

3 LAND USE

A. LAND USE VISION

BROOMFIELD CONTINUES AN APPROPRIATE AND SUSTAINABLE LAND USE PATTERN ANCHORED BY GREAT NEIGHBORHOODS AND VIBRANT COMMUNITY ACTIVITY CENTERS THAT ARE LINKED TO CREATE AN ECONOMIC AND ENVIRONMENTALLY SUSTAINABLE COMMUNITY.

B. CURRENT SITUATION & FUTURE TRENDS

A community land use plan that is programmed in a deliberate manner, with an understanding of market, financial, and physical realities, can help foster a healthy balance of land uses and minimize uncertainty for its officials, staff, residents and other interests. Leveraging and preserving the natural features, recreational resources, and neighborhood character that contribute to the high quality of life in Broomfield is important in attracting and retaining the residents, businesses, and visitors that sustain the community's economy.

In general, land uses should be efficient and sustainable; support a multimodal transportation network; provide housing choices conveniently located near jobs, schools, shops, and parks; minimize conflicts between incompatible uses; and integrate development with existing and planned infrastructure. The Comprehensive Plan and Land Use map are the primary tools that Broomfield uses to influence the mix of land uses; therefore, it is important to continually evaluate what changes are needed to ensure that the community grows the way it desires.

The [Land Use map \(Map 1\)](#) is also the basis for the financial analysis and models within the City and County of Broomfield's [Long-Range Financial Plan](#).

The Land Use Map reinforces and supports the Comprehensive Plan's following primary objectives:

- Maintaining fiscal sustainability
- Enhancing environmental stewardship
- Enhancing Broomfield as a community of neighborhoods and gathering places
- Supporting existing neighborhoods and facilities
- Planning for areas of change and stability
- Strengthening an interconnected system of open lands and the Green Edge
- Enriching community services and facilities
- Ensuring a walkable and bikeable community
- Adapting to changing demographics
- Enhancing multimodal transportation
- Anticipating the impact of technology

FUTURE LAND USE

Broomfield's land area covers approximately 34 square miles, the vast majority of which either is developed or has approved development plans. The predominant land use of developed land is low-density residential, which will continue to be the case into the future. These residential areas are mostly located in the interior, or core, of

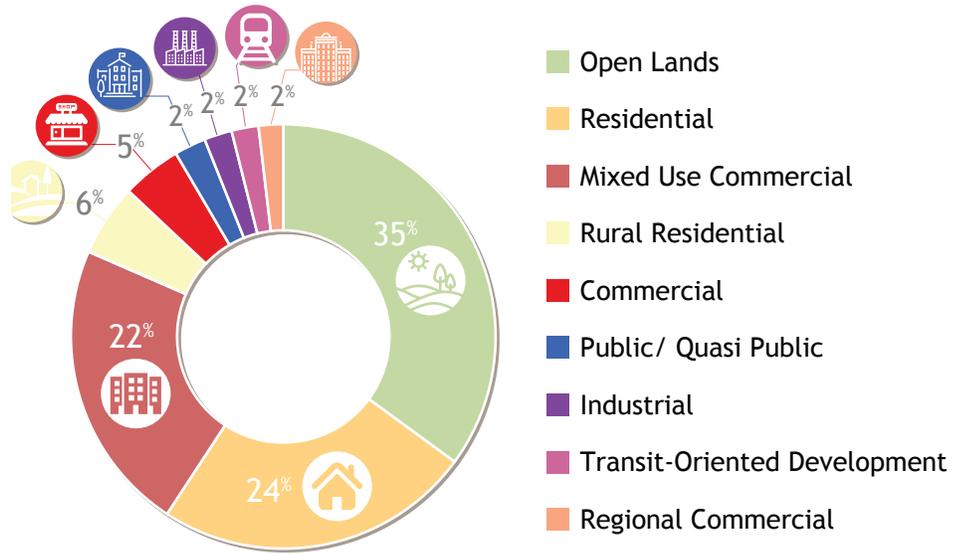
Broomfield, though residential development has continued its growth pattern northward into vacant agricultural land in a planned and phased expansion as utilities are extended.

Existing commercial development is concentrated along Broomfield's southern regional roadways (U.S. Highway 36 and West 120th Avenue). There are infill and redevelopment opportunities concentrated in these areas as well. Future commercial development is generally being directed northward to areas adjacent to the Interstate 25 and State Highway 7 interchange.

The [Land Use Map](#) establishes preferred development patterns by designating land use categories for specific geographical locations. The land use designations work to implement the overall goals and policies described throughout the Comprehensive Plan document. Land use designations do not preempt the Broomfield's zoning regulations. The land use designations also are not intended to depict either parcel-specific locations or exact acreage for specific uses. A review of the updated 2005 Land Use Map during the Comprehensive Plan update process resulted in 28 land use categories being consolidated to 8 to provide more flexibility and clarity. These changes reflect a number of recently approved land development projects, open land preservation efforts, and planned-unit developments (PUDs).

Additionally, the [Land Use Map](#) includes the Boulder County Rock Creek Farm Open Space along Broomfield's western boundary, and the Metzger Farm to the southeast. The inclusion of open space is consistent with two intergovernmental agreements (IGAs) with Boulder County and the City of Westminster, allowing Broomfield to include this property in the Comprehensive Plan and ensuring perpetual access to the open space for Broomfield residents.

Chart 9. Future Land Use Mix by Category



Source: City and County of Broomfield 2016 (*This does not include IGA open lands)

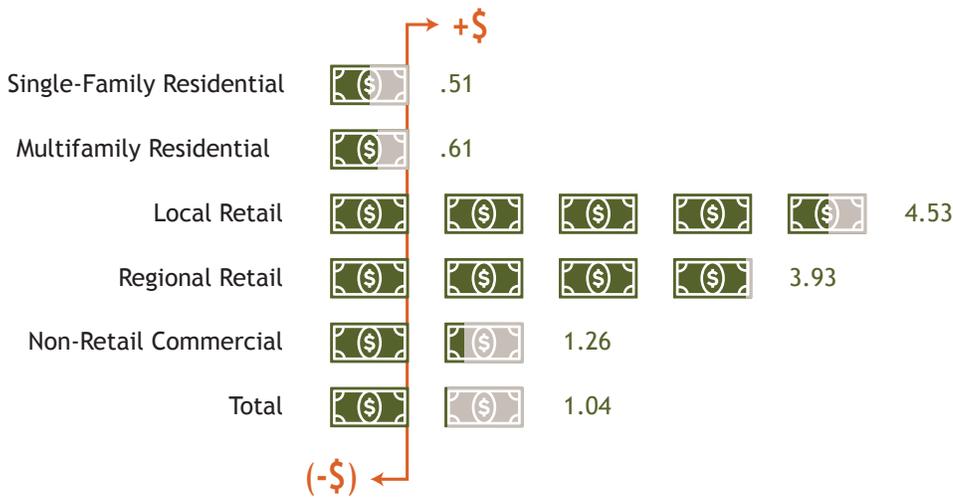
LAND USE & FINANCIAL HEALTH

One aspect originally incorporated into the 2005 Comprehensive Plan is the interrelationship of land use and financial planning. A key function of the Land Use Plan, along with population projection, is to provide the foundation for the City and County of Broomfield's [Long-Range Financial Plan](#). Because land uses have different net impacts on Broomfield's finances, a healthy mix of land use types is needed to build a sustainable community. To model revenues and costs, land uses are consolidated into Residential, Commercial, and Open Lands categories. Within these categories, residential land use is further broken into Single-Family and Multifamily categories, and commercial land use is divided into Local Retail, Regional Retail, and Non-Retail Commercial categories.

The analysis conducted in the [2013 Long-Range Financial Plan Update](#) was used to determine whether the type and the amount of land uses, existing and proposed, generate enough revenue to support the provision of services necessary to sustain them. As an example, shown in [Chart 10](#), for each \$1 spent on supporting multifamily residential areas, Broomfield receives 61 cents in revenue. A community composed entirely of residential land uses would find itself in financial distress if it were not balanced with other nonresidential uses that generated net-positive revenues.

To maintain financial health, the goal is to maintain a ratio of revenue to costs of over 1.00, in order to provide a small reserve fund for those years when costs are greater than revenue, but also to remain efficient and to not generate a significant revenue surplus. [Chart 10](#) indicates which land uses generate more revenues than the cost of services allocated to that land use.

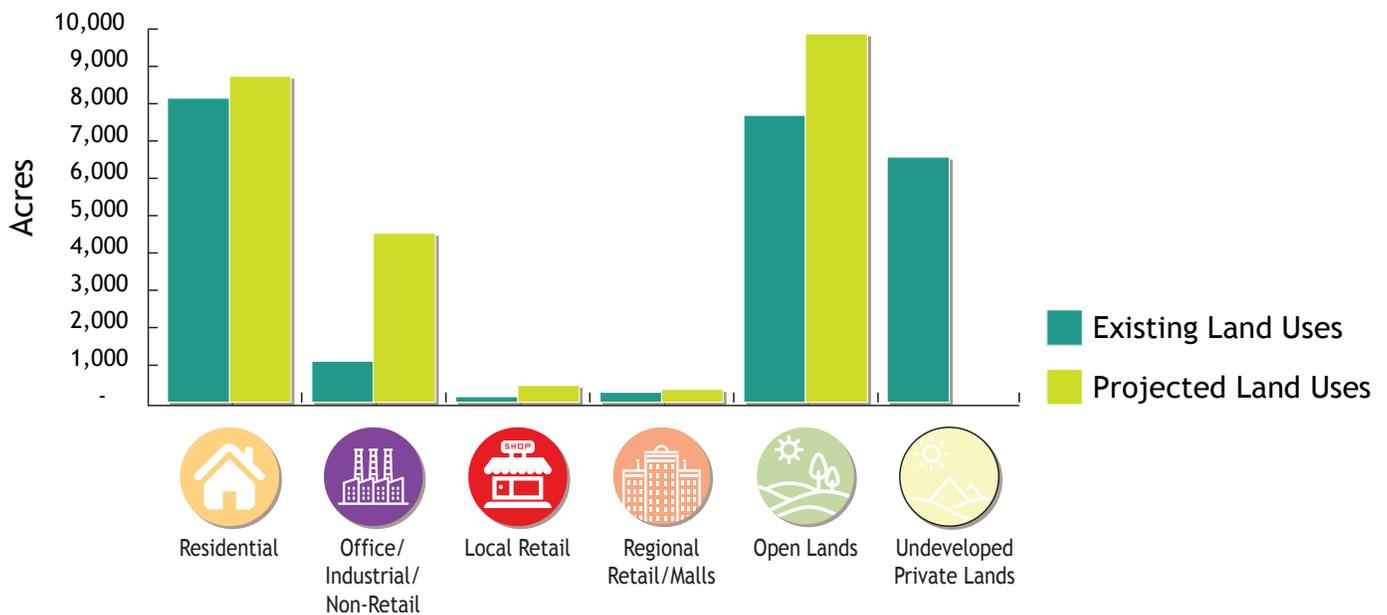
Chart 10. 2012 Net Impact of Land Use Types on Broomfield’s Financial Outlook



[Chart 11](#) summarizes the acres for each of the major land uses in 2013 and at buildout. The calculations include the Boulder County IGA Open Lands. Since 2013, Broomfield has collaborated with Westminster in open space acquisition of Metzger Farm. The categories below are a compilation of similar land uses from the [Land Use Map](#). For example, the Residential category is a combination of the Neighborhood and Rural Residential land use categories, as well as a percentage of the Mixed-Use and Transit-Oriented Development categories.

Source: City and County of Broomfield Long-Range Financial Plan Update 2013

Chart 11. Existing (2013) vs. Projected Land Use (buildout)



Source: City and County of Broomfield Long-Range Financial Plan Update 2013

As can be determined from [Chart 11](#), the [Long-Range Financial Plan](#) projects a significant increase in the proportion of land (expressed in acres) for the Office/Industrial/Non-Retail and Open Lands designations, compared with the proportion of land for residential use. Residential use is anticipated to grow from 34 percent to 37 percent of total land uses, while commercial land uses are expected to increase from 7 percent to 23 percent. This analysis indicates that the open lands goal of 40 percent of total land use can be met at buildout.

TAKING ADVANTAGE OF AREAS OF CHANGE

Given that few undeveloped areas or areas lacking proposals for development remain, identifying appropriate areas for redevelopment, along with identifying areas where stability in land use or pattern is desirable, is now an important focus.

Continued attention and planning is needed for specific areas to address either opportunities for development and redevelopment or changing conditions within Broomfield. An assessment of land values and elements influencing future land use patterns identified areas within Broomfield that are susceptible to change in their current land use conditions or use. This assessment, shown in [Map 4](#)

(Susceptibility to Change) determined that the areas most susceptible to change generally were concentrated in the following four locations:

1. The commercial area along 120th Avenue;
2. The transit-oriented development (TOD) and mixed-use areas along U.S. Highway 36 and Interstate 25;
3. The areas adjacent to the Interstate 25 and State Highway 7 interchange; and,
4. Broomfield's northernmost areas on either side of Interstate 25.

PRESERVING AND ENHANCING AREAS OF STABILITY

Many areas within Broomfield are well established either as existing residential neighborhoods or supporting commercial areas. Though these areas face comparatively limited pressures for new development and/or change, land use planning techniques and policies are needed to preserve these areas' existing valued characteristics and to

ensure that these areas remain vital and functional areas within the community. Furthermore, it is essential not only that adjacent new development and redevelopment are compatible but also that they enhance these existing neighborhoods and commercial areas.



C. GOALS & POLICIES

Goal LU-A: Mix of Land Uses

Plan for an appropriate mix of land uses that ensures connectivity, livability, flexibility, environmental sustainability, and economic vitality.

Policy LU-A.1: Promote infill development and redevelopment that contribute to the desired mix of land uses.

Policy LU-A.2: Accommodate locations for industrial land uses that support Broomfield's economy but that are often seen as incompatible and difficult to locate near existing neighborhoods.

Goal LU-B: Mixed-Use Development

Encourage and support mixed-use developments that provide the benefits of more compact, denser development with a mix of living, shopping and working environments.

Policy LU-B.1: Encourage and support pedestrian connections within mixed-use development areas to adjacent development and to existing and proposed trails.

Policy LU-B.2: Encourage and support structures and site layout within mixed-use developments that are more adaptable to changes of use over time.

Policy LU-B.3: Encourage and support an acceptable minimum level of development compactness and density within mixed-use developments to increase opportunities for shared parking facilities, the creation of public gathering spaces and open lands.

Policy LU-B.4: Focus new development surrounding State Highway 7 on Mixed-Use Commercial and TOD land uses, including industrial, commercial and residential.



Goal LU-C: Residential Neighborhoods

Continue to encourage and support community of neighborhoods containing a variety of housing types, while maintaining existing single-family residential areas of Broomfield.

Policy LU-C.1: Encourage and support neighborhood-serving activity areas, accessible by a sidewalk or greenways and located along a connector or arterial street. These activity areas may contain some or all of the following: retail; a daycare center; a village green or plaza; small parks; and civic uses, such as places of religious worship, public facilities, a recreation center or an elementary school. The activity areas should create an identity for individual neighborhoods and be a social gathering place where residents can meet and interact.

Policy LU-C.2: Enhance residential neighborhoods by providing an interconnected network of tree-lined local streets that provide direct access to parks, community focal points, local destinations, and trails.

Policy LU-C.3: Encourage and support development of a well-planned mix of housing types to accommodate a range of affordability levels within a neighborhood.

Policy LU-C.4: Encourage and support clustered development in areas that create such benefits as open lands conservation, energy efficiency, reduced traffic and more efficient use of utilities and infrastructure.

Policy LU-C.5: Encourage and support neighborhood streetscapes to be safe and walkable and to accommodate bicycling. Streetscapes within neighborhoods should be lined with building entries, porches and living spaces to encourage neighbors to get to know one another and to offer opportunities for community interaction and neighborhood monitoring. Efforts should be made to work within the Transportation Element policies of the [Goal TS-B: Alternative Modes](#), to ensure that safe, livable streets are designed in all neighborhoods.

Policy LU-C.6: Support existing neighborhoods and new neighborhood design to create a sense of identity for that neighborhood.

Action Step LU-C.6.1: Tailor landscaping, streetscape, public facilities, cultural features, signage and other programs to heighten the individual identity of distinct neighborhoods.

Policy LU-C.7: Every effort should be made to protect the character of existing established neighborhoods, to improve the facilities at existing neighborhood parks, and make enhancements to local streets.

Action Step LU-C.7.1: Continue to enhance code compliance activities to protect existing neighborhood value and character.

Policy LU-C.8: Vary lot sizes and patterns while maintaining an overall desired density within a neighborhood.

Policy LU-C.9: Locate neighborhood parks within convenient walking distance (one-quarter mile) of all homes within a neighborhood.

Policy LU-C.10: Reasonably mitigate the effects of new development on existing development.



Goal LU-D: Transit-Oriented Development (TOD)

Encourage and support development focused around major transportation areas that form vibrant pedestrian-oriented urban centers.

Policy LU-D.1: Encourage and support TOD in designated areas at U.S. Highway 36, at approximately W 116th Avenue, at U.S. Highway 36 and West Midway Boulevard, and at the southwestern corner of State Highway 7 and Interstate 25 (I-25), or as other opportunities arise.

Action Step LU-D.1.1: Continue to implement the [Original Broomfield Sub-Area Plan](#) and guide development to designated Mixed-Use and TOD areas.

Action Step LU-D.1.2: Continue to advocate in regional forums for the construction of transit along the Interstate 25 corridor, with a major transit stop at State Highway 7.

Action Step LU-D.1.3: Ensure that the necessary pedestrian and bicycle infrastructure will be built to connect existing and future transit stops to surrounding neighborhoods, especially where roadways/railroads and other barriers impede mobility.

Policy LU-D.2: Ensure that TOD areas are designed appropriately through the zoning/planned unit development approval process by implementing the following principles:

- Appropriate mix and intensity of land uses
- Effective pedestrian and bicycle-oriented design
- Effective site design and street pattern that facilitate the operation and the use of transit
- Creation of an interesting commercial, entertainment, civic and/or residential core that encourages vibrant community life for residents, employees and visitors
- Use of quality site planning, landscape and architectural design
- Encourage a variety of commercial uses adjacent to transit facilities to increase convenient shopping opportunities for residents, visitors, and employees.



Goal LU-E: Commercial Areas

Encourage and support commercial development that contributes to a diverse community image and to a vibrant character that provides increased choices and services.

Policy LU-E.1: Allow appropriate transitions between commercial and residential areas within the neighborhood to limit impact.

Policy LU-E.2: Balance corporate development themes with the appearance of the development. Appropriate marketing elements should be allowed to promote business success, but they should not dominate or detract from Broomfield’s overall character and image.

Policy LU-E.3: Encourage and support building architecture and site design to be adaptable to a changing use over time.

Policy LU-E.4: Encourage and support commercial centers that provide opportunity for local businesses in Broomfield.

Policy LU-E.5: Encourage and support commercial centers to be unique in design, uses and architecture to help reinforce Broomfield’s vision and community identity.

Policy LU-E.6: Make convenience shopping accessible to residents while limiting impacts on the neighborhood.

Action Step LU-E.6.1: Provide small neighborhood and commercial areas to serve distinct residential areas with convenience shopping and amenities to allow for social gathering spaces—for example, well-designed plazas, neighborhood greens and community centers.

Policy LU-E.7: Maintain, enhance and expand economic opportunities in Broomfield.

Action Step LU-E.7.1: Outline funding priorities through the Broomfield Economic Asset Protection Plan to further protect Broomfield’s commercial assets.

Action Step LU-E.7.2: Plan for a high-quality economic development at the State Highway 7 and Interstate 25 interchange.

Policy LU-E.8: Encourage and support a variety of entertainment uses in larger community-wide hubs.

Policy LU-E.9: Encourage and support transportation and utility networks that adequately support areas designated for regional commercial development.

Policy LU-E.10: Encourage and support the development of significant employment centers in those locations that minimize the impact of in-migrating workers.

Action Step LU-E.10.1: Direct employment uses into the areas adjacent to major transportation corridors.

Action Step LU-E.10.2: Direct high-intensity, mixed-use developments adjacent to employment centers.

Action Step LU-E.10.3: Plan for and require appropriate transportation and utility infrastructure to support designated employment areas.

Policy LU-E.11: Protect planned employment areas by restricting residential uses in such areas and by limiting retail and commercial uses.

Policy LU-E.12: Ensure that appropriate transitions/buffers are provided between nonemployment and existing or future employment designated lands.

Policy LU-E.13: Encourage and support a variety of business employers and industries.

Policy LU-E.14: Ensure that future employment centers do not negatively impact adjacent existing or planned land uses.

Policy LU-E.15: Ensure that existing and future employment areas along major transportation corridors include high-quality architecture and site design and building materials that will enhance Broomfield’s desired image.



Goal LU-F: Industrial Areas

Encourage and support a variety of industrial land use types and intensities in designated areas that are both supported by and compatible with surrounding land uses.

Policy LU-F.1: Encourage and support the development of industry in locations that minimize the overall impact.

Policy LU-F.2: Maintain existing light industrial employment areas.

Action Step LU-F.2.1: Continue public planning and financial investment to ensure long-term viability of existing industrial areas.

Policy LU-F.3: Protect planned industrial areas by restricting residential uses in such areas and by limiting retail and commercial uses.

Policy LU-F.4: Ensure that appropriate transitions/buffers are provided by nonemployment uses when they are developed adjacent to future employment designated lands.

Policy LU-F.5: Support a variety of scales of business employers, from small local businesses to corporate office and headquarters.

Policy LU-F.6: Ensure that existing and future industrial areas along major transportation corridors include appropriate architecture and site design that will enhance Broomfield's image.

Goal LU-G: Civic Center Districts

Create a Civic Center District that serves as a key focal point for community and civic activities.

Policy LU-G.1: Support completion of current Civic Center Master Plan project and continue to partner with the private sector to develop the Civic Center property into Broomfield's Civic Center District.

Action Step LU-G.1.1: Use the Civic Center Master Plan as a guide for development of the Civic Center property.

Action Step LU-G.1.2: Bring local transit to and through the Civic Center property to strengthen the area as an activity hub for residents from surrounding neighborhoods.

Action Step LU-G.1.3: Prioritize desired public improvements at the Civic Center property, such as the expansion of the amphitheater, construction of formal gardens, and inclusion of public art and memorials.

Action Step LU-G.1.4: Ensure that the Civic Center Master Plan integrates commercial uses or potential for commercial uses in the future.



Goal LU-H: Town Center District

Create Town Center District in northeast area of Broomfield to serve as an entertainment, cultural, business and auxiliary civic services hub.

Policy LU-H.1: Create a northern Town Center District for Broomfield that will serve as an entertainment, cultural, and business hub. This may include auxiliary civic center uses.

Action Step LU-H.1.1: Support complementary transit-oriented development for the northern Town Center District. A well designed, vibrant community-gathering area facilitating community-based events should form the central focal point of this Town Center District.

Action Step LU-H.1.2: Bring local transit and community trails to and through the northern Town Center District property to strengthen the area as a hub for activity by providing easy multimodal access for Broomfield residents.

Goal LU-I: Development Standards

Use development standards and guidelines to help realize the community's overall vision and goals.

Policy LU-I.1: Utilize clear design/development guidelines and standards to direct redevelopment and new development activities.

Action Step LU-I.1.1: Evaluate, within the development review process, the potential benefits and costs of community-wide minimum development standards that are aimed at providing increased certainty and consistency of requirements versus the potential benefits and costs of flexible development standards. Consider standards for such things as architectural design, landscape, desired patterns of land use, site planning and urban design.

Action Step LU-I.1.2: Evaluate the usefulness and appropriateness of the existing functional plans' design standards to determine whether these various design standards can and should be consolidated and simplified.

Action Step LU-I.1.3: Evaluate the cost and benefits of existing design and development guidelines and standards on housing affordability to identify possible modifications that would lessen the economic impact of the enforcement of these provisions without significantly compromising their intent or objectives.

Action Step LU-I.1.4: Utilize environmental standards as part of the development review process (such as tree protection requirements, green build programs, energy-efficient site design requirements, and inclusion of transit).

Action Step LU-I.1.5: Utilize community-wide minimum landscaping standards that are more appropriate for Broomfield's arid climatic conditions yet maintain the community's aesthetic expectations.

Policy LU-I.2: Use Broomfield's existing design guidelines and standards as a basis for reviewing development applications, updating Broomfield codes and regulations and, in general, implementing the goals and policies of the 2016 Comprehensive Plan.

Action Step LU-I.2.1: Review existing design guidelines and standards and refine and/or codify where necessary.

Policy LU-I.3: Support the phasing out of legacy zone districts and standards and incorporate them into the simplified Broomfield regulations.

Goal LU-J: Impact of Development

Evaluate and mitigate the impact of each development project on the system at the time of build.

Policy LU-J.1: Determine the change in impact on the City and County's [Long-Range Financial Plan](#) when the [Land Use Map](#) is modified, and, if necessary, consider the lost revenue capacity of the changed land use elsewhere on the Land Use Map to maintain Broomfield's balance of land uses and the integrity of the Financial Plan.

Action Step LU-J.1.1: Periodically review the processes used to figure and evaluate development impact on long-range financial planning.