

## Avelon

### Comprehensive Plan Amendment Proposal – Letter of Justification

The Avelon site sits between 56<sup>th</sup> Ave and 64<sup>th</sup> Ave and between Tibet Rd and Picadilly Rd, generally to the southwest of the E470 and 64<sup>th</sup> Ave interchange. As can be seen on the attached graphics this site falls within two different placetypes according to Aurora Places. The northern half of the property is shown as Urban District, and the southern half of the property is designated as City Corridor.

In terms of context, the placetypes surrounding the Avelon project consist of Urban District within High Point to the north of 64<sup>th</sup> Ave and to the east of Avelon, between Tibet Rd and E470, north of 60<sup>th</sup> Ave. To the east and south of Avelon, the City Corridor designation is shown extending all the way from E470 over to Picadilly, between 60<sup>th</sup> Ave and 52<sup>nd</sup> Ave. To the west of our site, virtually the entire western boundary is shown as Emerging Neighborhood on the Painted Prairie project.

With our Comprehensive Plan Amendment proposal, we are requesting to revise the designations on the Avelon property to be a mixture of Emerging Neighborhood, City Corridor and Urban District, with the Urban District boundary being pulled further north to include the property fronting along 64<sup>th</sup> Ave, to a depth of approximately 1,000', but not extending as far south as 60<sup>th</sup> Avenue. Similarly, the City Corridor designation has been revised to include approximately 17 acres at the southwest corner of the property, extending 700' north of 56<sup>th</sup> Ave and extending over 1,200' east of Picadilly. This proposed split fits with our proposed uses by concentrating high intensity commercial uses along 64<sup>th</sup> Ave and placing the area south of this within the Emerging Neighborhood placetype, allowing for a mix of residential uses combined with some neighborhood commercial uses at a key intersection in the southern portion of the project as well.

The applicant believes that this comprehensive plan amendment request will be beneficial for the City and that it should be approved for several reasons. First and foremost, the Avelon community is being designed as a well-defined and connected urban neighborhood with enhanced design standards to ensure the creation of an outstanding mixed use community with a unique and special entertainment district / commercial component which will ensure that the project is well integrated within the planned surrounding and adjacent properties. In this regard, the Avelon community plan is consistent with the residential and commercial uses proposed to the west within Painted Prairie, as well as with the commercial uses and Urban District proposed to the north of 64<sup>th</sup> Ave within High Point. Additionally, while it will obviously be use dependent based upon market conditions, the applicant's vision for an Entertainment District is attainable and will result in a very special place at the northwest corner of the Avelon community near the corner of 64<sup>th</sup> Ave and Picadilly Rd.

The applicant's commitment to the creation of a successful Entertainment District with associated commercial uses along 64<sup>th</sup> Ave will be very beneficial for the City because it will provide the high intensity uses desired by the Urban District placetype, in the form of a signature destination, at this all-important corner. Additionally, it will provide synergistic uses for the existing and planned development in the area, and it will reinforce and supplement the vision for 64<sup>th</sup> Ave as a major commercial

corridor in Northern Aurora while helping to initiate subsequent commercial development along 64<sup>th</sup> Ave.

While we are requesting to reduce the City Corridor placetype designation to the corner of 56<sup>th</sup> Ave & Picadilly, and to change the remainder of this designation to Emerging Neighborhoods and adjust the boundaries of the Urban District placetype on the Avelon property, we are still meeting the overall goals of Aurora Places by creating a holistic place in the form of a unique neighborhood with an active mixed-use district designed around parks, plazas and a main street. The applicant agrees with the inclusion of the Urban District Placetype along 64<sup>th</sup> Ave as a key component of creating a very special place here, but does not think that it is viable for this placetype to extend as far south as 60<sup>th</sup> Ave. This notion is supported by the recent Northeast Aurora Market and Zoning Analysis which recognizes that more residential uses are needed in this part of the City to support commercial development and job growth in the area. In fact this study points out that “there is sufficient land supply in the Study Area to allow for some flexibility in rezoning land for more residential development”, and it goes on to say “housing will be needed in the study area to support Aurora’s vision for attracting more employment to the area, and to support the anticipated job growth associated with the Gaylord Rockies, the DEN Aerotropolis concept and the growth of the DEN airport”. In this regard, calculations from the study “indicate that there is more than enough commercial land capacity in the Study Area to accommodate future economic development, and to accommodate additional residential development at appropriate locations. The applicant believes, and market conditions and interest support the idea that Avelon represents one of these locations.

With this Comprehensive Plan Amendment proposal, we are also requesting to redefine much of the City Corridor designation to Emerging Neighborhoods, consistent with the designation that exists directly adjacent to the west of us on the Painted Prairie project. Given the recognition that more residential uses are needed in the area, we believe that an Emerging Neighborhood designation on the center portion of the Avelon property is warranted and in line with market demand and will provide the opportunity to deliver additional residential choices through the inclusion of mixed residential housing types at various densities and price points, while still providing the ability for the inclusion of additional neighborhood commercial uses at key nodes along main perimeter streets, as is being proposed at the intersection of 56<sup>th</sup> Ave and Picadilly Road. In addition to the commercial realization benefits that will come from having adequate residential in the area to support it, we also believe that the section of Avelon between 60<sup>th</sup> Ave and 56<sup>th</sup> Ave should be designated as Emerging Neighborhood when we look at the greater context of how the placetypes are applied within the entire City. When studying the application of the City Corridor designation across the City it becomes apparent that the Avelon site and the quarter section to the south of 56<sup>th</sup> Ave are the only two areas in all of Aurora where this placetypes extends so far away from the corridor that it is oriented along. On all of the corridors where this placetype exists, from I-70 to Colfax to Mississippi and Havana, and even to E470 to the south of this site, the City Corridor designation extends anywhere from ¼ to a ½ mile from the designated roadway. In our particular instance, the designation extends up to a mile from E470 to include these two quarter sections. This anomaly, combined with the NE Market and Zoning Analysis recognition that more residential is needed in the area,

makes the amendment of this area to an Emerging Neighborhood designation a reasonable request as a logical location to provide for this residential need.

With that said, we realize the importance of maintaining some commercial ground within the Avelon community and maintaining the City Corridor designation on this important corner assures the City that future commercial development will occur here.

In summary, when the overall goals and intention of Aurora Places is considered in conjunction with the recent Northeast Aurora Market and Zoning Analysis, the Comprehensive Plan Amendment request associated with the Avelon community is warranted and will ultimately benefit the City of Aurora by both providing additional residential uses to support the ultimate commercial uses in the area, while at the same time providing assurances of commercial development in key locations, that will ensure the creation of a very special place in this part of Aurora.

**EXISTING PLACETYPE MAP**

DENVER INTERNATIONAL AIRPORT

E470

64th AVE

E 60th AVE

PICADILLY RD

TIBET RD

SITE

56th AVE

52nd AVE

48th AVE

E-470

0 1/4mi 1/2mi 1mi

1" = 1/2mi



N

DENVER INTERNATIONAL AIRPORT

## PLACETYPE

- Urban District
- City Corridor
- Emerging Neighborhood
- Industry Hub

## LEGEND

-  PROPERTY BOUNDARY  
 CITY OF AURORA LIMITS  
 ARTERIAL STREETS

0      1/4mi      1/2mi      1mi

1" = 1/2mi



# Comprehensive Plan Amendment

# AVELON



# PROPOSED PLACETYPE MAP

INTRODUCTION

DENVER INTERNATIONAL AIRPORT

E470

64th AVE

E 60th AVE

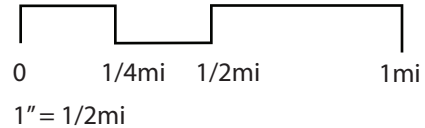
SITE

56th AVE

52th AVE

48th AVE




E-470



## PLACETYPE

-  Urban District
-  City Corridor
-  Emerging Neighborhood
-  Industry Hub

## LEGEND

-  PROPERTY BOUNDARY
-  CITY OF AURORA LIMITS
-  ARTERIAL STREETS

Comprehensive Plan  
Amendment