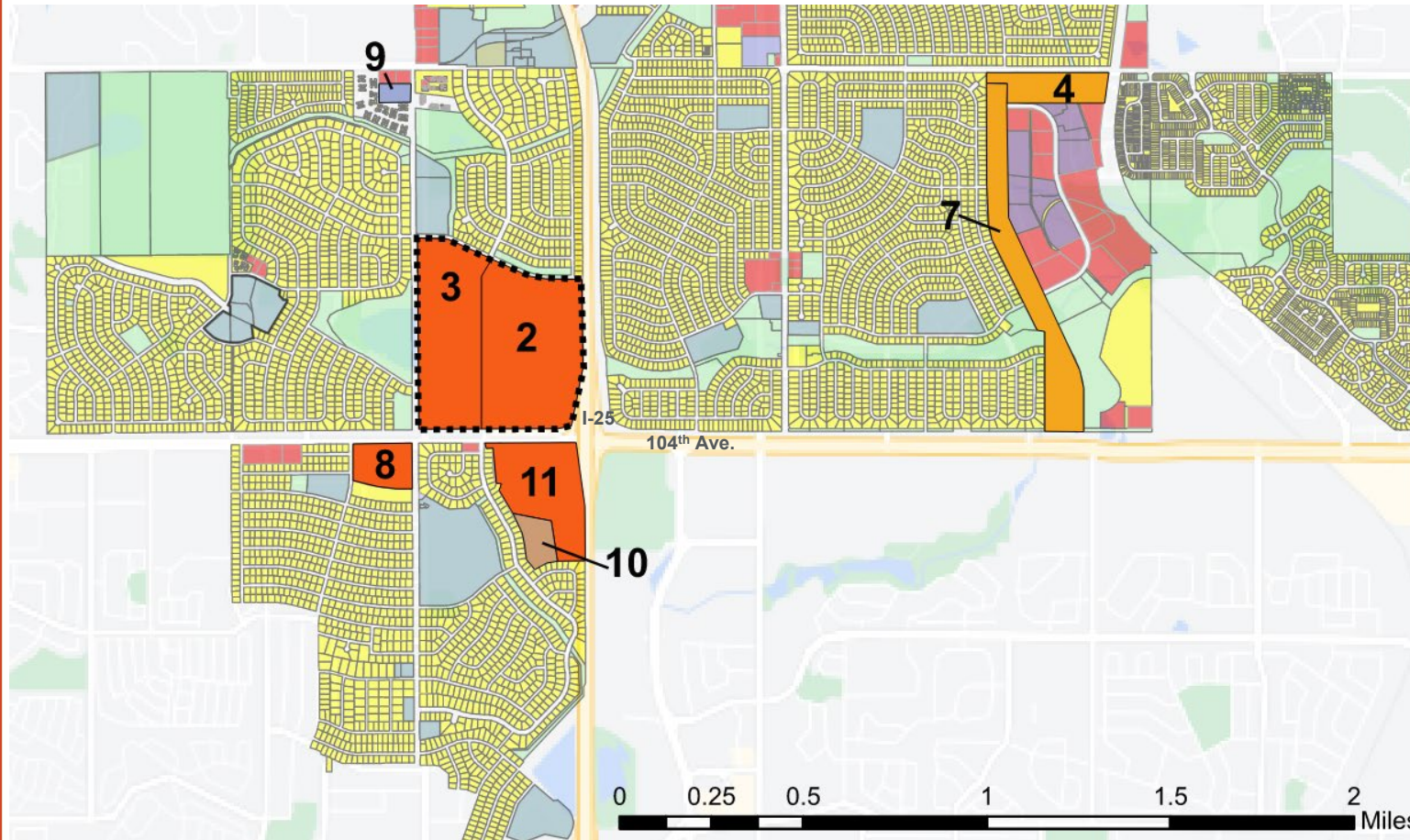
1. Traffic operates acceptably today at both intersections during peak hours (LOS D at Melody Drive; LOS B at Marketplace).
2. Future theoretical redevelopment traffic is manageable. A buildout with 1,000 housing units and 200,000 sq. ft. of retail would generate about 11,700 daily trips.
3. No major 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 & Marketplace.

Recommendations for Infrastructure Constraints

- Drainage and Stormwater Management
 - Upsizing and/or reconstructing the storm sewer pipes along Melody Drive
 - Construction of one regional water quality and detention pond north and south of 104th (two 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.



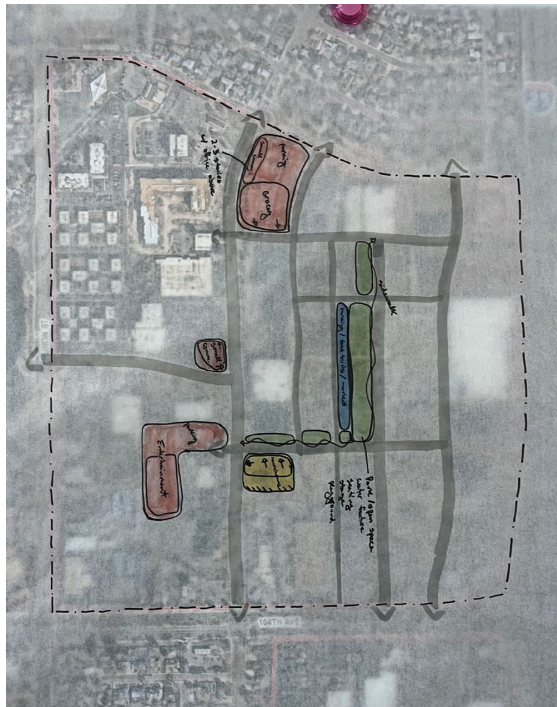
Current Zoning Map



Future Land Use (Comprehensive Plan)

Design Charrette Scenarios

Mixed-Use Infill (Short-Term)



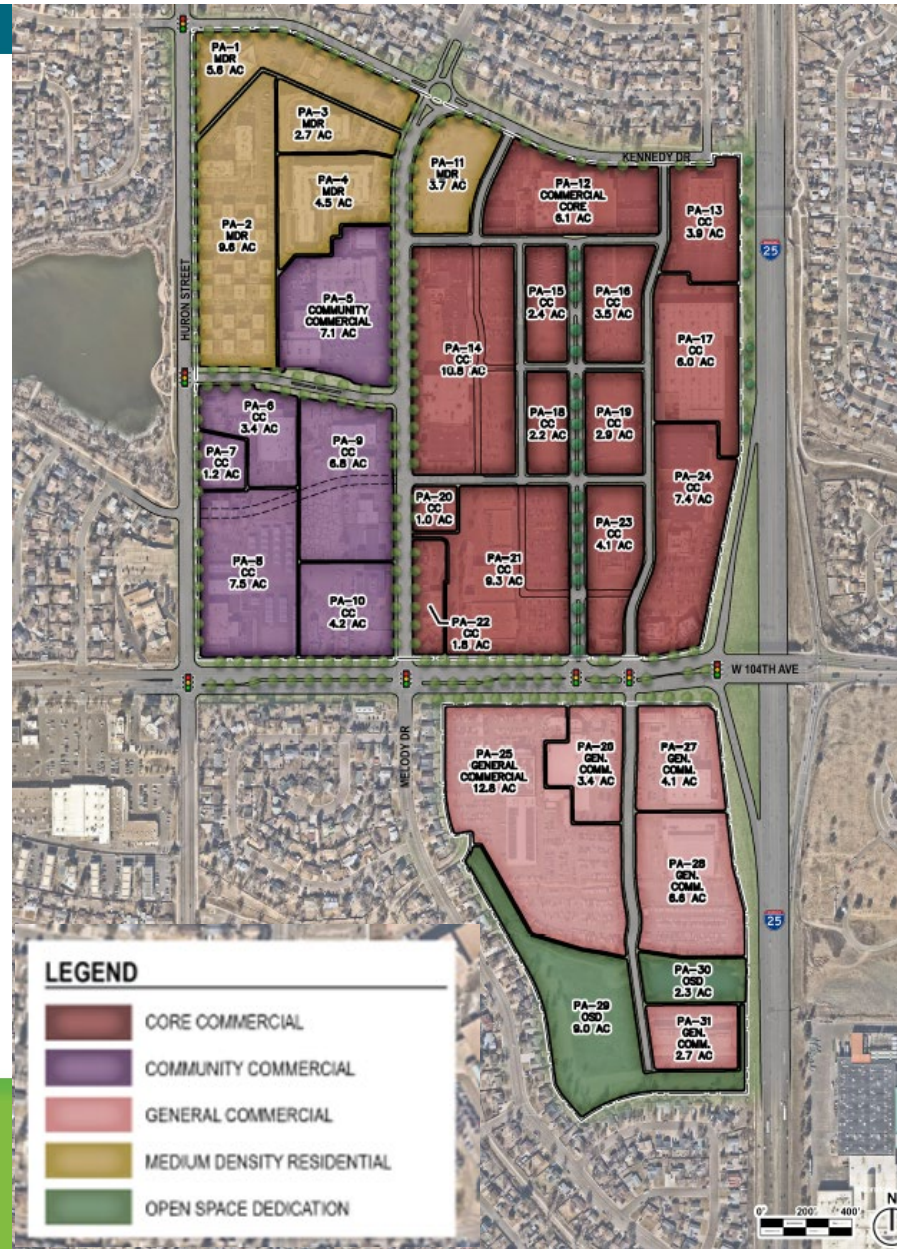
Entertainment & Employment (Mid-Term)



Transformative
(Long-Term)



Draft Future Land Use Map

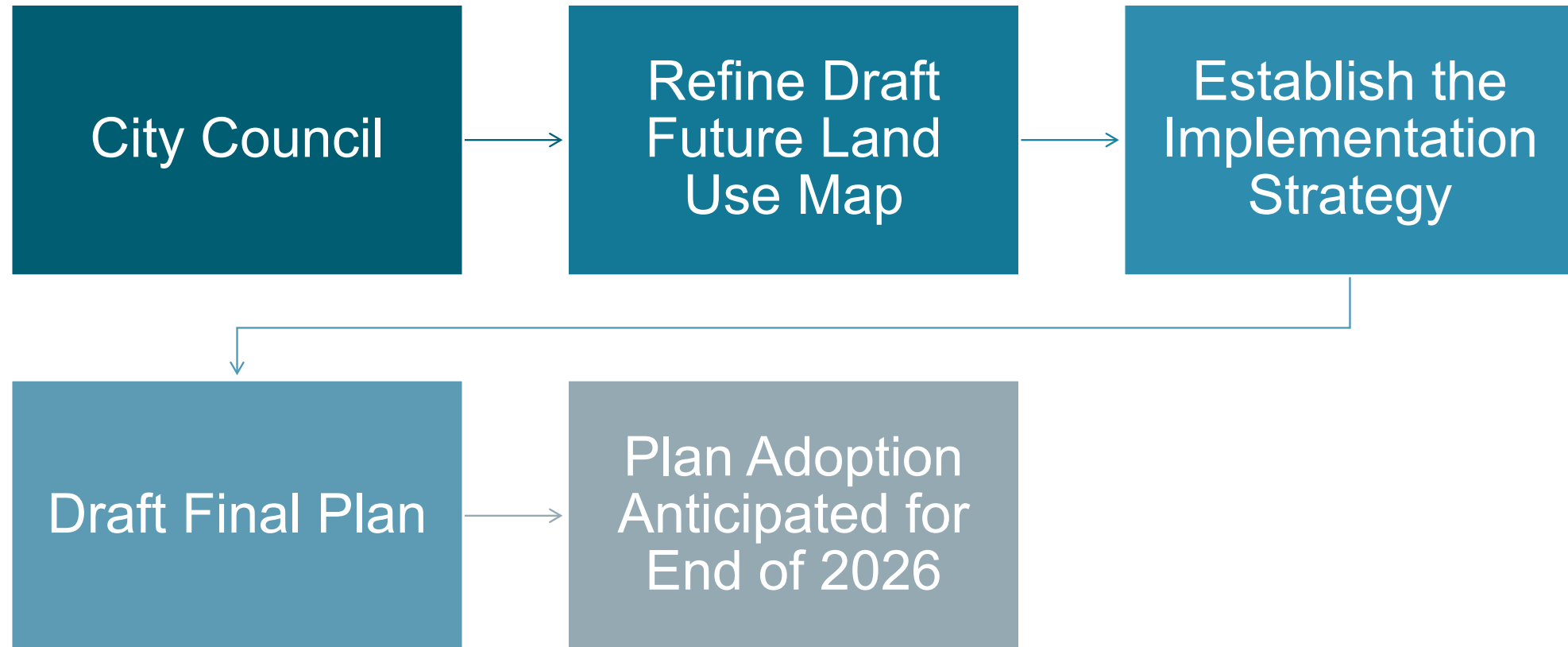


Revisions and Plan Approach

- Case studies and best practices
- Conceptual development plan vs. land use bubble plan
 - Callouts for plan elements
 - Land use table



Next Steps





Thank you! Questions?

City of Northglenn

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