PUBLIC OUTREACH

general information + summarized outreach feedback



PAGE INTENTIONALLY LEFT BLANK



Public Outreach Process



INTRODUCTION

The process to create **Centennial NEXT** was led by the **Centennial NEXT** Team; informed by a consultant team and public input; and guided by the Advisory Committee, Planning and Zoning Commission, City Council, and other City boards and commissions. Effective and innovative public outreach was critical to the success of **Centennial NEXT** and all members of the community were strongly encouraged to participate in the process. The public provided input in creating a framework to guide the decisions to enhance the Centennial community over the next 20 years, defining a vision and future roadmap for the City.

The process was organized in three Phases. Summaries for each phase, including community involvement events, tracked demographics, and key outreach feedback, and results are summarized on the following pages.



*Reach is the total number of people that saw content related to Centennial NEXT on social media outlets.

PAGE INTENTIONALLY LEFT BLANK





PHASE ONE OUTREACH

general information + summarized feedback from phase one

JULY 2016 - MARCH 2017



BACKGROUND



What is Centennial NEXT?

Centennial NEXT is an initiative that engages the public in defining a shared vision for the City between now and 2040.

This City-wide plan will guide our approach to preserving, enhancing and growing Centennial's neighborhoods in a way that promotes mutual prosperity, coordinated public investment and a healthy environment. During this planning effort, the City turned to those who know the City best – its residents, businesses and stakeholders - to help identify opportunities, challenges and visions for Centennial's future.

WHY ARE WE
DOING THIS
PLANNING
PROCESS NOW?

The City of Centennial and the metro Denver area have experienced growth and change since the current plan was developed and adopted. Since 2004, RTD's southeast light rail line has opened service to Centennial, the Southglenn Mall has been redeveloped into The Streets at SouthGlenn and the City's limits grew from 24 to 29 square miles. The City of Centennial has evolved from a newcomer into a regional leader.

The current plan was adopted in 2004, shortly after the City's incorporation. Over a decade later, it does not fully reflect Centennial's current voice and vision or respond to future opportunities and challenges. This planning process is an opportunity for the entire community to plan for future growth in a manner that is respectful of the City's values and desired future.

WHY IS CENTENNIAL NEXT IMPORTANT? Change offers opportunities but also presents challenges. As the City and region's population grows more diverse, so does its needs and preferences for housing, shopping, recreation and entertainment, transportation, and public services. Neighborhoods, shopping centers, and infrastructure age and need investment and revitalization. Some places should be protected and reinvestment encouraged, while others offer opportunities to introduce new types of neighborhoods, shopping, entertainment, and recreational experiences to appeal to a growing and changing population.

How can Centennial make these critical decisions? What does the community's future look like? And how do we get there? These are some of the important questions the planning process will explore and answer.

A-2 CENTENNIAL NEXT

2016 Community Involvement

HOW HAS THE COMMUNITY BEEN INVOLVED?

Date	Name	Event + Location	Attendees/ Respondents
July 16	Kickoff Event #1	Brew-N-Que, Centennial Center Park	~ 300
July 16 (through October 03)	Online Survey #1: Values	centennialco.gov/centennialnext	264
July 21	Kickoff Event #2	SAVOR Centennial, Plaza at Centennial Center Park	~ 40
July 28, August 9, August 16, September 22, October 18, October 27	Stakeholder Interviews (see attached list of interviewees)	City of Centennial Building, Public Works Building (Senior Commission)	38
August 02	Kickoff Event #3	National Night Out, Centennial Center Park	~ 500
August 13	Visioning Event #1	Centennial Under the Stars, Centennial Center Park	~ 300
August 16	Visioning Event #2	Visioning Open House, Smoky Hill Library	5
August 16 (through October 03)	Online Survey #2: Crafting the Vision	centennialco.gov/centennialnext	40
August 22	Informational Presentation	CenCON Meeting, Library Administration Building	28
September 07	Visioning Event #3	Visioning Open House, SouthGlenn Library	~ 30
September 22	Stakeholder Interviews	City of Centennial Building, Youth Commission	9
September 24	Visioning Event #4	Centennial Chalk Art Festival, Centennial Center Park	~ 30
November 17, 2016 (through March 06, 2017)	Online Survey #3: Fulfilling the Vision	centennialco.gov/centennialnext	230
November 19	Visioning Event #5	Holiday Lighting Event, Centennial Center Park	~ 200
		RESPONDENTS TOTAL PEOPLE REACHED	614 4,274

VALUES



What do you **LOVE** about Centennial?



TOP 10

most popular response themes:

"

- 1. Parks
- 2. TRAILS
- 3. SCHOOLS
- 4. LOCATION/ ACCESS
- 5. LOW CRIME RATE/ SAFETY
- 6. NEIGHBORHOODS

- 7. CENTENNIAL CENTER PARK
- 8. COMMUNITY + RECREATION AMENITIES
- 9. SHOPPING
- 10. COMMUNITY FESTIVALS/ EVENTS

Responses have been compiled from Online Questionnaires #1 and #2; from feedback at stakeholder interviews; Centennial NEXT Kickoff Events at Centennial Brew-N-Que, SAVOR Centennial, and National Night Out; and Centennial NEXT Vision Events at Centennial Under the Stars, the Centennial Chalk Art Festival, and two Visioning Open Houses.

A-4 CENTENNIAL NEXT



What do you want to PRESERVE?



TOP 10 most popular response themes:

1. OPEN SPACE

2. PARKS + RECREATION

3. TRAILS

4. NEIGHBORHOODS

5. SAFETY

6. NATURAL ASSETS/ BEAUTY

SMALL-TOWN FEEL

8. FAMILY-FRIENDLY CHARACTER

9. HIGH-QUALITY SCHOOLS

10. BIKEABILITY

"

Responses have been compiled from Online Questionnaires #1 and #2; from feedback at stakeholder interviews; Centennial NEXT Kickoff Events at Centennial Brew-N-Que, SAVOR Centennial, and National Night Out; and Centennial NEXT Vision Events at Centennial Under the Stars, the Centennial Chalk Art Festival, and two Visioning Open Houses.

VALUES



What would you like to IMPROVE?



TOP 10

most popular response themes:



- . MITIGATE TRAFFIC
- 2. IMPROVE ROADS
- 3. INCREASE WALKABILITY
- 4. INCREASE BIKEABILITY
- 5. INCREASE TRANSIT ACCESS
- 6. INCREASE SNOW REMOVAL

- 7. ADD TRAILS
- 8. CREATE AN IDENTITY
- INCREASE LOCAL + REGIONAL PARTNERSHIPS
- 10. INCREASE EVENTS

"

Responses have been compiled from Online Questionnaires #1 and #2; from feedback at stakeholder interviews; Centennial NEXT Kickoff Events at Centennial Brew-N-Que, SAVOR Centennial, and National Night Out; and Centennial NEXT Vision Events at Centennial Under the Stars, the Centennial Chalk Art Festival, and two Visioning Open Houses.

A-6 CENTENNIAL NEXT

VISION FOR CENTENNIAL



Who will Centennial strive to BE?

SECOND STATEMENT



From Learning to Leading. Born out of intention and optimism, Centennial will continue to prosper as a premier destination to live, learn, work, grow and age in the community.

>>> COMMUNITY DESIGN AND IDENTITY



Our Sense of Place. Centennial celebrates the evolving diversity of the community as a place to live; a place to stay; a place to be.

ECONOMIC DEVELOPMENT



Retention and Attraction. Centennial preserves, grows and attracts employers and workforce through business-friendly policies and practices.

HOUSING AND DEMOGRAPHICS



Strength in Our Neighborhoods. Our neighborhoods form the foundation of our City, making it a desirable and attainable place to live for all.

PARKS, OPEN SPACE, TRAILS AND RECREATION



Health and Wellness. All residents can enjoy a rich culture of community events, scenic views and a cohesive system of distinctive parks, open space, trails and recreation facilities.

TRANSPORTATION



Innovative Mobility. Centennial capitalizes on emerging technologies and the creation of an integrated transportation system, promoting seamless multimodal connections for both recreation and commuting.

ESSENTIAL COMMUNITY SERVICES



Quality and Innovation. Centennial connects the community through essential services and innovative technologies.

STAKEHOLDERS INTERVIEWED



Lynn Cornell Andrea Suhaka Stephanie Piko Randi Gallivan **Kelly Brady** Pam Sullivan Former Mayor Cathy Noon Candace Moon Shana Cohen Stewart Meek Mike Sutherland CJ Whelan Justin Hamel Eric Eddy **Bob Golden Neil Marciniak Gerry Cummins Tammy Mauer** Melanie Morgan **Scott Jardine** Julio Iturreria Senior Commission Members (7 members)

ATES: (2016) July 28 | August 9, 16 | September 22 | October 18, 27

Jan Yeckes

A-8 CENTENNIAL NEXT

Youth Commission Members (9 members)



PHASE TWO OUTREACH

general information + summarized feedback from phase 2

APRIL - JUNE 2017



BACKGROUND



About Phase 2

VISION,
OPPORTUNITIES &
FRAMEWORK

GOAL:

ARTICULATE THE
COMMUNITY'S VISION
AND CAPTURE ITS
VALUES, PRIORITIES,
NEEDS, AND DESIRES.

Phase 2 focused on translating the updated vision into reality by identifying opportunities that contribute to and reflect Centennial's goals for the future. The specific opportunities identified during this phase (highlighted within this summary packet) integrated the identity, character preservation, and placemaking, while focusing on Centennial's unique qualities and aspirations to enhance what we already have in our City. The development of a new plan framework and updated goals and policies for the Comprehensive Plan was another major focus of the second phase of **Centennial NEXT**.

At the beginning of this phase, 39 specific sites throughout Centennial were identified on an aerial map based on their future potential for development, redevelopment, or parks, trails, and open space opportunities. These sites became known as the "Opportunity Sites" and are referred to as such within the remainder of this summary packet.

The **Centennial NEXT** team brought the 39 Opportunity Sites to the public during a three-day, four-meeting workshop series that was supplemented by an online survey and Facebook Live discussion panel. The **Centennial NEXT** team asked Centennial residents and stakeholders for feedback on the land use types they'd like to see at these sites, as well as visual preferences for each land use type they selected. The feedback gathered from the in-person events and the online survey is summarized on the following pages and in <u>Appendix C</u>.

A-10 CENTENNIAL NEXT



2017 Community Involvement

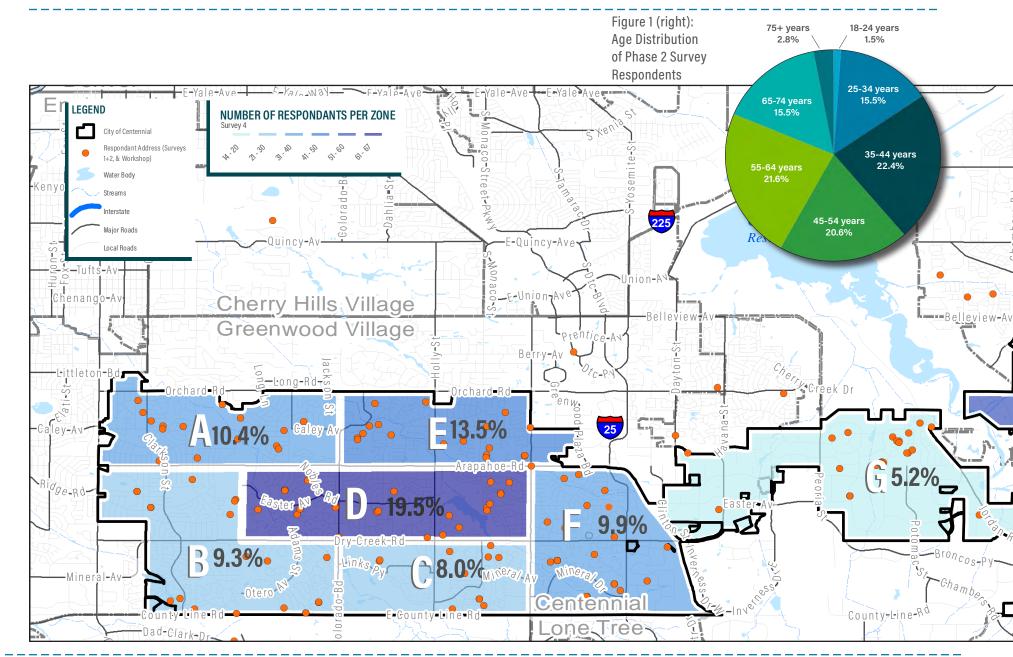
HOW HAS THE COMMUNITY BEEN INVOLVED?

Date	Name	Event + Location	Attendees/ Respondents
April 18	Opportunities Workshop #1	Centennial NEXT Opportunities Open House Workshop, Cherry Creek Room, Centennial Civic Center	14*
April 18	Opportunities Workshop #2	Centennial NEXT Opportunities Open House Workshop, Council Chambers, Centennial Civic Center	9*
April 19	Opportunities Workshop #3	Centennial NEXT Opportunities Open House Workshop, Arapahoe High School	11*
April 20	Opportunities Workshop #4	Centennial NEXT Opportunities Open House Workshop, Grandview High School	14*
April 25	Centennial NEXT Facebook Live Presentation	facebook.com/centennialgov	1,110
April 27 (through May 26)	Centennial NEXT Opportunities Online Survey #4	centennialco.gov/centennialnext	432
		RESPONDENTS TOTAL PEOPLE REACHED	480 4,274

^{*}Note: Actual workshop participation numbers may vary based on whether or not attendees chose to sign in upon entering or leaving the event. The numbers listed reflect the amount of people recorded on the sign in sheets collected at the conclusion of each workshop.

WHO WE'VE REACHED

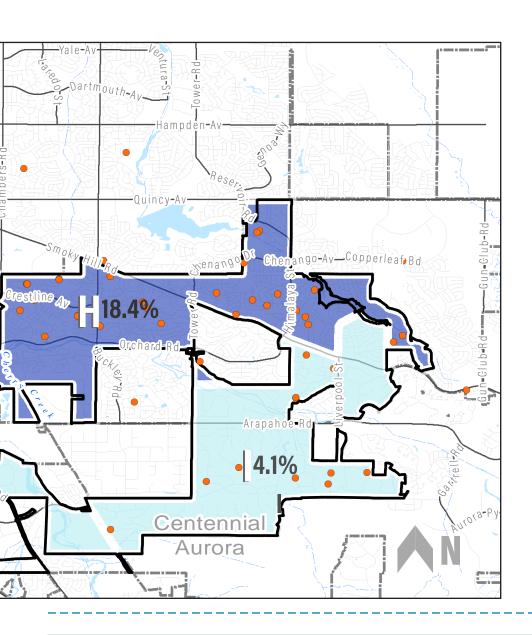




A-12

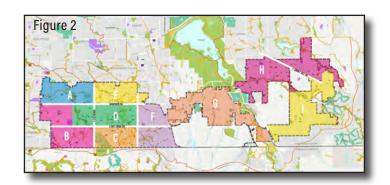
WHO WE'VE REACHED





HAVE WE HEARD FROM RESIDENTS IN ALL PORTIONS OF THE CITY?

Since the beginning of the Comprehensive Plan update process, the **Centennial NEXT** team has been tracking participation by location. The map shown to the left illustrates the distribution of resident (and in some cases non-resident) participation based on information provided on sign-in sheets at in-person events and survey questions that asked for respondent addresses or general zones (shown in Figure 2) in which they live. Since many attendees/survey respondents opted out of providing their personal information, the map does not capture the full extent of participation, but acts as a helpful tool to ensure that the **Centennial NEXT** team is capturing input from all portions of the City.



OPPORTUNITIES SERIES



Opportunities Outreach Series Summary

APRIL 18, 2017 Centennial Civic Center 11:30 a.m. - 1:30 p.m.

APRIL 18, 2017 City Council Chambers 5:30 - 7:30 p.m.

APRIL 19, 2017 Arapahoe High School 5:30 - 7:30 p.m.

APRIL 20, 2017 Grandview High School 5:30 - 7:30 p.m.

APRIL 27 - JUNE 9, 2017 Online Opportunities Survey

The workshop series schedule and locations are shown to the left. Event locations were chosen in an effort to offer convenient venues for residents in all geographic areas of the City. The community was notified of the Opportunities Outreach Series via press releases from the City, a variety of social media platforms, posters hung at the event locations, and on the project website: centennialco.gov/centennialnext.

The purpose of the series was to solicit input on what participants would like to see develop, if anything, on the Opportunity Sites in the future, as well as visual preferences for each land use type they selected. Attendees were asked to identify any additional Opportunities Sites that were not already highlighted on the aerial map. They were then asked to select at least one site (though many people chose to evaluate more than one) to evaluate visual preferences. Display boards showed detailed imagery and relevant facts for all 39 Opportunity Sites, with specific visual preference options. Participants voted on their preferred development.

The feedback gathered during the in-person events and online survey resulted in the identification of key visual preference imagery for the Opportunity Sites. A summary is on the following pages, and the comprehensive report of feedback for all 39 Opportunity Sites is located in <u>Appendix C</u>.

A-14 CENTENNIAL NEXT

OPPORTUNITIES SERIES



Workshop Photos



















OPPORTUNITY SITES

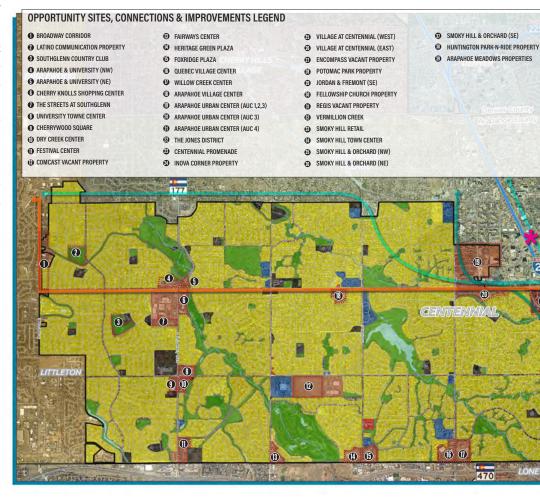
39 Opportunity Sites within Centennial

The <u>Opportunities Sites Map</u> shown below identifies 39 sites, chosen based on their future potential for development, redevelopment, or parks, trails, and open space opportunities, as well as the future land use designations according to the **Centennial NEXT** Future <u>Land Use Map</u> (page 2-8) These sites were selected based on content from the City's previously adopted sub-area plans and expert analysis by the City's Economic Development staff in collaboration with economic, planning and transportation consultants, the **Centennial NEXT** Team, and the **Centennial NEXT** Advisory Committee.

The in-person opportunities workshop exercises and supplemental online survey asked respondents to identify any additional sites or areas that should be investigated as potential Opportunity Sites in the future, and they are as follows:

- Greenwood Gulch Trail
- Dry Creek/area surrounding Centennial Airport
- High-traffic intersection of Dry Creek Road and Colorado Boulevard
- Colorado Boulevard, from E County Line Road to Arapahoe Road
- Area between Orchard Road, Caley Avenue, Grant Street, and Clarkson Street
- Cherry Knolls Park and Easter Avenue
- Former Littleton School site across the street from Arapahoe Park (Highlands 460 neighborhood)
- Holly/Arapahoe and Arapahoe/Quebec
- Intersection of Grant and Maplewood
- Little Dry Creek Park area
- Newton Middle School
- Lois Lenski Area
- Orchard Road, from Holly to Quebec

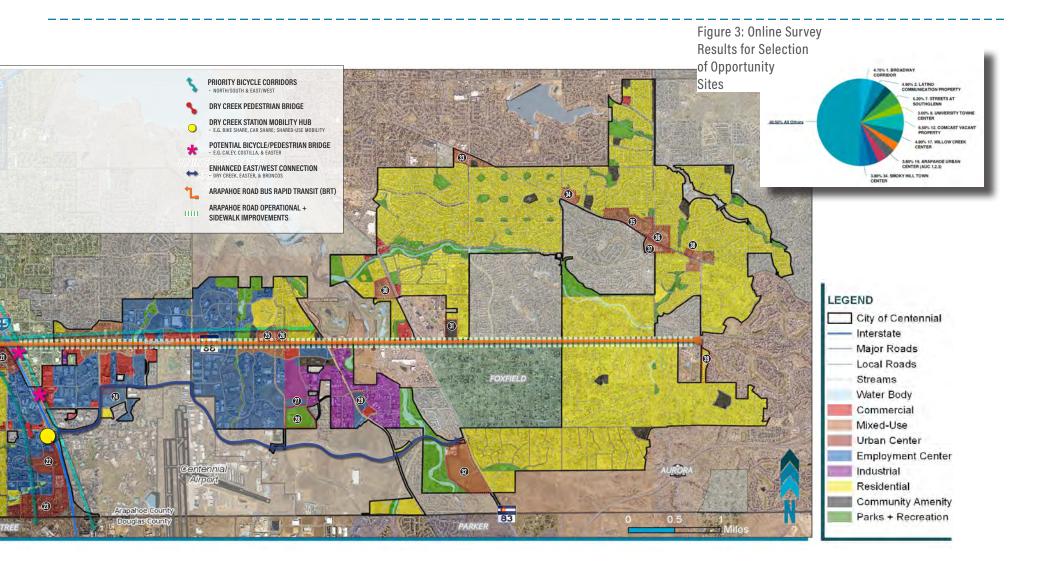
Detailed workshop and online survey responses for each individual site are included in $\underline{\mathsf{Appendix}}\,\mathsf{C}.$



A-16 CENTENNIAL NEXT

OPPORTUNITY SITES





IDEAS FROM THE PUBLIC



TELL US YOUR IDEAS!

Respondent Feedback on the Vision Boards

"The City of Centennial was originally created to capture and develop sales tax revenue which is necessary to help pay for programs like **Centennial NEXT**. What will be done in conjunction with **Centennial NEXT** to promote growth in sales tax revenue for our City?"

"Create a multi-use center... gallery, art studio, performing arts space, music education, arts education... all things that make a community thrive. Lone Tree, Parker, Cottonwood Center for the Arts in Colorado Springs... even Elizabeth, Colorado is currently doing an online survey to see if their community would support an arts center."

"Community Gardens"

"Performing Arts Center that would be multi-use during the day - conference center and meeting rooms for rent, office space, artist space, music and arts education, etc. It could be next to retail/restaurant space, or be built to incorporate retail/restaurants. It could also be part of a magnet school for the arts. Needs to be flexible to accommodate a symphony orchestra (e.g. Arapahoe Philharmonic) as well as smaller performing arts groups who wish to perform in our community - a great supporter of the arts!"



"Create a Centennial Arts District"

"Love the idea for an arts district! Would like to see more diverse housing options, especially on a smaller scale."

"Safe bike crossing over/under Arapahoe Road between Quebec and I-25 for safe crossing to the Fiddlers Green area"

"Time traffic lights on some major streets such as Arapahoe Road."

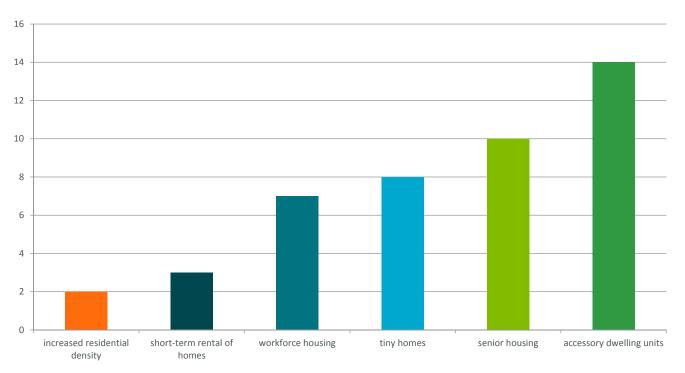
A-18 CENTENNIAL NEXT

HOUSING PREFERENCES



Respondent Feedback on Housing Preference

Q: Looking at housing options, which option(s) do you support?



Additional Comments from Respondent Feedback:

- Regulations for ADUs, tiny homes and short-term rentals
- Intergenerational co-housing to help each other (garden, drive, etc.)
- Preschool in nursing home/ senior living

VISION FOR CENTENNIAL



Who will Centennial strive to BE?

OVERARCHING VISION THEMES

CENTENNIAL NEXT: VISION STATEMENT



From Learning to Leading. Born out of intention and optimism, the NEXT Centennial will lead the way for resilient, innovative, and connected communities.

OUR NEXT COMMUNITY



Healthy. Happy. Connected. Centennial will integrate arts, culture and open space opportunities within a connected community providing amenities and experiences for all walks of life.

OUR NEXT PLACES



A Place to Be. Centennial will create remarkable places that lead to unforgettable experiences.

OUR NEXT ECONOMY



Strong. Diverse. Resilient. Centennial will create a diverse economy to serve as a model of strength, diversity, and resilience for the region and beyond.

OUR NEXT INNOVATIONS



A Smart Suburban City. Centennial will become a model of an innovative and smart suburban city.

A-20 CENTENNIAL NEXT

VISION FOR CENTENNIAL



Who will Centennial strive to **BE**?

PLAN ELEMENT STATEMENTS

COMMUNITY DESIGN AND IDENTITY



Our Sense of Place. Centennial celebrates the evolving diversity of the community as a place to live; a place to stay; a place to be.

ECONOMIC DEVELOPMENT



Retention and Attraction. Centennial preserves, grows and attracts employers through business-friendly policies and practices.

HOUSING AND DEMOGRAPHICS



Strength in Our Neighborhoods. Our neighborhoods form the foundation of our City, making it a desirable and attainable place to live for all.

PARKS, OPEN SPACE, TRAILS AND RECREATION



Health and Wellness. All residents can enjoy a rich culture of community events, stunning scenic views and a vast system of distinctive parks, open space, trails and recreation facilities.

TRANSPORTATION



Innovative Mobility. Centennial capitalizes on emerging technologies and the creation of an integrated transportation system, promoting seamless multimodal connections for both recreation and commuting.

ESSENTIAL COMMUNITY SERVICES



Quality and Innovation. Centennial connects the community through essential services and innovative technologies.

PAGE INTENTIONALLY LEFT BLANK



A-22



PHASE THREE OUTREACH

general information + summarized feedback from phase 3

JANUARY - AUGUST 2018



BACKGROUND



What is Centennial NEXT?

Centennial NEXT is an initiative that engages the public in defining a shared vision for the City between now and 2040.

This City-wide plan will guide our approach to preserving, enhancing, and growing Centennial's neighborhoods in a way that promotes mutual prosperity, coordinated public investment, and a healthy environment.

About Phase 3

COMMUNITY
OUTREACH
& PLAN
DEVELOPMENT

Phases 1 and 2 focused on finding the community vision, creating a foundation that could articulate that vision, and identifying goals and strategies for turning that vision into reality. This third phase is focused on outreach back out to the community about the identified goals and strategies.

During Phase 3, the **Centennial NEXT** team conducted three months of outreach asking Centennial residents and stakeholders for feedback on five different topic areas taken from the draft goals and strategies. These five topic areas were identified as needing more public input by both the Planning and Zoning Commission and City Council:

1. City-wide Design Standards

City-wide design and development standards; City arts and culture commission; neighborhood Beautification Grant Program; and camouflage utilities through arts and graphics)

2. Smart City Possibilities

Innovations and Smart City Initiatives

3. Future of Neighborhood Shopping Centers

Mixed-use Neighborhood Activity Centers (NAC); residential densities near NACs; and affordable/attainable and workforce housing

4. Future of Central Arapahoe Road Corridor (S Quebec St. to S Parker Rd.)

Allowing specific uses within the Central Arapahoe Road Corridor (as defined in LDC); Development around specific intersections within the Corridor; and future transportation options for E Arapahoe Road

5. Accessory Dwelling Units (ADUs)

Potential allowance for ADUs.

The feedback gathered from the extensive outreach regarding these topics including in-person events and several online surveys is summarized on the following pages.

A-24 CENTENNIAL NEXT



2018 Community Involvement: **Topics 1 + 2**

HOW HAS THE COMMUNITY BEEN INVOLVED?

Date	Name	Event + Location	Respondents
January 29	Outreach: Topics 1 + 2	District 1 Meeting, Southglenn Library	21
February 01	Outreach: Topics 1 + 2	South Metro Denver Chamber of Commerce, Chamber Offices	8
February 06	Outreach: Topics 1 + 2	South Metro Denver Chamber of Commerce, Chamber Offices	5
February 13	Outreach: Topics 1 + 2 Community Events	Celebrity Lanes Resolute Brewing	34 32
February 15	Outreach: Topics 1 + 2 Community Events	Whole Foods Lost Highway Brewing Company	8 10
February 27	Outreach: Topics 1 + 2	District 2 Meeting, Littleton Church of Christ	9
January 28 - February 28	Outreach: Topics 1 + 2 Online Survey #5	Centennial NEXT Website	147
		RESPONDENTS	274



2018 Community Involvement: **Topics 3 + 4**

HOW HAS THE COMMUNITY BEEN INVOLVED?

Date	Name	Event + Location	Respondents
	Outroph Tarias 2 . 4	Starbucks (Arapahoe + Nome)	4
March 15	Outreach: Topics 3 + 4	Whole Foods	15
	Community Events	Growler USA	3
March 16 Outreach: Topics 3 + 4 Community Events Trails Recreation Center King Soopers (Arapahoe + Holly)	Trails Recreation Center	7	
	Community Events	King Soopers (Arapahoe + Holly)	8
		303 Coffee	13
March 20	Outreach: Topics 3 + 4	Starbucks (Arapahoe + Nome)	6
March 20	Community Events	Two Penguins Tap & Grill	33
		Halfpenny Brewing Company	6
March 26	Outreach: Topics 3 + 4	CenCON Meeting, Arapahoe Library District Administration Building	14
February 28 - March 28	Outreach: Topics 3 + 4 Online Survey #6	Centennial NEXT Website	156
 		RESPONDENT	rs 265

A-26 CENTENNIAL NEXT



2018 Community Involvement: **Topic 5**

HOW HAS THE COMMUNITY BEEN INVOLVED?

Date	Name	Event + Location	Respondents
April 06	Outreach: Topic 5	Senior Fair, Koelbel Library	78
April 09	Outreach: Topic 5	Goodson Recreation Center	37
	Community Events	Prime Timers Luncheon, Willow Creek Clubhouse #3	20
A = v:1 10	Outreach: Topic 5	Blue Spruce Brewing	10
April 10	Community Events	Resolute Brewing	33
April 17	Outreach: Topic 5	Whole Foods, Streets at SouthGlenn	12
	Community Events	Two Penguins Tap & Grill	38
April 19	Outreach: Topic 5 Community Events	Trails Recreation Center Whole Foods, Streets at SouthGlenn Celebrity Lanes Two22 Brew	15 10 14 19
April 26	Outreach: Topic 5	9News Health Fair, Someren Glen District 2 Meeting	79 9
April 30	Outreach: Topic 5	District 1 Meeting	9
March 28 - May 01	Outreach: Topic 5 Online Survey #7	Centennial NEXT Website	191
		RESPONDENT TOTAL REACHED FOR TOPICS 1	• • •

WHO WE'VE REACHED



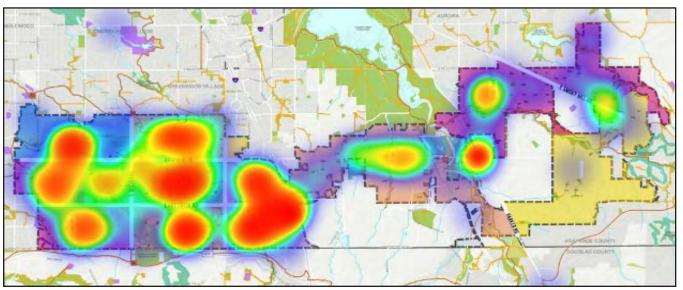
HAVE WE HEARD FROM RESIDENTS IN ALL PORTIONS OF THE CITY?

Since the beginning of the Comprehensive Plan update process, the **Centennial NEXT** team has been tracking participation by location. The maps shown on this spread illustrates the distribution of resident (and in some cases non-resident) participation based on information provided on sign-in sheets at in-person events and survey questions that asked for respondent addresses or general zones (shown in Figure 1) in which they live.

Since many attendees/ survey respondents opted out of providing their personal information, the map does not capture the full extent of participation, but acts as a helpful tool to ensure that the **Centennial NEXT** team is capturing input from all portions of the City

Figure 1 Map of Centennial by Survey zone

LOCATION OF SURVEY RESULTS FOR TOPICS 1 + 2

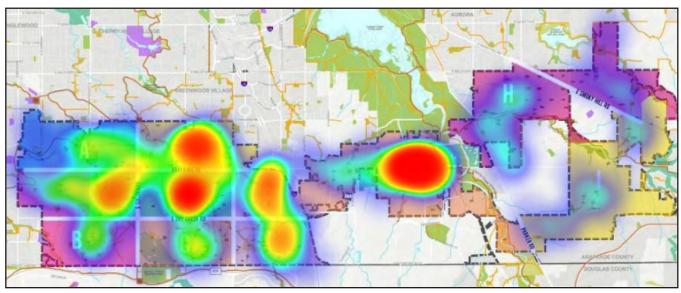


A-28 CENTENNIAL NEXT

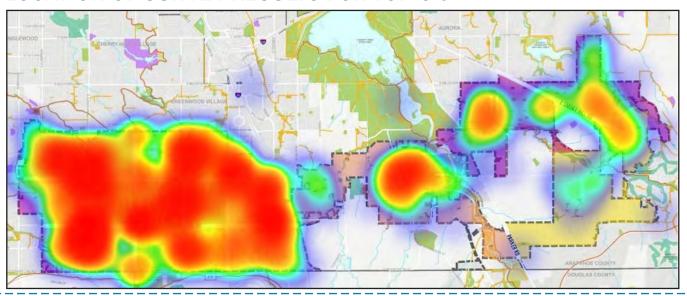
WHO WE'VE REACHED



LOCATION OF SURVEY RESULTS FOR TOPICS 3 + 4



LOCATION OF SURVEY RESULTS FOR TOPIC 5



SURVEY RESULTS

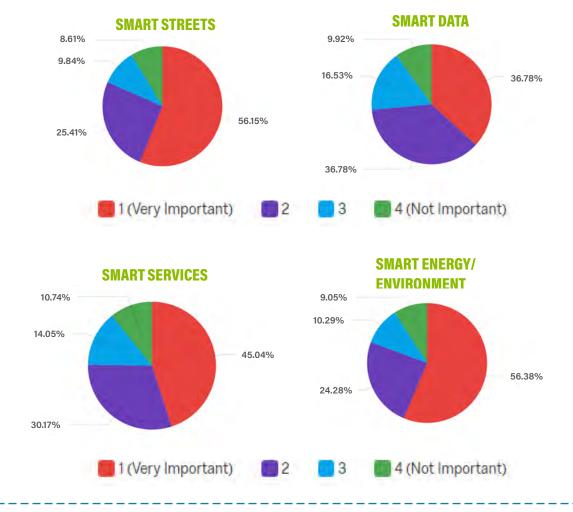


TOPICS 1 + 2

CITY-WIDE DESIGN STANDARDS AND SMART CITY POSSIBILITIES

Q: On a scale of 1-4, where 1 is very important, how important is it for Centennial to explore Innovation Improvements

for the following?



A-30 CENTENNIAL NEXT

SURVEY RESULTS



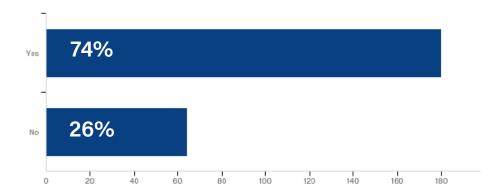
TOPICS 1 + 2

CITY-WIDE DESIGN STANDARDS AND SMART CITY POSSIBILITIES

Q: Should Centennial create Enhanced Design Requirements for all new development and redevelopment?



Q: Should Centennial fund programs for the **Improvement and Beautification** of residential neighborhoods? (For example, grants for neighborhood signage, fencing, and landscape improvements.)



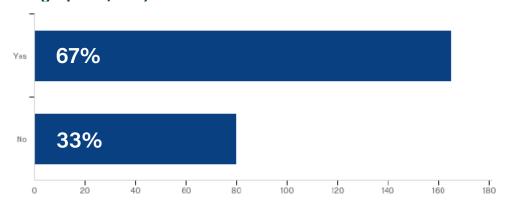
SURVEY RESULTS



TOPICS 1 + 2

CITY-WIDE DESIGN STANDARDS AND SMART CITY POSSIBILITIES

Q: Should Centennial strive to enhance the presence of **Public Art and Creative Design** elements across the city? (Art/sculptures, utility box art/graphics, etc.)





A-32 CENTENNIAL NEXT



TOPICS 3 + 4

CITY-WIDE DESIGN STANDARDS AND SMART CITY POSSIBILITIES

Q: Please select the housing options you would support in reimagining Centennial's Future Shopping Centers. (Select all that apply) Images shown below are examples of each housing type.



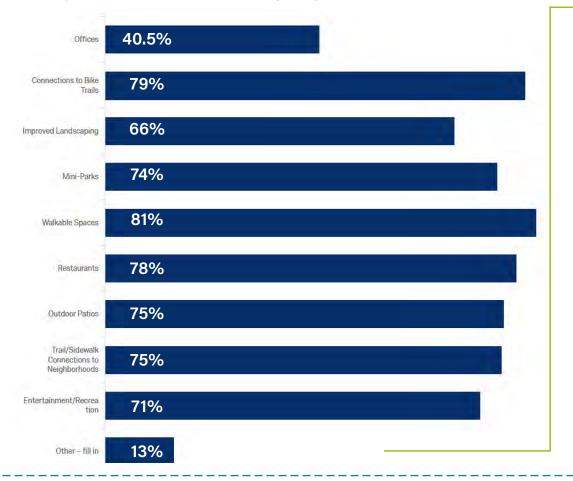


TOPICS 3 + 4

FUTURE OF NEIGHBORHOOD SHOPPING CENTERS AND THE CENTRAL ARAPAHOE ROAD CORRIDOR

Q: Please select all other uses and amenities you would support in reimagining Centennial's Future Shopping

Centers? (Select all that apply)



A-34 CENTENNIAL NEXT



TOPICS 3 + 4

FUTURE OF NEIGHBORHOOD SHOPPING CENTERS AND THE CENTRAL ARAPAHOE ROAD CORRIDOR

"Other" Comments from Respondent Feedback:

- · Convenient access for childcare close to home
- High Density Residential
- · Would prefer retail or gathering space to residential
- Replace strip malls that always seem to be empty (like the Albertsons across from the high school) with apts that face the openspace/ green belt area ...?
- No other uses in the shopping centers
- Shopping Arcade
- Long term care facilities for seniors similar to the Holly Creek Facility on Holly and Arapahoe. That development is an innovative product with graduated options from seniors living alone in single family homes on the perimeter, moving to people living in higher care options in the center with a huge amount of services available to all. This is different than the senior housing you have listed above, and should be something the city is pursuing.
- Drug rehabilitation centers
- Industrial Parks
- Tinv home community
- Small Event centers
- · Mill Creek Access a ride
- Movie Theater
- Not Fast Food
- Local restaurants
- Bars, hotels
- Demolition derby
- Access to the lightrail
- More small business
- There's too much housing! Patio homes
- Grocery stores
- Commuter Bike Lanes
- DOG PARKS
- Less big box/chain stores. More eclectic boutiques and good eats!
- Space for entertainment and farmers markets
- · Walkability & bikeability (especially on University and Arapahoe for me personally) are by far the most important change I would like to see.
- ANOTHER REC CENTER FOR ARAPAHOE PARKS AND REC. TRAILS IS TOO BUSY
- Beer gardens that are dog friendly!
- Mass transit
- · Organically maintained native landscaping that requires little water and rebuilds habitat for native bugs and birds
- Public art
- · Temporary exhibit space for art shows, satellite museum exhibits



TOPICS 3 + 4

FUTURE OF NEIGHBORHOOD SHOPPING CENTERS AND THE CENTRAL ARAPAHOE ROAD CORRIDOR

Q: With enhanced design standards, which of the following uses would you support along the **Central Arapahoe Road Corridor**? (Select all that apply)

















19.5% NONE OF THESE USES

A-36 CENTENNIAL NEXT



TOPICS 3 + 4

FUTURE OF NEIGHBORHOOD SHOPPING CENTERS AND THE CENTRAL ARAPAHOE ROAD CORRIDOR

Q: Assuming these Intersections redevelop in the future, how likely would you be to support these uses at these locations? (Select all that apply)











EXISTING USES





TOPICS 3 + 4

FUTURE OF NEIGHBORHOOD SHOPPING CENTERS AND THE CENTRAL ARAPAHOE ROAD CORRIDOR

Q: Should Centennial explore any of the following **Alternative Transportation Solutions** for the Central Arapahoe Road Corridor? Select all that apply.





















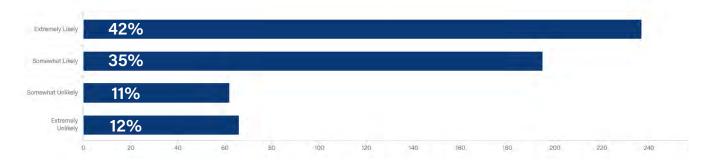
A-38 CENTENNIAL NEXT



TOPIC 5

ACCESSORY DWELLING UNITS (ADUs)

Q: How likely are you to support Accessory Dwelling Units?



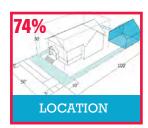
Q: Which of the following types of Regulations should the City explore if ADUs are permitted? (Select all that apply)















2018 Community Involvement: **Draft Plan**

HOW HAS THE COMMUNITY BEEN INVOLVED?

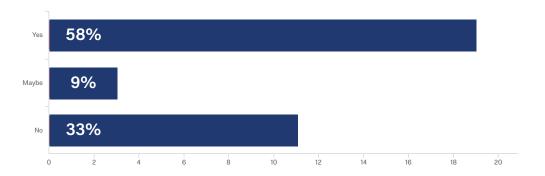
Date	Name	Event + Location	Respondents
July 26 - 29	Outreach: Draft Plan	2018 Arapahoe County Fair	
July 26	Informational Presentation	Palos Verdes Civic Association Meeting, Koelbel Library	
August 27	Informational Presentation	CenCON Meeting, Library Administration Building	
July 25 - August 24	Outreach: Draft Plan Online Survey	Centennial NEXT Website	33
		RESPONDENTS TOTAL PEOPLE REACHED	33 19,575

A-40 CENTENNIAL NEXT

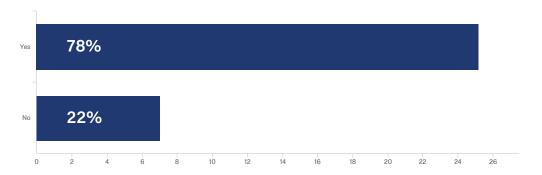


2018 Community Involvement: **Draft Plan**

Q: The City conducted public outreach to inform the Comprehensive Plan, Centennial NEXT, including community events, stakeholder group interviews, public workshops, and online surveys. Have you participated in any of these previous public outreach activities?



Q: Chapter 3 contains the Goals and Strategies for fulfilling the City's Plan Themes. Is it clear how these Goals and Strategies will help the City achieve its Vision?





2018 Community Involvement: **Draft Plan**

Q: What are your overall impressions of the Plan's appearance, readability, graphics, and organization?

- Quite lengthy, I do hope there will be a much briefer summary released also.
- The document is attractive and the ideas are great on paper, but not at all what the City is currently implementing. The sooner the NEXT plan can begin to be implemented the better for all citizens
- I like the graphics and the colors. Lots of pictures keep it interesting. Great maps.
- . It is all too general
- · Not or the average person
- · Well laid out, I like how the plan is organized. You can go to the area you are interested in learning more about easily.
- Fine
- · Very clean and readable. I like that it feels modern, not like many government documents.
- It is clear, organized and well written. Great Job!
- Very good
- · When you read it online it's a little cumbersome. It's probably better for you to do a better job publicizing community forums and talking people through it.
- The design is nice and clean and it's easy to read.
- The pale blue-green color is impossible to read. The abstract shapes makes it difficult to follow the narrative.
- · A lot of redundancy.
- Solid
- · Overall, good. Some graphics appear grainy and unreadable.
- So many white people in the photos! Those choices matter. If one of the City's goals is to enhance the diversity of the area, make smart decisions about who is represented in the images. Also, the footer in the appendices is really difficult to read when it is set over an image (pgs B-67 and B-68 in Appendix B-4, for instance). It would also be more readable if the paragraphs of body copy were spaced out more (increase leading), and were left aligned. Full justification makes it tough to read. Watch for typographic orphans, too, like on page 3-21.
- I think it is a beautiful plan with good graphics of an active and thriving Centennial. I was confused as to why the "Plan Themes" where thrown into each chapter when they seemed only relevant to chapter 3. I also wish the definitions were higher up rather than the end of chapter 3.
- Typical of City of Centennial
- This document lacks summary-type information that would ease the experience of trying to take in this complex information. I was a technical writer, and I thought trying to wade through this repetitive, overly descriptive information was like studying for the LSAT! I would have approached this more like a PowerPoint presentation that could be turned into a proposal. There should be a Quick Facts document for residents to get an easy picture of what the objectives are. After going through this for over ten minutes, I don't have much of an understanding of what's planned, or even what's considered most important. What I most want is public fast connectivity, at a decent cost, with decent support and performance. I saw nothing about this.
- · Well thought out and hopefully well managed
- Not clear!
- Great impression of the plan
- Flossy-glossy. Organized. Interesting.
- OK
- It has great intentions.
- The appearance, readability and graphics are great, but it is too long. Some pages are superfluous. Eliminating unnecessary pages would make it less overwhelming to read.
- · Well done but sometimes broad too vague plans



2018 Community Involvement: **Draft Plan**

Q: Do you have additional comments about the Centennial NEXT draft plan?

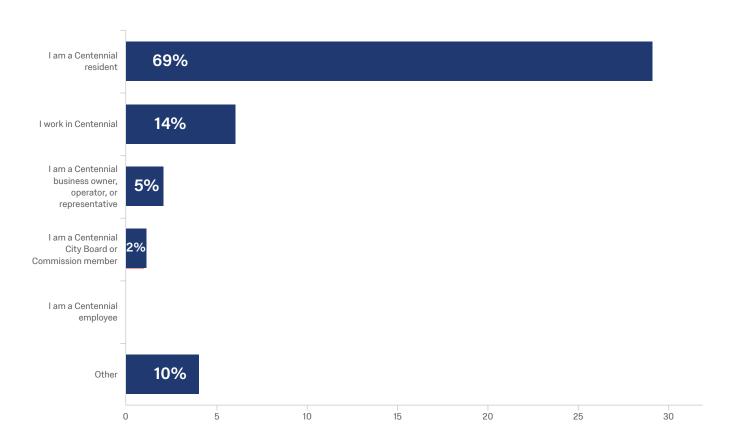
- The most important issue to me is Centennial encouraging more affordable senior housing options. This topic is touched on but not exactly spelled out.
- Residential density to the east of I-25 is a very poor idea. The section of Arapahoe Road from I-25 to Parker Road is packed with cars and high density housing in this area will only make the situation worse.
- The plan is beautiful and it's nice to see the end product after participating in the surveys. I love Centennial and all the events. What an innovative city.
- I have issues with chapter 3, especially 3b. We do not live in Denver. We live in suburbs for the space. Rewriting code to allow more density in residential areas is unsavory. It also says it will maintain compatibility with the surrounding area. It NEVER does! Stop urbanizing us. Protect our lifestyle, it is why people want to live here.
- More should be discussed to ease the traffic flow. More alternatives to major arterials is needed, which probably means construction and maybe eminent domain. Growth is causing so much of the changes we are experiencing, now is the time for using our expertise to plan. We love Centennial but it is a nightmare around rush hours, even on the weekends near Countyline Rd.
- Specifics: Spotlight Area G East Arapahoe Rd Corridor doesn't reflect the council/staff desire to add more car dealerships now and into the future. It misleads by saying "next" will be "redevelopment that accommodates current retail trends... creation of mixed use "mini-main streets". Section 3 p 3-6 Places 3 and 4. Updates to the LDC to increase density, height especially in residential areas which specifically goes against the NC category in our LDC. The new comp plan says "support" which indicates that the council must support the changes. Page 2-4: Commercial definition doesn't mention auto dealerships which are such a focus on Arapahoe Road now and will be more in the future with 2018-O-13.
- Could have been more ambitious or direct about exactly what it wants to do. There are a lot of vague goals and statements that try to say something, but do not really say anything. Such as what to do about allowing more mixed-use, more residential, and accessory mother-in-law units. Would be nice if it said what would be done, instead of deferring to a future decision to be determined at some point. Need to embrace change and channel it.
- I have followed this process since day one and am very excited to see the final product. The only criticism would is to be more committal to these great strategies. It will be hard for a Council to act on some if the language is not strong enough. Regardless, the effort of those who have worked on this project are shown in its pages! Great job Centennial!
- It's great that you want to develop all of these mixed use corridors, but what are you doing for the existing neighborhoods? Also, we're supposed to be a city that embraces small government. Everything about this seems to contradict that idea.
- There is a lot of "explore" "support" ""encourage" and words that lack commitment. There are many vague terms will be a model for others. What does that mean? I'd like to see the plan be more aspirational how will you know when you have achieved success because it's so vague you can't do that. When you say you want to attract businesses what type of businesses? What is a model of strength? This plan seems typical and what you could see from any city. I'd like to see what makes Centennial unique. Also, it leaves many loopholes you say encourage business around Centennial Airport but then qualify it so that it balances the needs of the city. Again this is lacking in real direction. Show Centennial can be this leader by really being visionary tell what you are going to do (not explore or support) and do it!
- I think the plan is very good.
- Too general, more details needed
- Some strategies in the plan are too vague. Needs more "call to action" statements with measurable goals to aspire to
- Overall, a thoughtful plan. Well done. I'd like to see more specifics around sustainability and would love to see more dense, mixed-use development become a priority for the city. Hope that any forthcoming zoning changes are reflective of that.
- · Not enough public outreach or time for public input
- HAVE YOU LOST YOUR COLLECTIVE MINDS? THE LAST THING WE NEED ARE COMMERCIAL, INDUSTRIAL PROPERTIES CLOGGING UP ARAPAHOE AND PARKER. IT'S A MESS THERE ALREADY. AND
 NO MORE HOUSING!!! TRAFFIC OUT HERE HAS BECOME A NIGHTMARE. NO NO NO MORE SHOPPING, TOWNHOMES, CONDOS OR HOUSES. NOOO! THINK TRAFFIC APPEASING!! YOU ARE RUINING
 CENTENNIAL! NOOOOOOOOOOOO!

• There needs to be a lot of emphasis on traffic and the street light system.



2018 Community Involvement: **Draft Plan**

Q: Tell us about yourself (check all that apply)



A-44 CENTENNIAL NEXT



2018 Community Involvement: **Draft Plan**

Q: General Comments

- · Very comprehensive but also lengthy, I do hope they'll be a shorter summary also released
- Under the title "Our Next Economy strong, diverse, resilient" it would be great to see this! Some retail! No more car dealerships, high density housing or hotel/motels. Boutiques, nice restaurants, retail shopping all would greatly diversify the city, especially along the eastern Arapahoe Road Corridor (east of I-25 to Parker Road)
- · While Next includes resident input, the actions of specific development and ordinances do not reflect the desire/vision of those who responded.
- Overall a really nice plan, it just doesn't have a lot of commitments to look forward to. Very aspirational, but would have been nice to include more specificity. Hopefully the city will start talking about how to do these great things very soon. We need to capture opportunities before we miss out.
- · Last comment your plan completely lacks any acknowledgment of diversity or encouraging diversity of its people.
- I appreciated the planning teams efforts to organize fun or convenient locations to provide feedback
- No no no no no NO!
- Beyond this the city needs to take the lead in services like the city of Denver does. First time I have ever had to use private trash pickup. You then have different trash trucks down the road everyday.
- · Concern about future development along Arapahoe Road. Especially access to new and old business from Arapahoe Rd with the current high volume, high speed traffic.

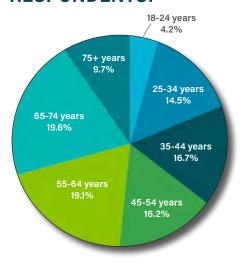
COMMUNITY EVENTS



Summary of Phase 3 Events

Phase 3 outreach consisted of going to "where the people are" instead of hoping they would attend a meeting. Outreach was conducted at Centennial breweries, recreational facilities, grocery stores, coffee shops, Council District Meetings, and other community events, such as a Senior Fair. Throughout Phase 3, the **Centennial NEXT** team released four surveys, including the Draft Plan review survey, and were present at 35 outreach events collecting a total of 1,146 surveys.

AGE DISTRIBUTION
OF PHASE 3 SURVEY
RESPONDENTS:



PHASE 3 TOTAL PARTICIPATION BY I OCATION:



TOTAL IN-PERSON
OUTREACH EVENTS
IN PHASE 3:

37

TOTAL SURVEYS
COLLECTED IN
PHASE 3:

1,146

TOTAL PEOPLE REACHED ON SOCIAL MEDIA IN PHASE 3:

65,562

TOTAL PEOPLE REACHED IN ALL THREE PHASES:

75,688

*Reach is the total number of people that saw content related to Centennial NEXT on social media outlets

A-46 CENTENNIAL NEXT

COMMUNITY EVENTS



Community Event Outreach Photos



















Who will Centennial strive to **BE**?



CENTENNIAL NEXT: VISION STATEMENT

From Learning to Leading. Born out of intention and optimism, the NEXT Centennial will lead the way for resilient, innovative, and connected communities.

PLAN THEMES



OUR NEXT PLACES

Creating Experiences.

Centennial will create remarkable places that lead to unforgettable experiences. Centennial celebrates the evolving diversity of the community as a place to live; a place to stay; a place to be.



OUR NEXT ECONOMY

Strong. Diverse. Resilient.

Centennial will support an economy to serve as a model of strength, diversity, and resilience for the region and beyond. Centennial preserves, grows, and attracts employers through business-friendly policies and practices.



OUR NEXT INNOVATIONS

A Smart Suburban City.

As an innovative and smart suburban city, Centennial will be a model for others. Centennial embraces the life cycle of technology to apply emerging and innovative technologies to connect the community through essential services.



OUR NEXT COMMUNITY

Healthy. Happy. Connected.

Centennial will integrate arts, culture, technology, and recreation opportunities within a connected community providing amenities and experiences for all walks of life. Our neighborhoods form the foundation of our City, making it a desirable and attainable place to live for all.

A-48 CENTENNIAL NEXT



The **Centennial NEXT** Team began the comprehensive plan process by evaluating what Centennial looks like today (<u>Appendix B</u>). We considered the built environment, our economy, housing stock, parks and open space, transportation network, and all of the other essential community services that keep Centennial ticking. Next, elected officials and staff drafted vision statements for each of these six topic areas. However, as the **Centennial NEXT** Team shared these draft vision statements with residents and the business community, it became clear that people do not experience or think about Centennial within the boundaries of the Plan Elements. We heard that people care about broader ideas; Centennial's next public places, its economic opportunities, our constant search for innovation and improvement, and the social and community ties we form. Based on this input during Phases 1 and 2, the **Centennial NEXT** team consolidated the six topics into the four themes and visions you see today.

PAGE INTENTIONALLY LEFT BLANK



EXISTING CONDITIONS SNAPSHOTS

Who is Centennial, now?

July 2018



PAGE INTENTIONALLY LEFT BLANK



B-II CENTENNIAL NEXT

EXISTING CONDITIONS SNAPSHOTS

To develop a vision of the future, it is important to understand what currently exists in Centennial and how the City has arrived here. Appendix B, also known as the Existing Snapshots, was developed by the Centennial NEXT Team. To express a full picture of our young City, the following sections of Appendix B evaluate past trends and the City's actions related to Community Design & Identity, Housing and Demographics, Transportation, Parks, Open Space, Trails, & Recreation, Economic Development, and Essential Community Services. These sections explain what exists in Centennial as of the Plan's adoption and evaluate trends over the City's seventeen-year history. These historic trends are used to forecast major opportunities and challenges the City may face in the future. Each section concludes with a summary of related resident feedback that has been collected as part of **Centennial NEXT** and additional outreach.

APPENDIX B: EXISTING CONDITIONS SNAPSHOTS

B-III

PAGE INTENTIONALLY LEFT BLANK



B-IV CENTENNIAL NEXT



COMMUNITY DESIGN AND IDENTITY

Who is Centennial, now?

WHY IT MATTERS

Defining and operating under a shared vision is essential to the development of any community, especially for a young city like Centennial. Doing so assures community values align with the roadmap for development and fosters a unique sense of place for residents. A community appearance that is aesthetically pleasing and unique to its local context raises property values, attracts business investment, and improves the overall reputation of the area. Adherence to identified and evolving design standards allows new development to implement fresh design ideas to create interesting, inspiring, and innovative places. In Centennial, these standards are used to define the highest quality of design in both the public and private realm.

Implementing a community land use plan is one way to help Centennial continue to grow in a responsible and intentional manner. Embedded within the Comprehensive Plan and Future Land Use Map are the primary tools to promote a healthy mix of land uses, which contributes to a high quality of life in Centennial. A desirable balance of parks, open space, homes, retail, and offices helps attract and retain residents, businesses, and visitors who sustain the community's economy.

KEY POINTS

- ► On September 12, 2000, 77 percent of voters approved the formation of the City of Centennial and on February 7, 2001, it was legally established as a Colorado City.
- ► Centennial has experienced tremendous growth and change since its incorporation in 2001.
- ► In just seventeen years,
 Centennial has transformed from
 a collection of self-identifying
 suburban neighborhoods into
 an award-winning community
 with a progressive government
 and exceptional educational,
 employment, commercial, and
 recreational opportunities.
- ➤ Today, Centennial is home to over 110,000 residents and more than 6,000 registered businesses, all served by a state-of-the-art multimodal transportation system.
- ► Centennial's unusual
 "checkerboard" boundary
 covers 29.7 square miles and
 encompasses approximately
 19,000 acres of incorporated
 land, all situated within Arapahoe
 County.



Current Mayor Stephanie Piko stated in her 2018 State of the City Address, "IT WAS IMPORTANT TO US TO CONTROL OUR DESTINY...THE VISION IN 2001 WAS TO BE AN INTENTIONAL GOVERNMENT— TO NOT JUST DO THINGS BECAUSE THAT'S WHAT GOVERNMENT DOES. WE WANTED TO DO BUSINESS DIFFERENTLY... AND I THINK WE HAVE SUCCEEDED,"

B-2 CENTENNIAL NEXT

WHO IS CENTENNIAL NOW?

IDENTITY

IT'S A VERY EXCITING
TIME TO BE IN
CENTENNIAL.

Centennial has experienced tremendous growth and change since its incorporation in 2001. Recognized as one of the best places to live in the U.S. by Money Magazine and USA Today and consistently ranked as one of the safest cities in Colorado, the City has something for everyone, offering open space, distinctive recreational activities, and advanced business opportunities. In seventeen years, Centennial has successfully transitioned from learning to leading, blossoming from a collection of well established, self-identified suburban neighborhoods into a thriving community known for award-winning schools, beautiful parks and open space, accessible trails, hightech business environment, growing job market, shopping and dining developments, and popular Centennial Center Park. All of these factors contribute to the City's growing visibility among South Metro Denver municipalities as a highly sought after place to live and work.

"RIGHT NOW, EVERYONE WANTS TO BE HERE. IT'S JUST GOT THIS FLARE ABOUT IT."

-Centennial Resident, Stakeholder Interview

Today, Centennial is home to over 110,000 residents and more than 6,000 registered businesses, all served by a state-of-the-art multi-modal transportation system. Not only Colorado's tenth largest and second youngest City, it has also ranked among Colorado's safest cities for nearly a decade. Residents are served by the top school districts in the State, award-winning Littleton Public Schools and Cherry Creek School District.

Centennial ranks as the eighth best city in the country for first-time homebuyers, according to a recent report by NerdWallet. The report evaluated 448 places based on affordability (income to home ratio), livability (crime rates and school rankings), and stability (housing price volatility and housing market health).

CENTENNIAL BY THE NUMBERS

17 years old

10 th most populous municipality in CO

110,000+ residents

6,000+ registered businesses

On November 15, 2004, the City's first Comprehensive Plan was adopted which represented the first long-range planning document reflecting the desires and vision of Centennial. The 2004 Comprehensive Plan signified a major milestone for Centennial to integrate as a City—a citizenry, a government, and a physical environment that together create a dynamic place, where people live, learn, work, and play. The Comprehensive Plan is the framework that sets the stage for future growth and development, guides future policy decisions, and implements the vision for Centennial.



Lovers of the outdoors fit right in here, where there are plentiful opportunities for hiking, skiing, biking, golf, and other recreation activities nearby. Centennial also has many business parks and is located along several key transportation corridors.

Throughout the years Centennial has become a leader in innovation, providing cutting-edge technology for a variety of industries, worldwide companies, and amazing small businesses. As a contract City, it successfully utilizes both public and private partnerships to provide costeffective services to residents and businesses. These public/private partnerships have earned the City recognition in national publications and have set new precedents.

Centennial continues to become increasingly desirable to prospective residents and both large- and small-scale employers. More than 13,000 jobs were added to the local economy in the last ten years. As a selfproclaimed business-friendly City, it balances business, residential, and community interests. Fifty-three percent of City revenues are generated by retail sales tax which has continued to increase each year since self-collection began in 2009. Centennial is proud to be a City that continues to prosper and remain debt-free and also takes pride in the high-quality businesses that locate here, exemplified by the recent recognition by Yelp as one of the "Most Customer-Friendly Cities in America". Home to Colorado's first IKEA and Topgolf locations, the City continues to expand niche markets and key industries such as aerospace, telecommunications, healthcare and construction.

th best place to live in America USA Today | 2015

st city for first-time homebuyers in Colorado
WalletHub | 2017

WalletHub | 2017

nd "Hottest Zip Code" in the Nation (80112)

Realtor.com | 2015

th Most customer-friendly city in America

Yelp | 2016

MOST family-friendly city in Colorado Apartment List | 2017

"WE TAKE A LOT OF PRIDE IN THE BUSINESSES THAT COME INTO OUR CITY. WE HAVE HIGH **EXPECTATIONS OF OUR BUSINESSES, JUST AS THEY** HAVE HIGH EXPECTATIONS OF US, AND BECAUSE OF OUR STRONG PARTNERSHIP, THEY'RE **DELIVERING GREAT CUSTOMER** SERVICE TO OUR CITIZENS."

-Former Council Member Mark Gotto

WHEN COMPARED TO NATIONAL
BENCHMARKS, CENTENNIAL
RATED HIGHER THAN AVERAGE IN
CATEGORIES SUCH AS A PLACE TO
WORK AND RAISE CHILDREN. IN FACT,
95 PERCENT OF RESPONDENTS TO THE
CENTENNIAL 2016 CITIZEN SURVEY
FEEL THAT CENTENNIAL IS A GOOD OR EXCELLENT - PLACE TO LIVE.

Founded with the goal of being lean, efficient, and transparent, Centennial's government is deliberate and progressive in nature, deeply rooted in a history defined by the can-do attitude of its founders. Government staff has maintained the original vision of those who formed Centennial more than seventeen years ago, and by respecting the character of its established neighborhoods while leveraging unique economic, regional, and recreational opportunities, has fostered an enhanced sense of place that community members are proud of.

The <u>Centennial 2016 Citizen Survey</u> results revealed that 95 percent of respondents feel Centennial is a good or excellent place to live, and when compared to national benchmarks, the City rated higher-than average in the following categories:

- ► As a place to raise children
- ► As a place to work
- ► Economic health
- Shopping opportunities
- Employment opportunities
- ► K-12 education



APPEARANCE AND DESIGN

82 percent of 2016 Citizen Survey Respondents gave favorable ratings to Centennial's overall image and appearance.

The City's unusual "checkerboard" boundary covers 29.7 square miles and encompasses approximately 19,000 acres of incorporated land situated entirely within Arapahoe County. Neighboring cities and towns include Aurora, Englewood, Foxfield, Greenwood Village, Highlands Ranch (unincorporated Douglas County), Littleton, Lone Tree, and Parker.

Deep-rooted neighborhoods have always been the heart and soul of the community. It is these neighborhoods that came together to help form the City; hence the reason why the goals from the first Comprehensive Plan sought to establish design standards that built upon established features of the existing neighborhood character.

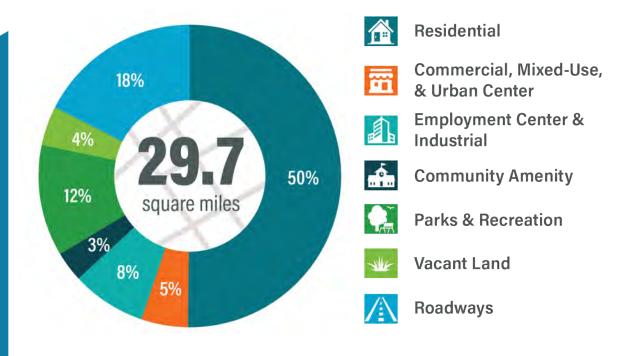
COMMUNITY APPEARANCE, IDENTITY AND DESIGN GOALS FROM THE 2004 COMPREHENSIVE PLAN:

- ► Goal 1: Reflect Community Character through Design
- ► Goal 2: Encourage Design Standards for Development and Redevelopment
- ► Goal 3: Build and Maintain Attractive and Landscaped Thoroughfares
- ► Goal 4: Promote Cultural Opportunities and Public Art
- ► Goal 5: Retain Community Landmarks and Encourage Historic Preservation
- ► Goal 6: Preserve Mountain Panoramas and Scenic Natural Features

Maps of the various <u>neighborhoods</u> and <u>homeowners/civic associations</u> can be found on pages B-12-B-15, and the <u>Neighborhood Resource Guide</u> is available for free download on the City website, <u>centennialco.gov</u>.

Centennial is roughly divided into thirds, with mostly residential west of I-25 and east of South Parker Road and the majority of local businesses and entertainment centers in between. Regulated by multiple jurisdictions, East Arapahoe Road (a.k.a. State Highway 88) is a major arterial that serves the entire Southeast Metro Area and is the only street that extends the full fourteen-mile east-west span of the City. The highway is unique in that it also functions as an arterial with direct, at-grade connections to Centennial's business parks. East Arapahoe Road is currently undergoing various construction projects to mitigate traffic issues.

EXISTING LAND USE MIX



B-8 CENTENNIAL NEXT

The Existing Land Use Map on page B-16-B17 depicts each type of land use with a different color—illustrating where certain land uses currently exists in the City. This information informs the Future Land Use Map—included as part of the Comprehensive Plan, which is the potential mix and location of land uses desired in the future. Land use composition plays an influential role in municipal planning and decision-making processes and is a basis for financial analysis and long-range economic planning. A concrete land use map and land use regulations also help shape where and how the City grows by directing growth and reducing uncertainty in the development process. City leaders recognize the strong connection between land use, quality of life, and economic prosperity.

The City's shape is a product of past land annexations that have produced a unique mix of land uses. Centennial is an inherently suburban community, so it is not surprising that residential development covers the significant majority of land, comprising 50 percent (9,504 acres) of the total land use mix. Residential zones are generally split by I-25 and the main collection of Commercial/Mixed-Use/Urban Center, Industrial, Community Amenity, and Employment Center land use straddles this corridor and the East Arapahoe Road Corridor. The residential area located east of I-25 is primarily single-family detached with some single-family attached and residential mixed-use. The residential area west of the highway generally has a mix of single-family attached and detached residential, with limited residential mixed-use.

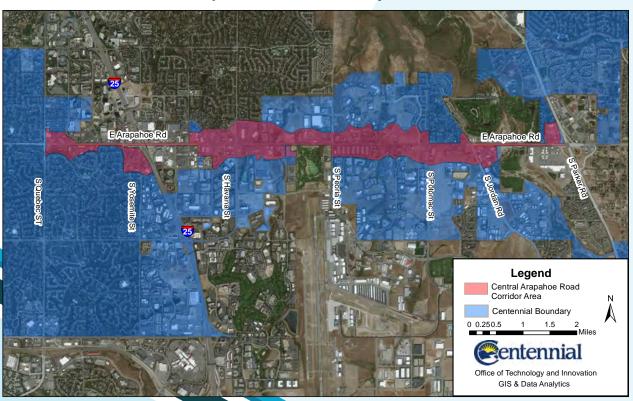
<u>Parks and Recreation</u> constitute almost 12 percent (2,274 acres) of the City's land. About four percent (802 acres) of land within Centennial is considered vacant. The remaining land is located within <u>Employment Center/Industrial</u> areas (1,511 acres), <u>Commercial or mixed-use</u> areas (872 acres), and <u>Community Amenity</u> at 616 acres. Roadways are not considered to be a land use, however they represent over 3,343 acres of land within Centennial.

The Central Arapahoe Road Corridor accounts for approximately 22 percent of the City's annual retail sales tax revenue making it an important opportunity area. Council recently initiated the Arapahoe Road Retail Corridor Study (completed in 2015) to examine the existing retail conditions on East Arapahoe Road, including challenges and opportunities for retail development and recommendations for retaining and expanding quality retail. The study validated City Council's concern that "From I-25 to [South] Parker Road, [East] Arapahoe Road is a long, undifferentiated corridor with little to no identity from one end to the other." The study identified key areas to expand and retain quality retail through mixeduse and convenience retail development as well as placemaking features, pedestrian infrastructure,

and streetscape enhancements.

It also shed light on the reality that previously adopted ordinances restricting several retail uses and enforcing spacing requirements from public right-of-ways along the corridor have stagnated development. The City has since been further investigating opportunities to reactivate and improve the corridor between South Quebec Street and South Parker Road by attracting mixed-use opportunities, promoting reinvestment in existing businesses, and introducing higher density.

Arapahoe Corridor Study Area



R-10 CENTENNIAL NEXT



CENTENNIAL LAND DEVELOPMENT CODE

The Centennial Land Development Code (LDC) was adopted and ratified in 2011 and has been amended several times. It is the primary land use regulation document the City uses to enforce land use regulations. The main components of the LDC are Zoning, Subdivision Regulations, and Design Standards.

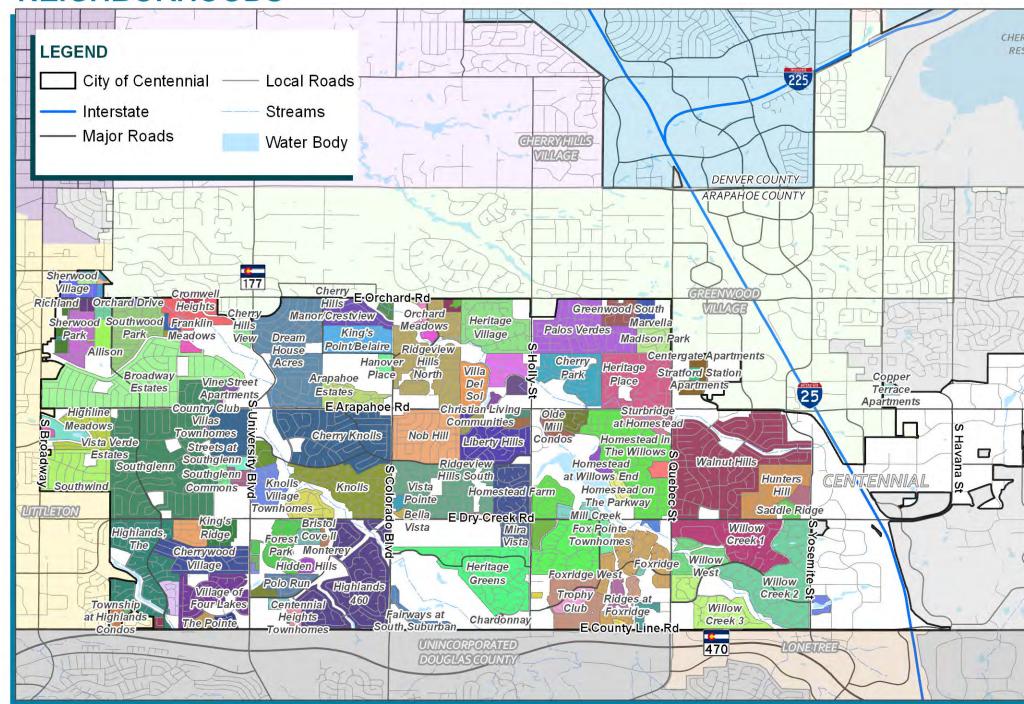
Zoning Regulations

Zoning regulations are an integral part of the <u>Land Development Code</u> and include laws, ordinances, resolutions, and rules adopted by the City. Zoning dictates the location, height, spacing, size, and use of land. There are fourteen zoning districts established within Centennial (refer to the LDC for detailed descriptions of each zoning district) and these classifications break the landscape into agriculture, residential, commercial and mixeduse, industry, business and public, institutional, and open space (refer to the <u>Existing Zoning Map</u> on pages B-16-B-17).

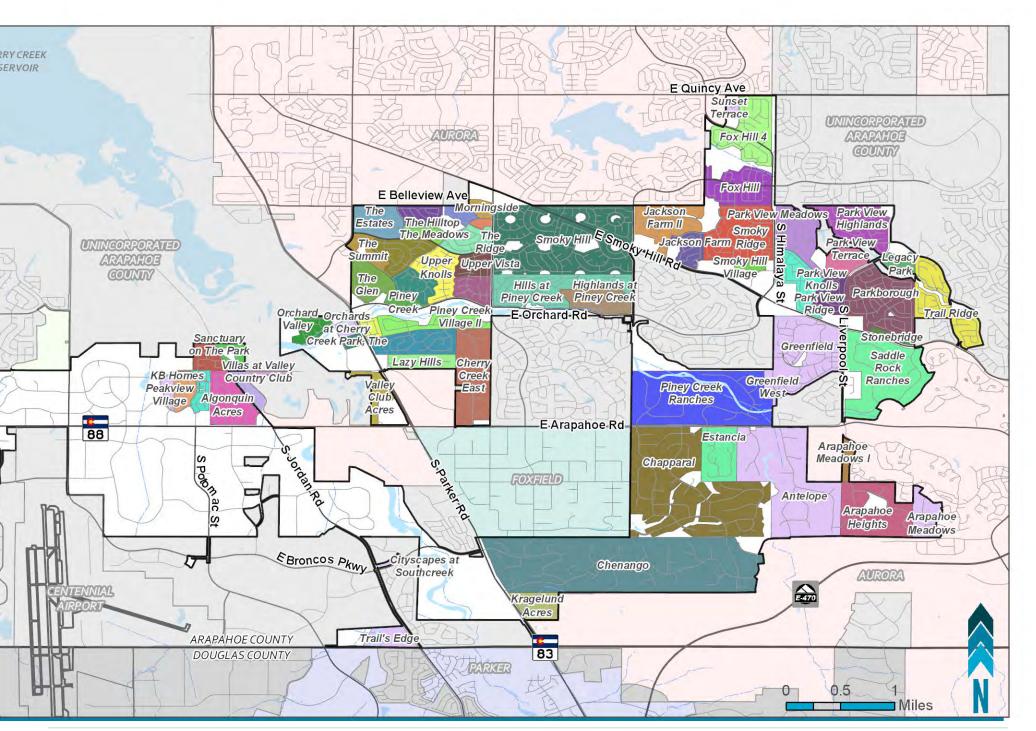
Subdivision Regulations and Design Standards

Subdivision regulations are the rules for how to divide land that will be developed or sold in the future. These regulations ensure that each land parcel has proper services like water and access to roads, as well as meets the current zoning regulations at the time of the subdivision. Design standards are used to control specific visual aspects of buildings so they adhere to a desirable standard and remain compatible with surrounding buildings.

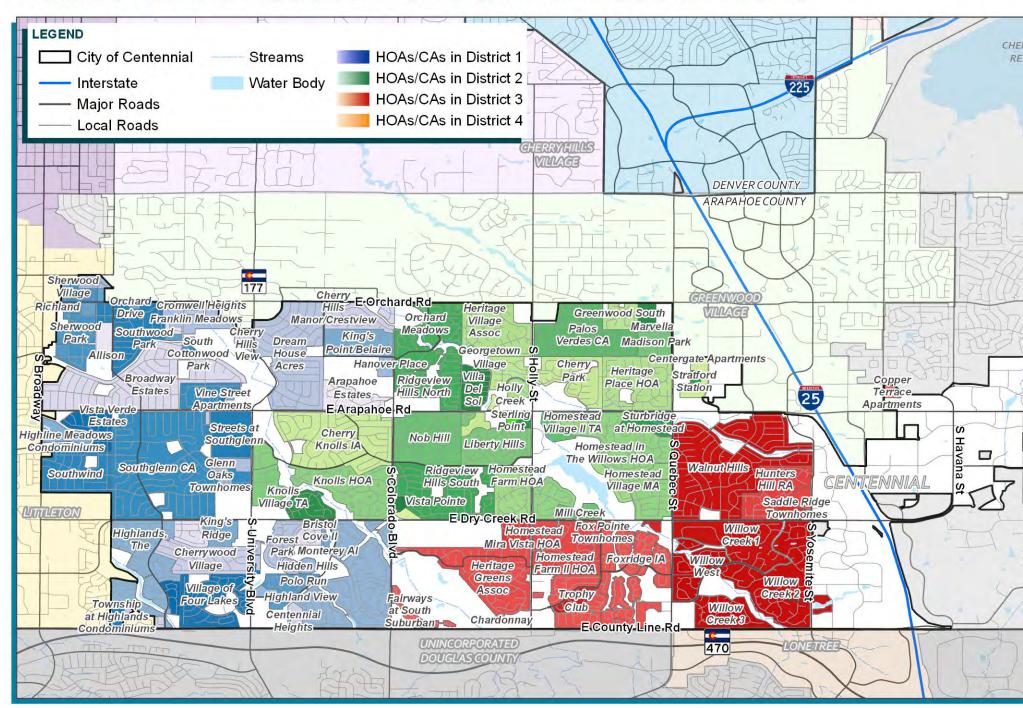
NEIGHBORHOODS

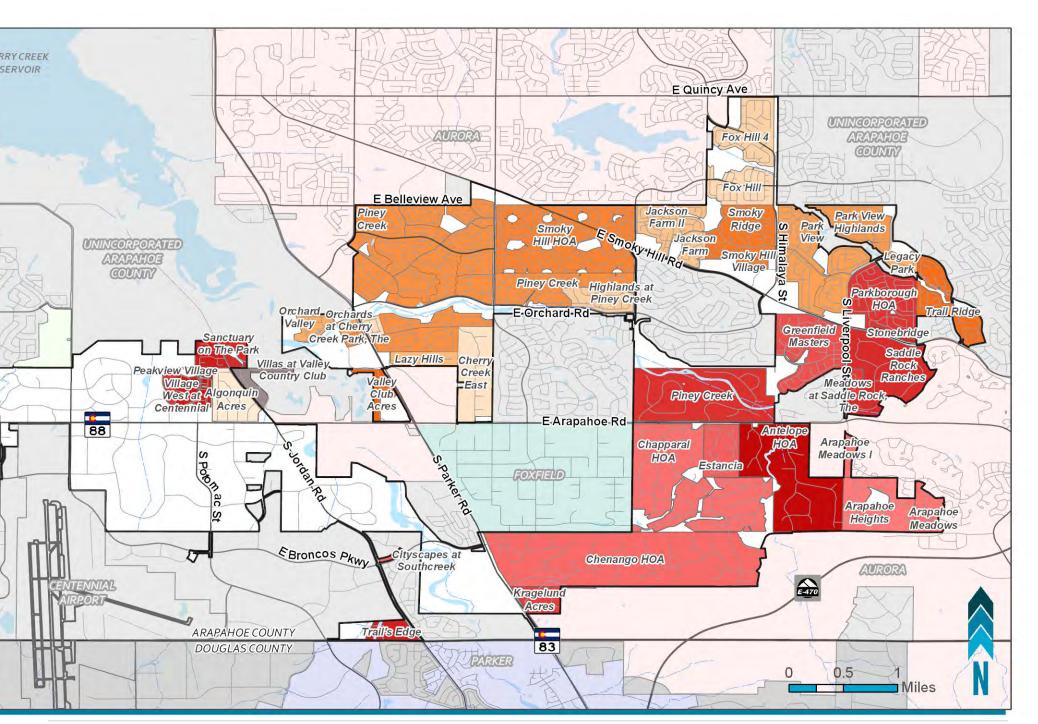


B-12 CENTENNIAL NEXT

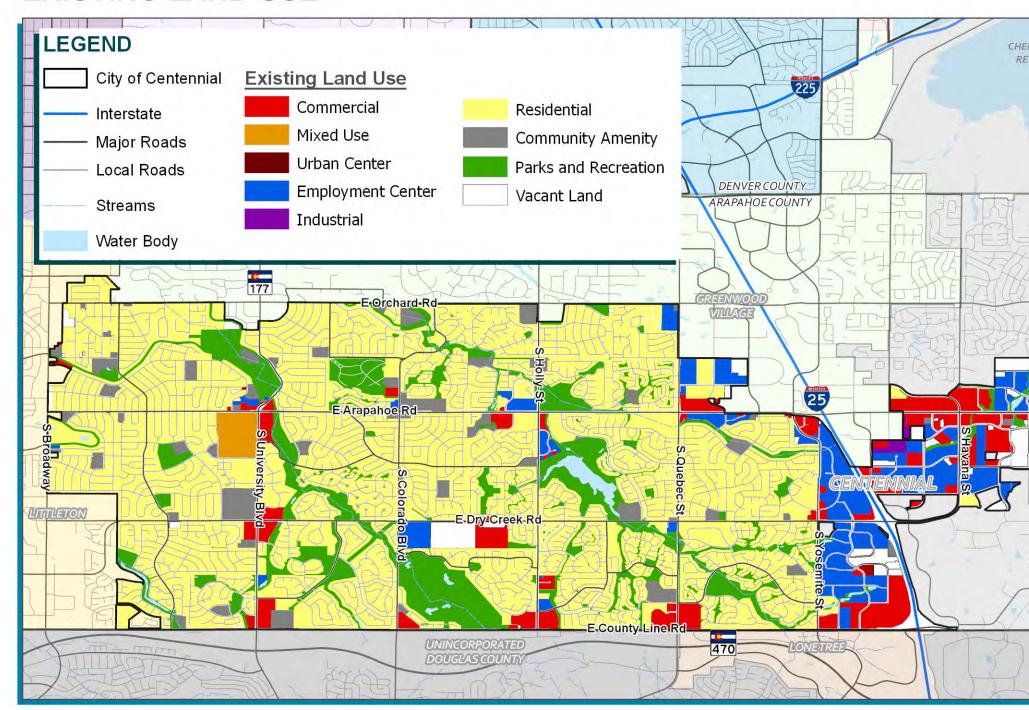


HOMEOWNERS ASSOCIATIONS & CIVIC ASSOCIATIONS

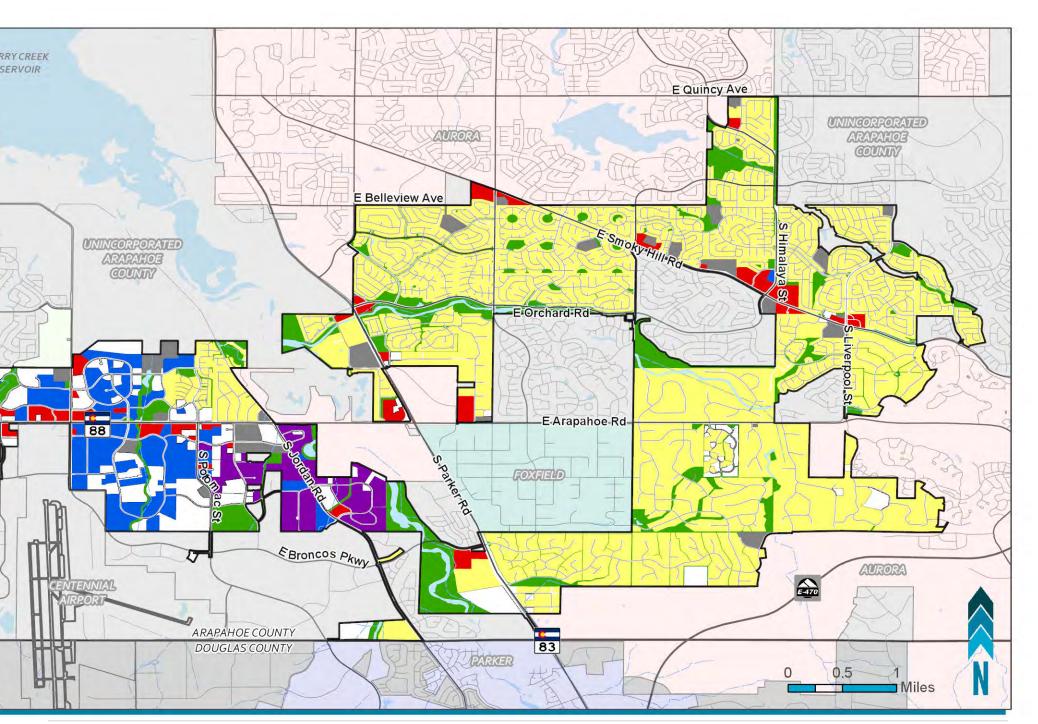




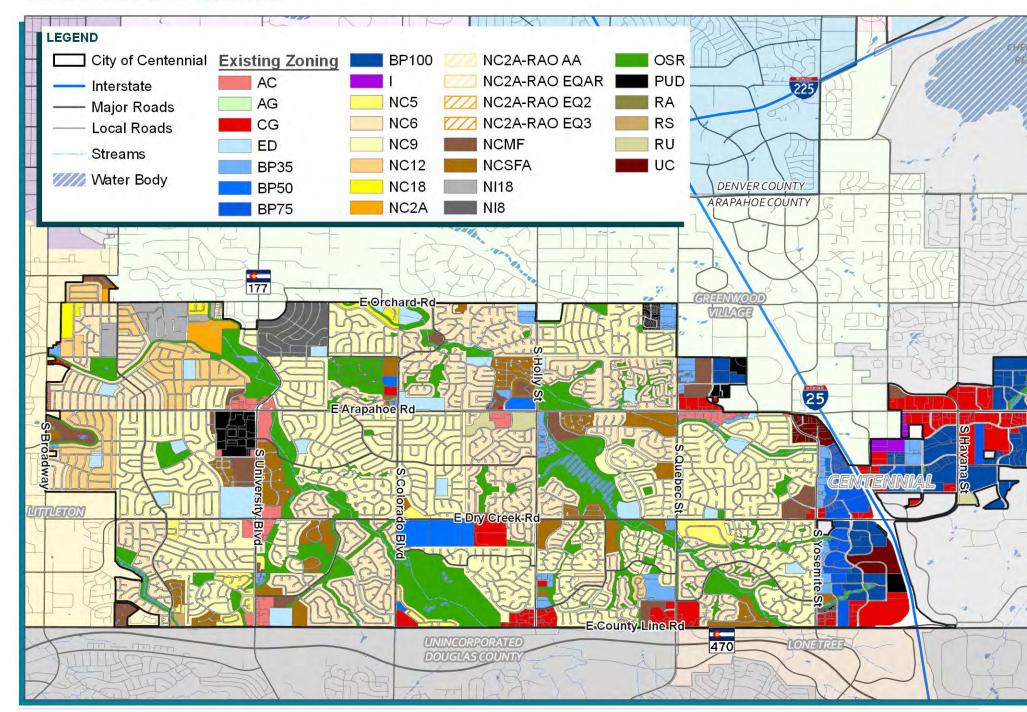
EXISTING LAND USE



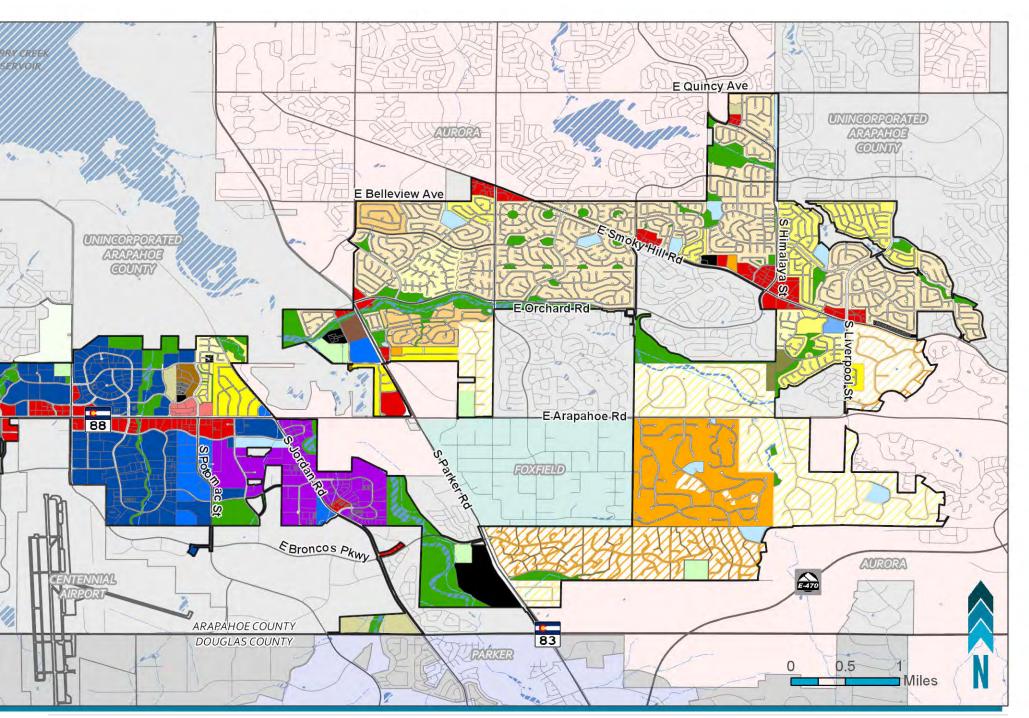
B-16 CENTENNIAL NEXT



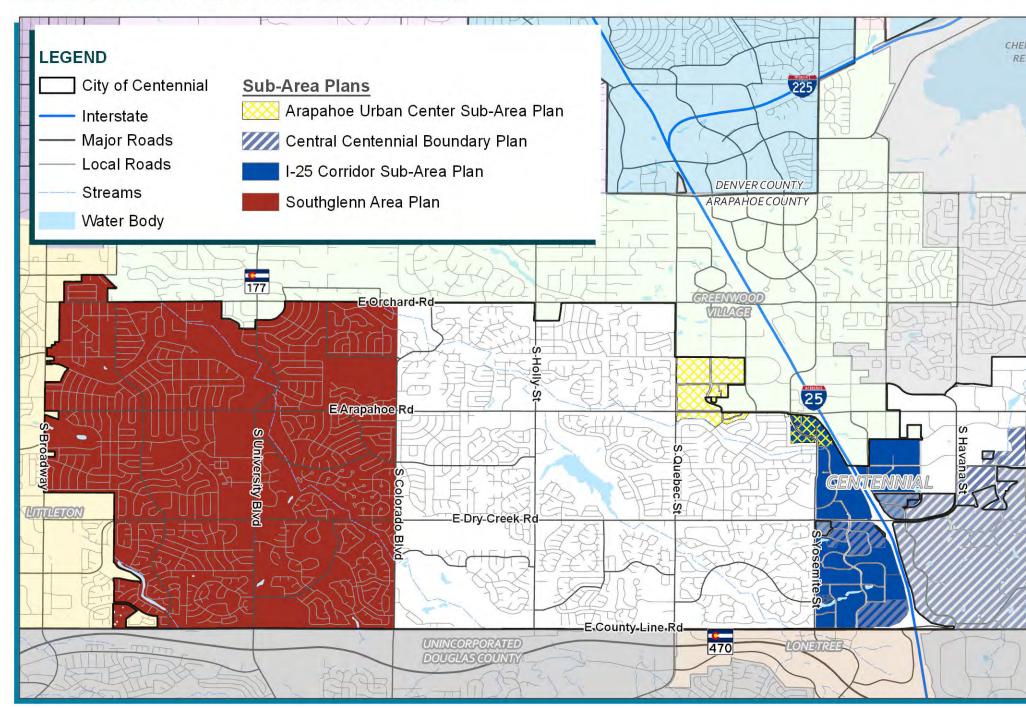
EXISTING ZONING

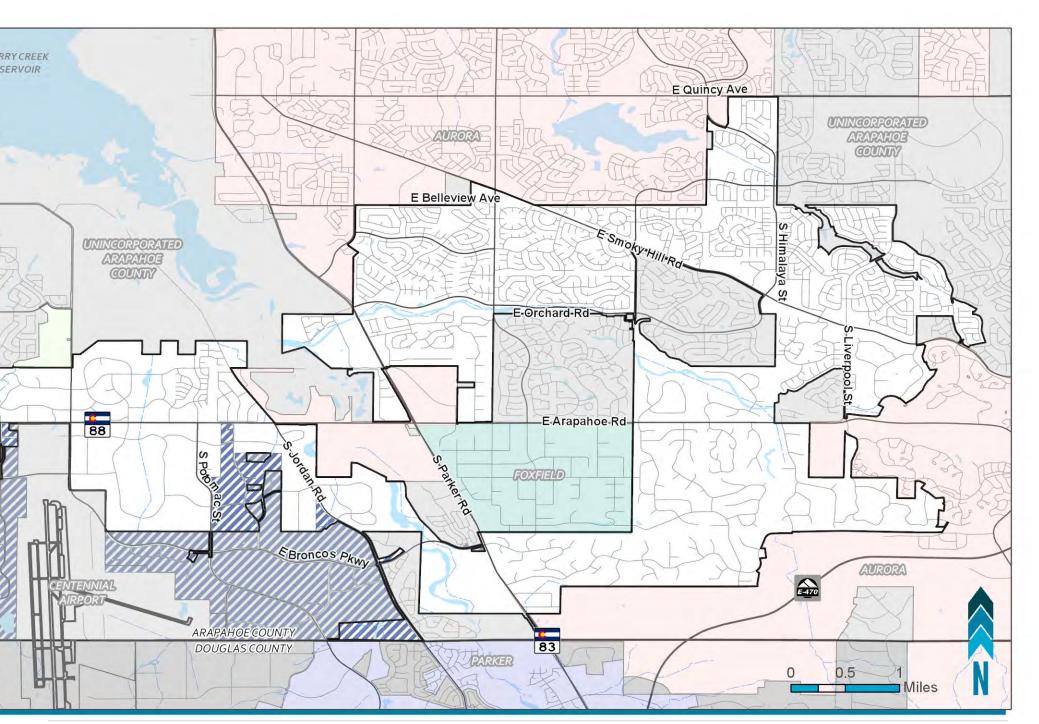


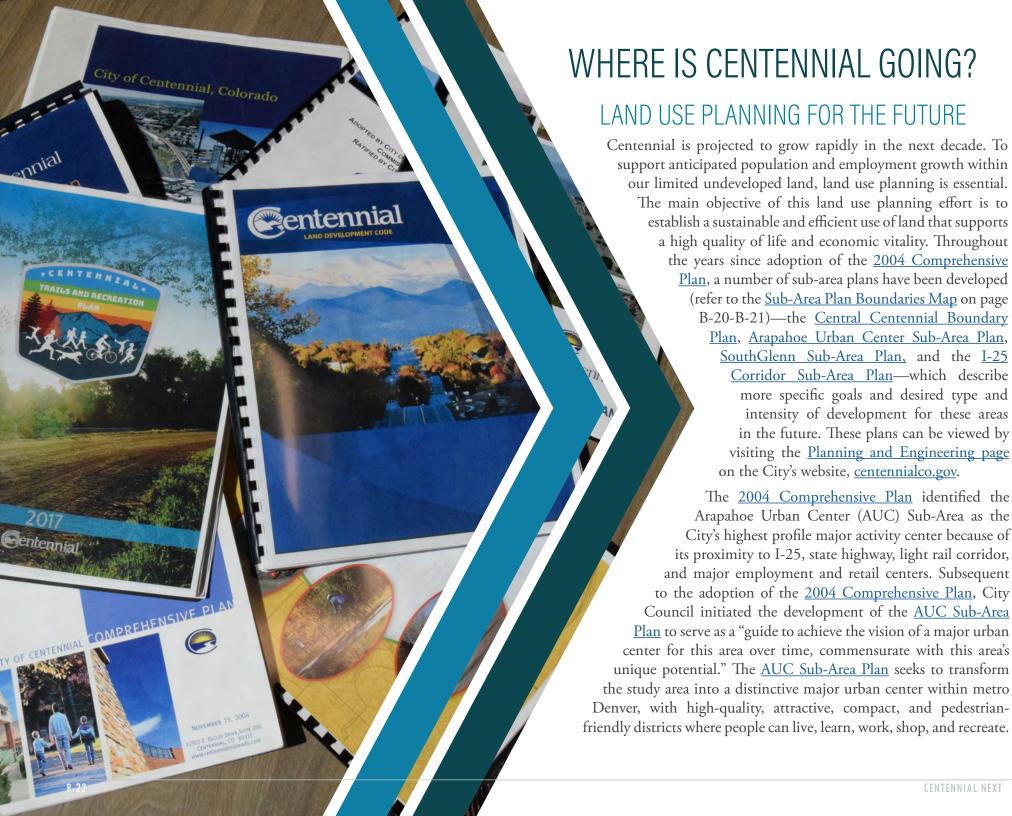
B-18 CENTENNIAL NEXT



SUB-AREA PLAN BOUNDARIES







LOOKING FORWARD TO THE "NEXT" CHAPTER

Centennial strives to become a destination location for companies that support innovation and bring unique economic opportunities to the City. Centennial must decide how to capitalize on the coming growth while also retaining its community assets valued today. With limited developable land left within the city limits, the best approach to planning future growth and development is to take advantage of redevelopment and infill opportunities throughout Centennial; investigate opportunities for additional annexations; focus on enhancing and diversifying existing centers; and facilitate high-quality development through architecture and site design. Replicating the quality of established neighborhoods, open space areas, design standards, and connectivity in new and future growth areas and activity centers will warrant a unified and consistent identity and character and safeguard the high quality of life that makes Centennial stand out from the rest.



CITIZENS' PERSPECTIVE

DESIGN AND IDENTITY

Looking forward to the Centennial of tomorrow, community members were asked as part of **Centennial NEXT** Phase 1 what they want to preserve most about the Centennial of today. The top ten responses included open space, parks and recreation, trails, neighborhoods, safety, natural assets and beauty, small-town feel, family-friendly character, high-quality schools, and bikeability. Respondents were also asked what they would like to see improved in the coming years, and the top ten responses were traffic mitigation, roads, walkability, bikeability, snow removal, access to transit, more trails, an enhanced and unified identity, and more community events. This feedback mirrors the results of the Centennial 2016 Citizen Survey, which are highlighted in the infographic on the next page.

Most residents expressed a desire for the City to focus on improving what already exists in Centennial, rather than developing the remaining vacant land in order to retain the connection to its roots as a safe, inherently suburban community.

More specifically, they expressed the need to reactivate the areas that have become stagnant over the years and redevelop outdated commercial properties

CITIZENS LIKE THE CONFIRMATION OF KNOWING "I AM IN

-Centennial Resident

CENTENNIAL".

and strip malls. Residents would like the City to explore City-wide design guidelines for commercial and industrial properties/activity centers to ensure they complement existing built form, reflect the community as a whole by contributing to a shared identity, and ensure all future development is of the highest quality to mirror the City's overall high-quality of life.

Residents have a strong connection to their neighborhoods and open space areas and want to continue to strengthen and celebrate these as defining qualities of the City's identity. They fear the City may become too overcrowded considering the amount of growth anticipated in the coming years.

Residents want to see stricter code enforcement in residential neighborhoods to ensure that not just some, but all neighborhoods are well-kept and held to the same quality standard. They have also expressed the need for various infrastructure improvements throughout the City, mainly for the purpose of making Centennial a more walkable, bikeable, and connected community.

Citizens also shed light on the lacking public art presence in Centennial. Not only do they want to take steps to encourage the arts and cultural activities in the community, they feel it should become its own standalone section of **Centennial NEXT**.

Many residents feel there is a strong disconnect between the eastern and western portions of Centennial, and an imbalance of amenities available on either side of I-25. Diversifying the land uses throughout all parts of the City is important to help create a unified sense of place.

In light of City efforts to further strengthen the Centennial brand, multiple stakeholders recommended the addition of City identification elements such as adding the City seal to all street signs throughout the City. They like the confirmation of knowing "I am in Centennial".

LAND USE

Residents have expressed a desire to create more consistency along the edges of the eastern portion of Centennial. Many individuals recommended additional annexations as the means to accomplish this. Specifically, stakeholders would like to see future annexation of commercial land to balance the overwhelmingly residential land use east of I-25.

Citizens shed light on the lack of affordable and multi-family housing options within Centennial, expressing the desire to increase these options in the future, if their design complements the existing character and quality standard. Another common theme residents agree on is the desire for smaller, better distributed Neighborhood Activity Centers, as opposed to only large commercial activity centers like The Streets at SouthGlenn.



PAGE INTENTIONALLY LEFT BLANK



B-26 CENTENNIAL NEXT



Who is Centennial, now?

WHY IT MATTERS

Affordability and diversity of the housing stock in a community contributes to a resilient and sustainable economy and community. People are increasingly "voting with their feet" and choosing where to live. People at every stage of life, from Millennials to Generation X, to Baby Boomers have unique interests and needs that can all be met through a diversity of attainable housing options. From the millennial looking to rent and put down roots, to the Baby Boomer looking to downsize, housing options are important.

KEY POINTS

- ► In Centennial, the largest population gains over the next five years are expected to result from rapid growth in the age category of 65+ which is projected to increase by more than 25,000 people by 2020.
- ► The City is highly educated with 54 percent of residents over 25 having a bachelor's degree or higher; an average of 15 percent higher than metro Denver and the State.
- ► Centennial's median household income of \$102,237 is higher than both metro Denver and the State.
- ► Centennial is heavily weighted toward singlefamily detached housing at 76 percent of the total compared to 60 percent for metro Denver.
- ► By contrast, the City's nine percent of multifamily housing with ten units and over is considerably below the Metro average of 22 percent.
- ► Centennial has a 3 percent housing vacancy, about half the metro Denver average and less than one-third of the State.

OVERVIEW

Overall, Centennial is a relatively affluent community, evidenced by a median household income of \$102,237. The population is also largely homogeneous with a small percentage of non-white and Hispanic residents compared to metro Denver and the State of Colorado as a whole. The City's housing stock lacks diversity in product type and price range with nearly 80 percent single-family detached units compared to a statewide average of 60 percent.

The <u>2004 Comprehensive Plan</u> identified the following four goals pertaining to housing and future growth/development:

- ► Goal 1: Preserve Existing Housing Stock and Protect Stable Areas
 - ► Goal 2: Support Housing Diversity
 - ► Goal 3: Encourage a Mix of Housing Types and Costs Around Activity Centers
 - ► Goal 4: Promote Housing Finance Tools

Moving forward, the City is experiencing demand for a greater range of housing products and price ranges. There is also demand for more affordable workforce housing for younger employees and Baby Boomers that desire housing in walkable activity centers that are connected to a range of transit options.

Centennial's population is aging, as many homeowners who moved to the community in the 1970s and 1980s are now reaching retirement age. The senior population (over 65) has increased from 9 percent (2005) to 17 percent (2016) over the last 10 years. As a result, there will also be a growing need for new attainable, accessible housing products to serve these residents who desire to remain and age in Centennial.

B-28 CENTENNIAL NEXT

PREPARING
FOR
A CHANGING
DEMOGRAPHIC
A Growing Senior Population
Centennial is anticipating demographic changes, the largest of which will likely be an increase in the number and proportion of the

Centennial is anticipating demographic changes, the largest of which will likely be an increase in the number and proportion of the City's residents who are over 65. In 2016, Centennial had 18,470 residents (16.8%) over 65. Following the trend affecting a number of metropolitan cities across Colorado's Front Range, by 2030 Centennial's senior population will be growing at a rate 17 percent higher than the national average. Based on Colorado Demography Office forecasts, Arapahoe County's senior population will increase by 60%. If this trend is experienced in Centennial, by 2030, the City will have 29,552 senior residents. With the help of the City's Senior Commission, Centennial is taking steps to prepare for the future to accommodate the needs and preferences of this demographic. The City is currently investigating issues and programs related to transportation, housing, and quality of life for seniors to establish Centennial as a community where residents can comfortably age in place.

A Booming Local Economy

A 2017 analysis of the economic base and real estate inventory of the City of Centennial, conducted by the City's Economic Development Department in partnership with Gruen Gruen + Associates, projects growth in the five years leading up to 2020 will add an additional 8,000 residents and 1,800 households, growing to a population of more than 113,000. Projections also indicate job growth at a rate of 3.7 percent annually, adding 25,000 jobs. With limited developable land remaining in the City, the need for conscientious, deliberate planning with a focus on redevelopment and infill opportunities is crucial to the City's ability to accommodate impending growth in the coming years. The 2015 Denver South Transportation Management Association (DSTMA) Study concluded the most likely locations for redevelopment and infill opportunities include transit stations, interchanges, highway frontage, and underutilized parcels. According to the study, the land in Centennial south of East Orchard Road and north of East Dry Creek Road on both sides of I-25 is currently ripe for redevelopment. The City will continue to investigate opportunities for mixed-use developments and higher-density residential housing near existing activity centers.

HOUSING AND DEMOGRAPHICS

Population and Housing Units

As of 2018, Centennial had over 110,000 residents which represented approximately 17 percent of Arapahoe County's population. From 2000 to 2014, 5,885 residents re-located to Centennial, growing at 0.4 percent per year. This is significantly slower than Arapahoe County, metro Denver, and the State, all of which grew by at least 1.5 percent annually over this period. A similar trend is seen with housing unit growth, as the City grew by 0.2 percent while the County and metro Denver grew by 1.4 percent and the State 1.5 percent.

From 2020 to 2040, Centennial is projected to add over 40,000 residents, given the growth rate projected by the Colorado State Demography Office for Arapahoe County. The Colorado State Demography Office does not release projections at the municipal level but instead projects growth in the County, metro Denver, and State. This would be consistent with the constant rate of growth Centennial is experiencing. Although largely built-out, more growth could occur should zoning density be increased or in the event of additional annexation.

CENTENNIAL'S POPULATION PROJECTIONS, 2020-2040								
							Change 2020-2040	
	2016	2020	2025	2030	2035	2040	Total #	Ann. %
High-Range Projection ¹	109,935	116,339	124,870	134,027	143,856	154,405	44,470	1.43%
Mid-Range Projection ²	109,935	116,683	125,507	134,437	143,141	151,306	41,371	1.33%
Low-Range Projection ³	109,935	112,926	116,779	120,764	124,884	129,146	19,211	0.67%

¹ Based on Department of Local Affairs growth projections for Arapahoe County ² Based on Centennial growth from 2011-2016

Sources: Colorado State Demography Office; US Census; U.S. Census ACS; City of Centennial Economic Development

B-30 CENTENNIAL NEXT

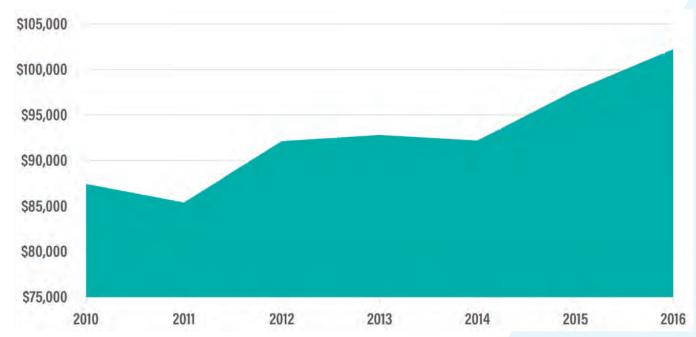
³ Based on Centennial growth from 2006-2016

Household Income

Centennial's median household income is \$102,237 per year. This is significantly above the median household incomes of Arapahoe County and the State of Colorado (\$66,288 and \$65,685 respectively).

CENTENNIAL HAD A 2017 MEDIAN HOUSEHOLD INCOME OF \$102,237 PER YEAR, UP 5.4 PERCENT FROM 2016.

MEDIAN HOUSEHOLD INCOME, 2010-2016 (INFLATION-ADJUSTED 2016 DOLLARS)



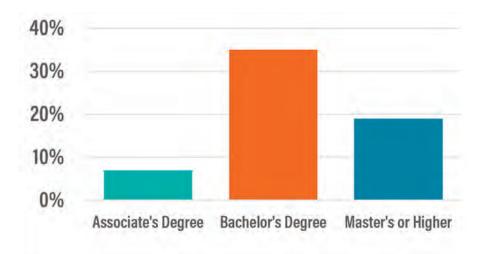
Source: US Census Bureau, American Community Survey, 2011 - 2015, 1-Year Estimates

Educational Attainment

Centennial's population over the age of 25 has a high level of educational attainment in comparison to metro Denver and the State. Only 2.5 percent of Centennial residents do not have a high school diploma. That same figure is approaching 10 percent in metro Denver and the State. When those with only a high school diploma are factored in, the City stands at just over 17.0 percent of the population while metro Denver and State are approximately 30 percent. On the other end of the spectrum, over 50 percent of Centennial residents have a Bachelor's degree or higher, on average nearly 15 percent more than the other areas.

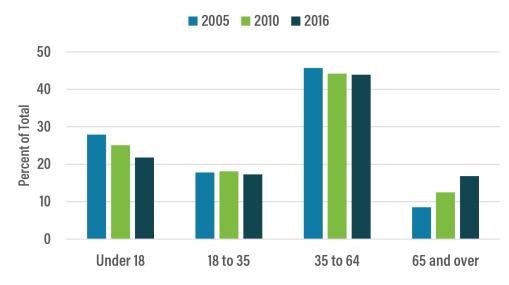
Age

As of 2016, the median age in the City was 43.7 years old. From 2005 to 2016 the age distribution of the population has shifted older. The median age increased by about 5.4 years, up from 38.3. This is faster than the State of Colorado which increased by two years over this period. As it has aged, the City's age profile has naturally shifted with the most significant changes being the decrease in those under 18 and the increase in those 65 and over.



Educational Attainment, 2016

Source: US Census ACS; Economic & Planning Systems

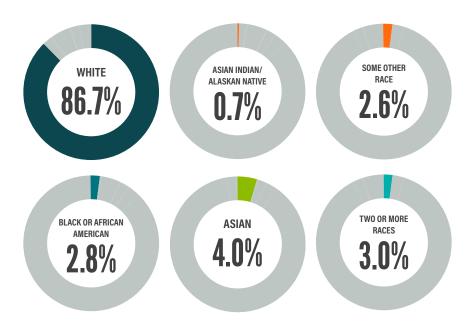


Age by Cohort, 2005-2016

Source: US Census ACS

B-32 CENTENNIAL NEXT





RACE, 2016					
	Centennial	Metro Denver	State of Colorado		
White	86.7%	80.8%	84.0%		
African American	2.8%	5.8%	4.2%		
Asian Indian/ Alaskan Native	0.7%	0.8%	1.0%		
Asian	4.0%	4.2%	3.2%		
Pacific Islanders	0.2%	0.1%	0.2%		
Other Race	2.6%	5.0%	4.0%		
Two or More Races	3.0%	3.2%	3.3%		
Hispanic or Latino Origin	10.2%	23.0%	21.3%		

Source: US Census; US Census ACS; City of Centennial Economic Development

82 PERCENT OF THE CITY'S TOTAL HOUSING UNITS ARE OWNER-OCCUPIED.

HOUSING TENURE, 2016				
	2000	2010	2016	
Centennial				
Owner Occupied		83.5%	81.7%	
Renter Occupied		16.5%	18.3%	
Metro Denver				
Owner Occupied	66.3%	63.9%	63.3%	
Renter Occupied	33.7%	36.1%	36.7%	
State of Colorado				
Owner Occupied	67.3%	65.5%	64.8%	
Renter Occupied	32.7%	34.5%	35.2%	
Unites States				
Owner Occupied	66.2%	65.1%	63.6%	
Renter Occupied	33.8%	34.9%	36.4%	

Source: US Census; US Census ACS; Economic &

Planning Systems

Housing Type

Centennial's housing stock is dominated by single-family detached product with over 76 percent of occupied housing units.

By comparison, metro Denver has 60 percent single-family detached housing and the State has 62 percent. The City has about half the percentage of attached product from two to nine units as metro Denver (4.2 percent and nine percent, respectively), see Housing Diversity Map on page B-36. The biggest difference is found in the larger multifamily developments of which the City has six percent versus and 14.1 percent for metro Denver.

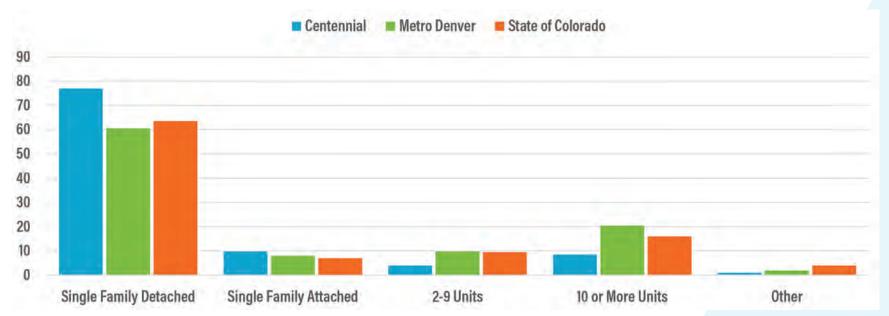
Housing Tenure

Centennial's housing tenure is significantly higher (82 percent) than metro Denver and the State which range from 63 percent to 65 percent ownership. Overall, ownership rates have declined from 2000 to 2010 and remained relatively flat since 2010 with the three areas declining by less than one percentage point. Nationally, home ownership is at a 50-year low and rates once again fell slightly during the first quarter of 2016. Several factors contribute to this trend, including rising home prices (see Home Values Map on page B-38), an increase in student loan debt, delays in marriage and starting a family, and uncertainty of the value of a home as an investment.

Housing Vacancy

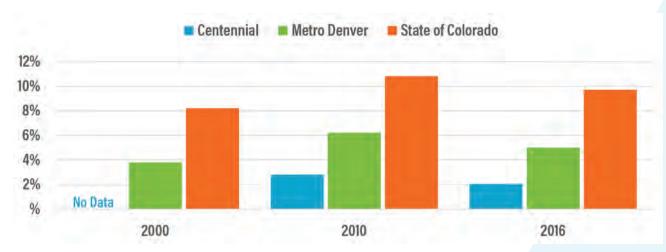
The City has a lower vacancy rate than the surrounding area, with 3 percent of housing units vacant versus 5.5 percent for metro Denver, and 10.7 percent for the State. Vacancy in the City and State remained flat from 2010 to 2014 while metro Denver saw declining rates as it recovered from the recession.

B-34 CENTENNIAL NEXT



Occupied Housing by Units in Structure, 2016

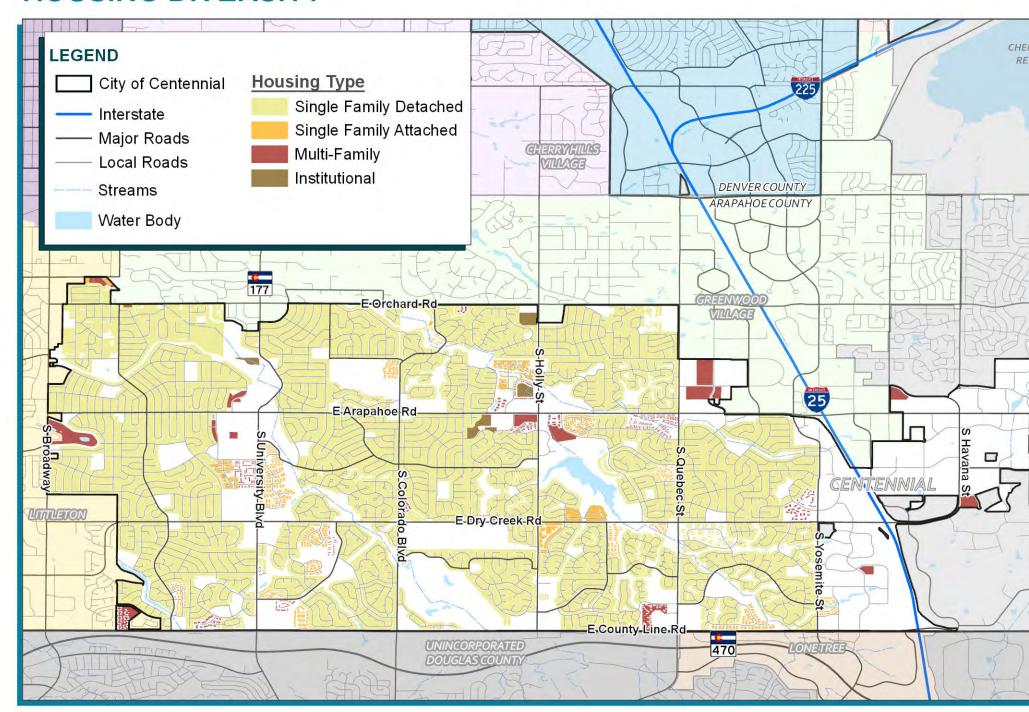
Source: US Census ACS; Economic & Planning Systems



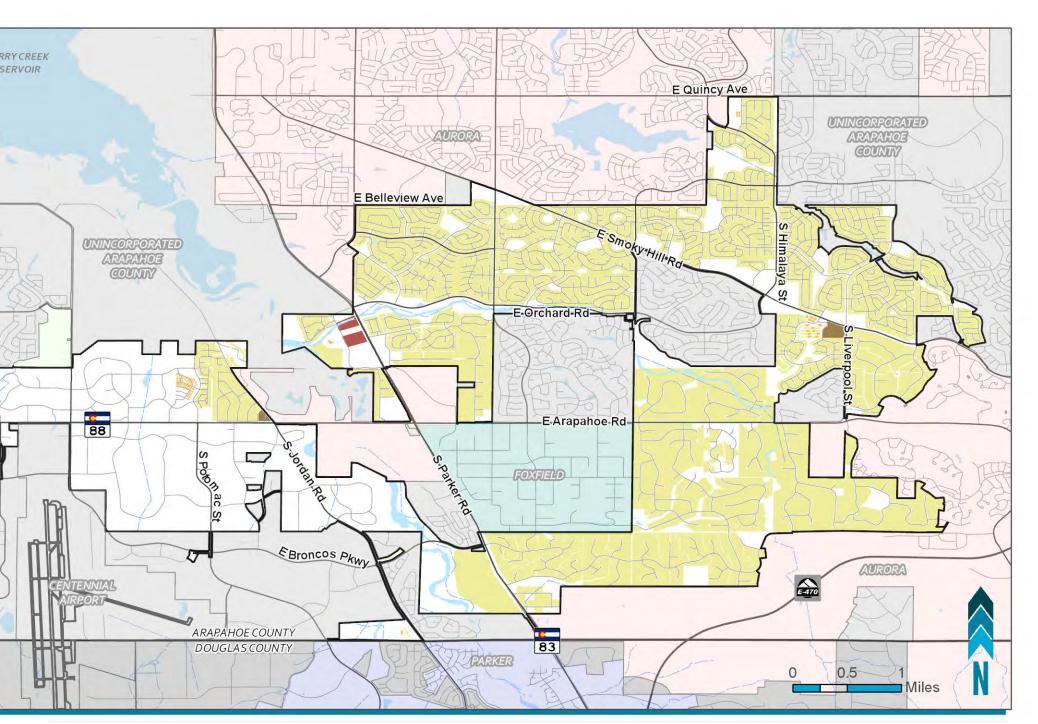
Housing Vacancy, 2016

Source: US Census ACS; Economic & Planning Systems

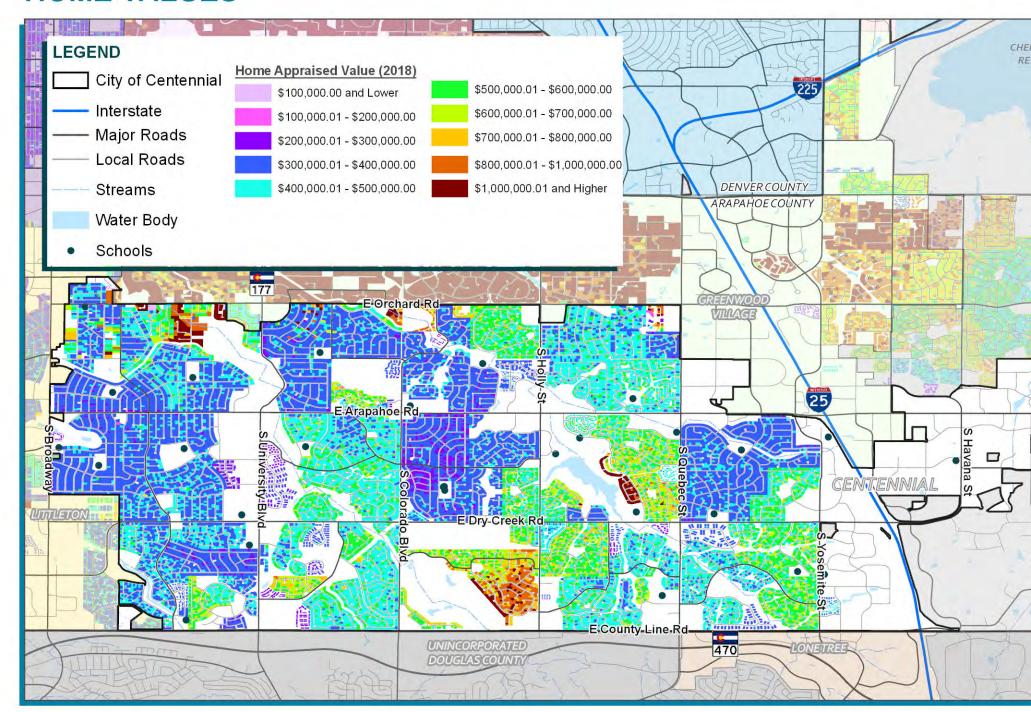
HOUSING DIVERSITY



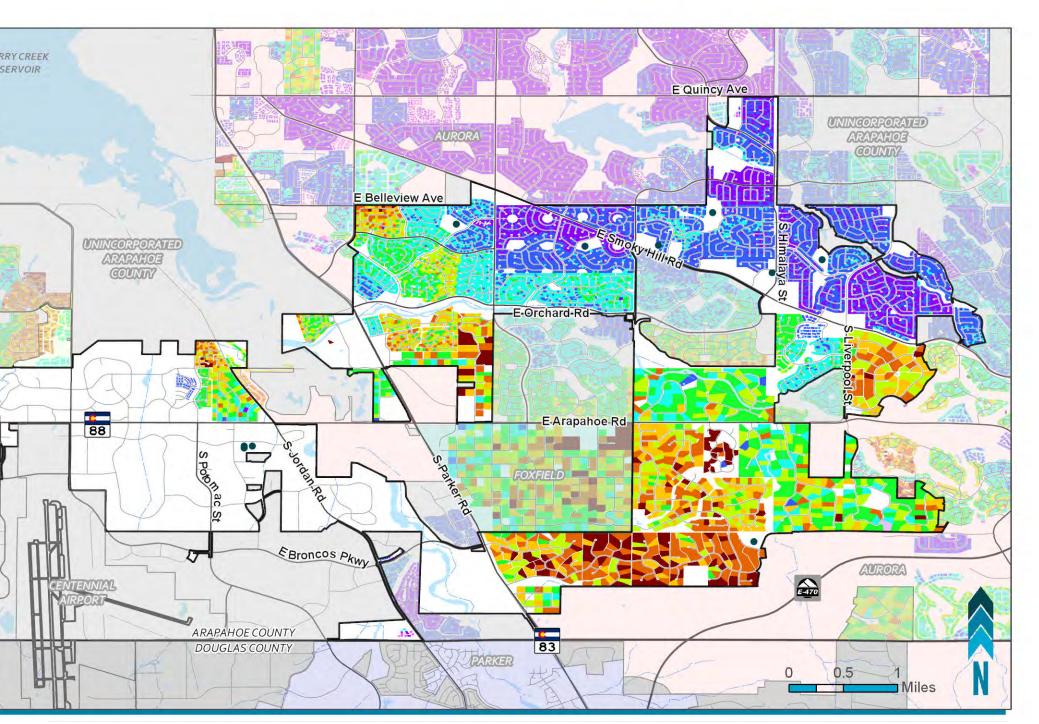
B-36 CENTENNIAL NEXT



HOME VALUES



B-38 CENTENNIAL NEXT







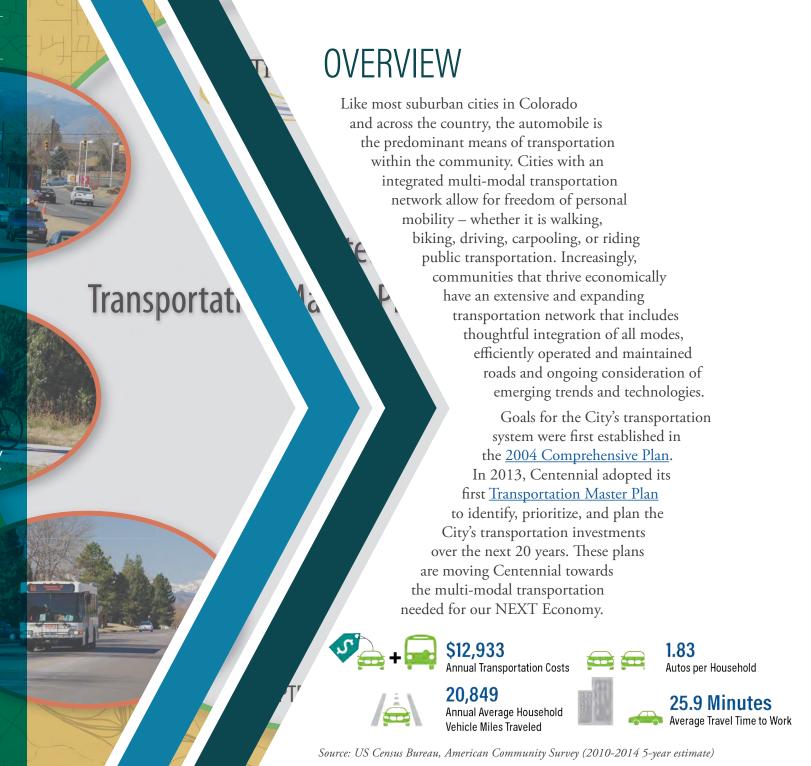
Who is Centennial, now?

WHY IT MATTERS

Transportation is a vital component of a community and shapes the way people live, work, and play. A well-connected and efficient transportation system improves quality of life and provides access to schools, jobs, medical and recreational facilities, shopping, and other community and social activities. Research continues to reveal that residents place a higher value on homes that are located within walking distance of services, stores, recreation amenities, employment areas, and public spaces, shedding light on the importance of coordinating local land use plans with regional transportation investments. Doing so not only improves mobility and access for residents, it also encourages more active forms of personal transportation, which in turn reduces the number of cars on the road, ultimately resulting in a multitude of health and environmental benefits.

KEY POINTS

- ► The automobile is the predominant means of transportation within the community today.
- ► Centennial has many natural and manmade barriers outside the City that influence the transportation system, including Cherry Creek State Park, Centennial Airport, and I-25.
- ► Limited east-west roadways restrict mobility through the City. East Arapahoe Road is the only street that extends the full 14-mile east-west span of the City.
- ➤ The Regional Transportation District (RTD) provides fixed-route bus service, paratransit service, light rail transit, and Call-n-Ride service within and to/ from Centennial.
- ► Centennial's Innovation Team recently completed Go Centennial, a streamlined, innovative, and tech-savvy approach for residents to book free Lyft Line rides to and from the Dry Creek Light Rail a creative solution to firstand last-mile connectivity.
- On-street bicycle route system and infrastructure has been identified as an amenity that should be connected in key areas and expanded.
- Sidewalk infrastructure varies across the City but improvements could be made to increase the system's walkability.



B-42 CENTENNIAL NEXT

TRANSPORTATION GOALS FROM THE 2004 COMPREHENSIVE PLAN

Goal 1: Provide a balanced/connected transportation system.

Goal 2: Create efficient mobility and accessibility choices.

Goal 3: Improve and expand public transit access and service.

Goal 4: Provide safe, convenient, and enjoyable facilities to encourage walking and bicycling.

Goal 5: Support Denver's regional transportation plan.

Goal 6: *Maintain and improve the existing transportation system.*

Goal 7: Improve the appearance of streets and public rights-of-way.

Goal 8: Accommodate development.

TRAVEL PATTERNS

Each day, over 56,000 people residing in areas outside of Centennial travel into the community for work, while approximately 45,000 residents leave the City to work elsewhere, resulting in a net inflow of workers. Another 5,800 residents stay within the community to work. Average travel time to work for Centennial residents is 25.9 minutes, which is consistent with the statewide average of 24.6 minutes.

> 5,792 Employed and Live in Centennial

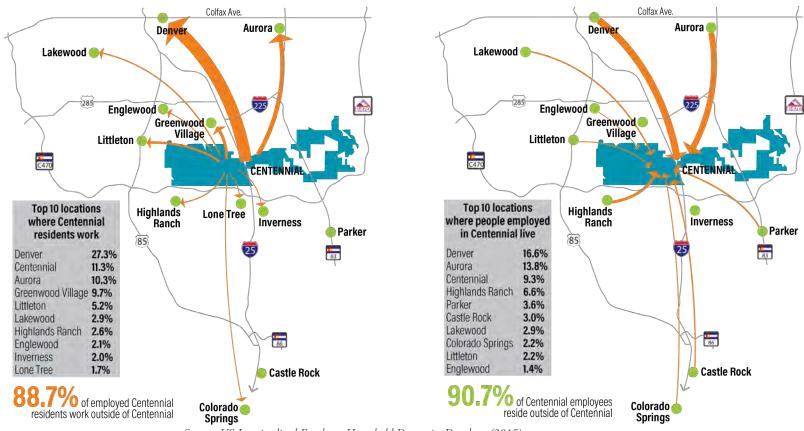
Employed in Centennial and Live Outside Centennial

56,374

Source: US Longitudinal Employer-Household Dynamics Database (2015)

45,617 Employed Outside Centennial





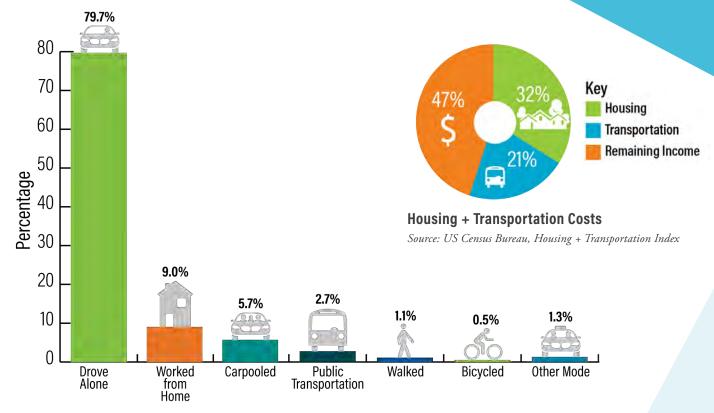
Source: US Longitudinal Employer-Household Dynamics Database (2015)

THE FIRST-AND LAST-MILE.

Biking, walking, and ride share (Ex: Uber and Lyft) provide important connections to public transit. Often, the lack of facilities, infrastructure, and services within a mile of transit stations/stops limits the ability for people to take transit instead of driving a personal vehicle. Improvements within one-mile of transit increases access and connectivity of modes, which results in more travel options for residents and employees.

Over 25 percent of Centennial's employed residents commute to Denver for work, while an additional 10 percent commute to Aurora. Conversely, nearly 30 percent of Centennial's employees commute from Denver and Aurora, highlighting the high propensity of commuter trips taking place in and out of the north/northeast portions of the City.

B-44 CENTENNIAL NEXT



Means of Travel to Work

Source: US Census Bureau, American Community Survey (2010-2014 5-year estimate)

The cost of housing and transportation are typically the two largest expenses in most households. The Center for Neighborhood Technology's (CNT) Housing + Transportation research indicates these costs should remain below 45 percent of household income to be affordable. Data indicates that Centennial residents spend approximately 53 percent of their household income on housing and transportation, 8 percent higher than the suggested 45 percent.

Centennial residents predominantly use their cars as a means of travel to work — nearly 80 percent of residents drive alone to work and 5.7 percent carpool. Public transportation accounts for 2.7 percent of work trips while biking and walking combined account for 1.6 percent. Nine percent of residents work from home; a significant portion of the workforce and an ongoing trend.



STREETS

All modes of travel (automobiles, trucks, transit, bicycles, and pedestrians) rely on the roadway network for basic mobility. Centennial's roadway network is categorized as suburban, with major roadways bordering residential areas. With major physical barriers situated immediately north and south of the City boundary—Cherry Creek State Park and Centennial Airport, respectively—East Arapahoe Road is the only street that extends the full 14-mile east-west span of the City.

Functional Classification	Number of Lanes	Maximum Capacity	
	2-Lane	16,000 vpd	
Major Arterial	4-Lane	32,000 vpd	
	6-Lane	48,000 vpd	
Minor Arterial	2-Lane	12,000 vpd	
	4-Lane	24,000 vpd	
Major Collector	2-Lane	10,000 vpd	
Major Collector	4-Lane	20,000 vpd	

B-46 CENTENNIAL NEXT

Streets generally provide two important functions: mobility and access. These functions conflict with each other-more land access generally leads to reduced traffic capacity and mobility, and vice versa. There are three major roadway types as defined in Centennial's 2013 Transportation Master Plan (TMP): major arterial, minor arterial, and major collector, shown on the Functional Classification and Laneage Map on pages B-48-49. Each roadway type is specifically designed based on the adjoining land uses, level of continuity and proximity, and connections to other facilities. The City also has local streets. Local streets serve the highest level of access, providing direct driveway access to adjacent properties and carry traffic to collectors. Local streets are classified within the TMP. However, traffic volumes and capacity ratios are not calculated for this functional classification.

Several streets within Centennial are owned and maintained by the <u>Colorado Department of Transportation</u> (CDOT) – including East Arapahoe Road (SH 88) from I-25 to South Parker Road, South Parker Road (SH 83) and South University Boulevard (SH 177).

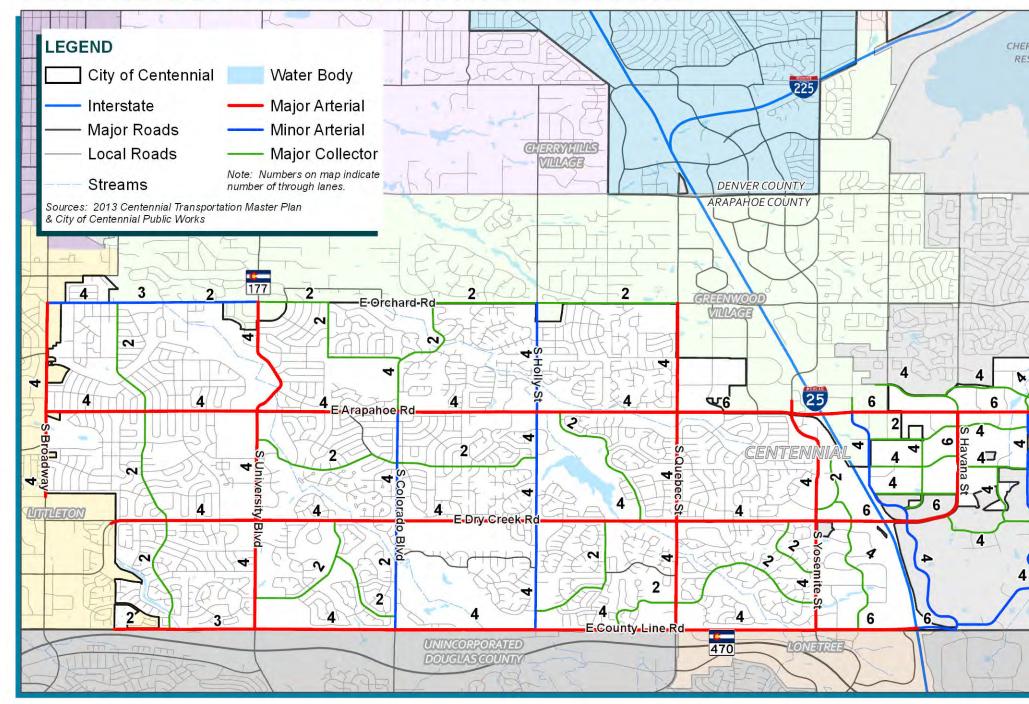
Daily traffic counts in Centennial were last updated in the 2013 Transportation Master Plan, and include data from a variety of sources including the City's annual count program, see Traffic Volumes Map on pages B-50-51. As would be expected, I-25 and C-470 carry the heaviest traffic volumes in the overall area. East Arapahoe Road and South Parker Road carry the highest traffic volumes—as high as 66,000 vehicles per day (vpd) and 56,000 vpd, respectively—within the City's arterial

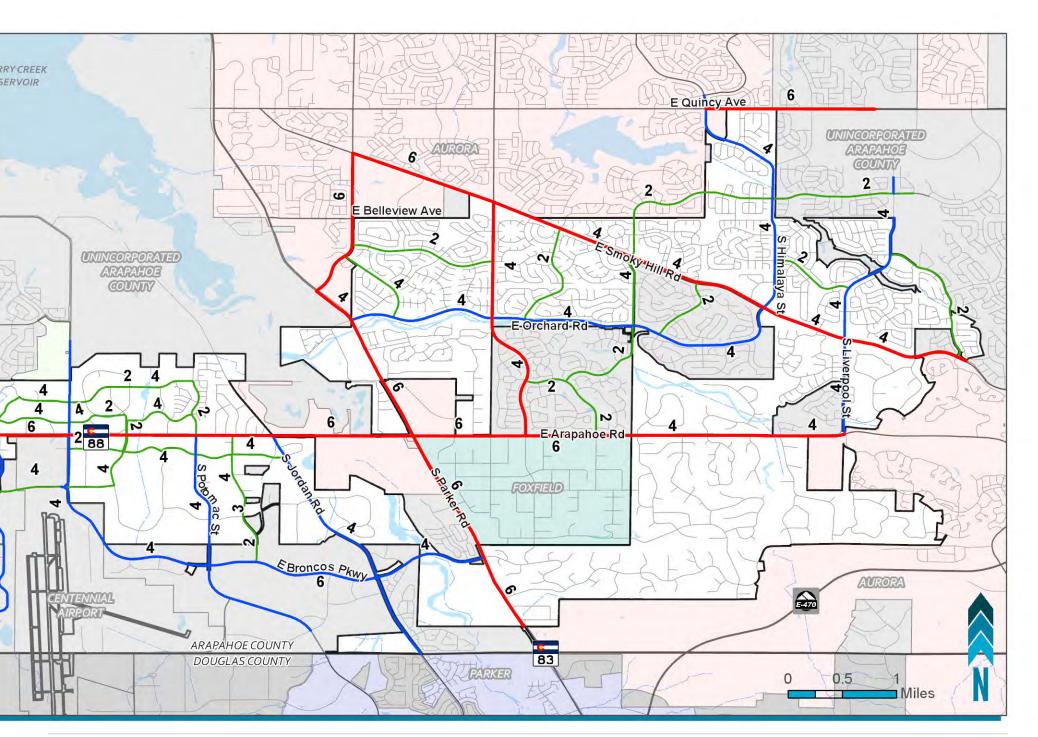
street system. Other major arterials generally carry from 20,000 to 40,000 vpd.

One measure used to define operational characteristics of a roadway is volume to capacity ratio (V/C). This analysis compares the capacity of the street as it is designed and constructed to the volume of traffic it carries or is projected to carry. V/C ratios were calculated for the City's roadway network as a part of the 2013 Transportation Master Plan process using traffic volumes and maximum roadway capacities and are identified in the Existing Volume to Capacity (V/C) Ratios Map on pages B-52-53. The V/C ratios indicate several roadway segments in Centennial currently carry volumes exceeding their capacity including sections of East Arapahoe Road, South Parker Road, Broadway, South University Boulevard, South Colorado Boulevard, East County Line Road, East Orchard Road, and East Smoky Hill Road.

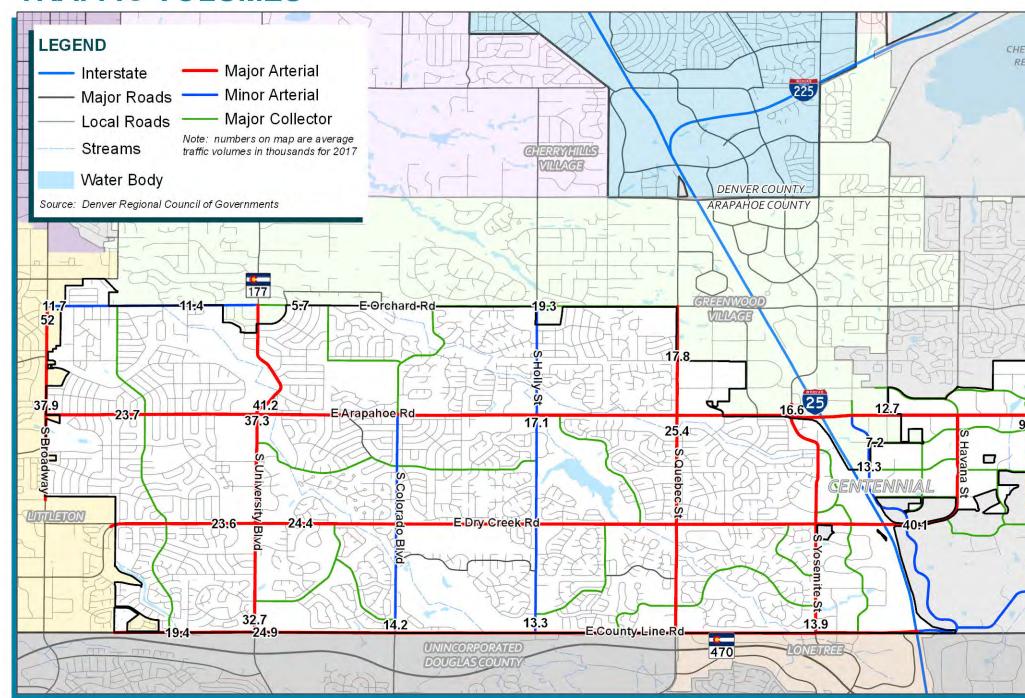


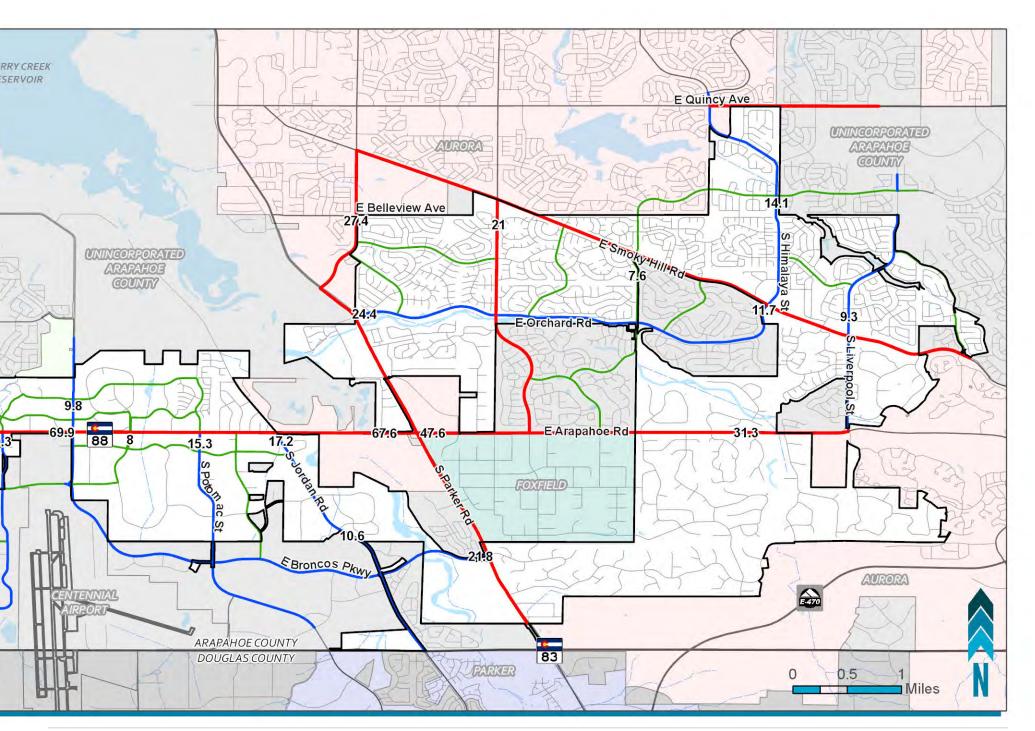
FUNCTIONAL CLASSIFICATION AND LANEAGE



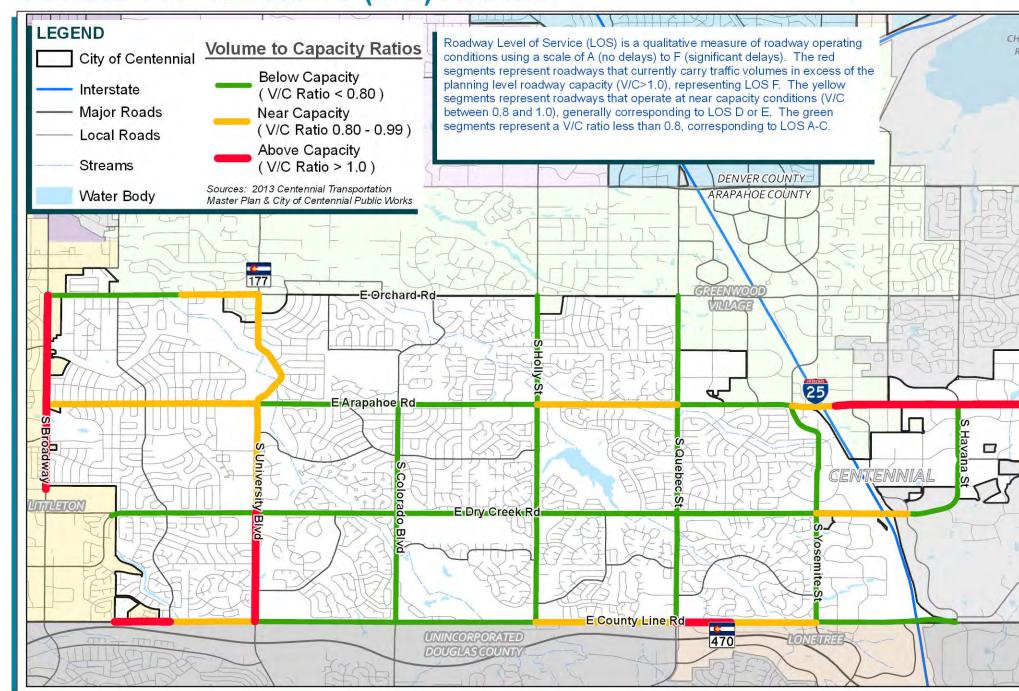


TRAFFIC VOLUMES

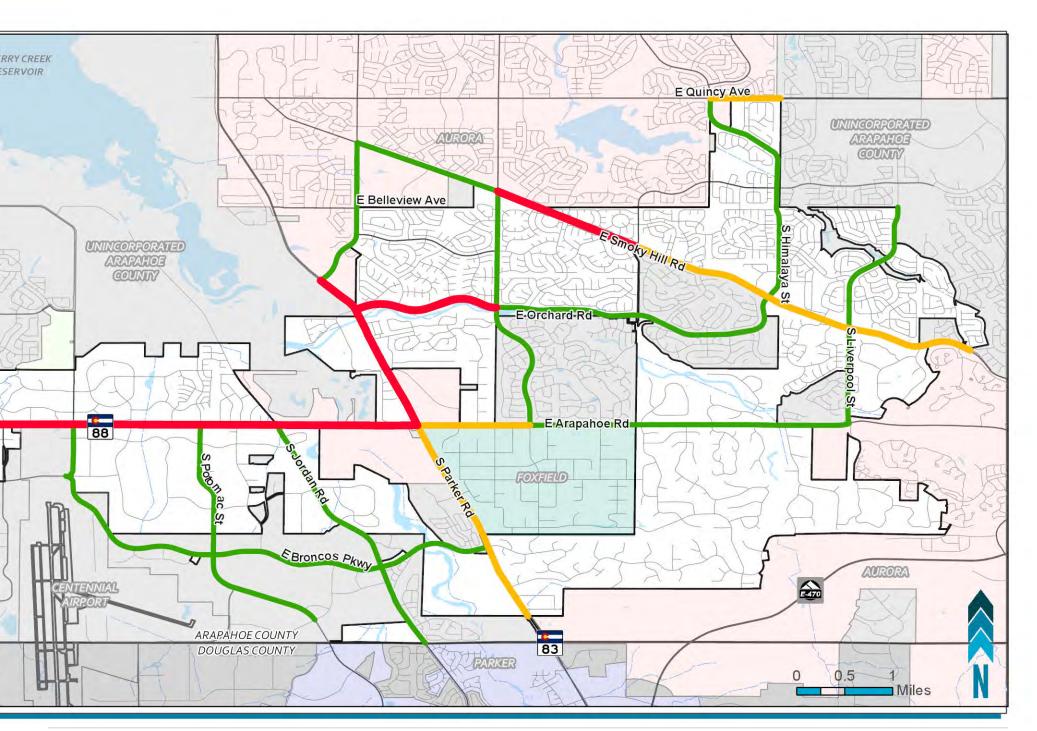




VOLUME TO CAPACITY (V/C) RATIOS



B-52 CENTENNIAL NEXT

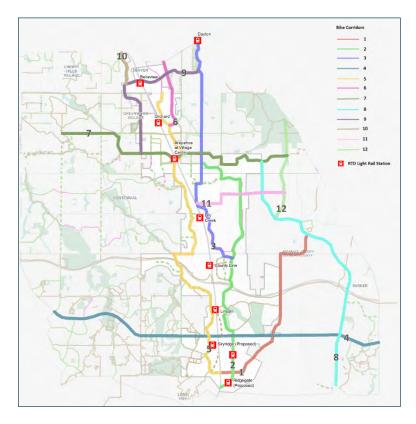


BICYCLE NETWORK

Centennial's existing bicycle system is a mix of bicycle routes previously designated by Arapahoe County and trails that have been improved over the years. The City's trail system is extensive, and most of it is maintained by the South Suburban Parks and Recreation District and Arapahoe Park and Recreation District. The on-street bicycle route system and infrastructure, however, is not as extensive and is largely disconnected, see <u>Bicycle Facilities Map</u> on pages B-56-57.

Specific streets such as East Arapahoe Road on the eastern side of the City lack both sidewalk and bike facilities. In general, there is a need for better east-west connectivity for bicyclists, especially across I-25. Roadways that cross I-25 are South Yosemite Street, East Arapahoe Road, East Dry Creek Road, and East County Line Road. Each of these is an arterial roadway that passes under I-25 (South Yosemite is the exception as it traverses over the interstate) making it difficult for cyclists to safely travel across the City. While the South Yosemite crossing of I-25 is within Greenwood Village's jurisdiction, it is the most bicycle and pedestrian friendly option to connect the east and west sides of Centennial.

Recently, the South I-25 Urban Corridor Study was completed by the Denver South Transportation Management Association (DSTMA), which identified priority north-south bicycle corridors as well as major east-west connecting routes. Arapahoe County adopted its first Bicycle and Pedestrian Master Plan on October 17, 2017 and includes data collection and analysis of all bicycle and pedestrian facilities across the County in both the unincorporated and incorporated areas.



Priority Bicycle Alignments

Source: South I-25 Urban Corridor Study (2016)

B-54 CENTENNIAL NEXT













22

Parker

Walk score is a ranking from 1-100 that signifies how easily walkable a given location is. The score is based on the distance to nearby places and pedestrian friendliness.

Source: walkscore.com, 2018

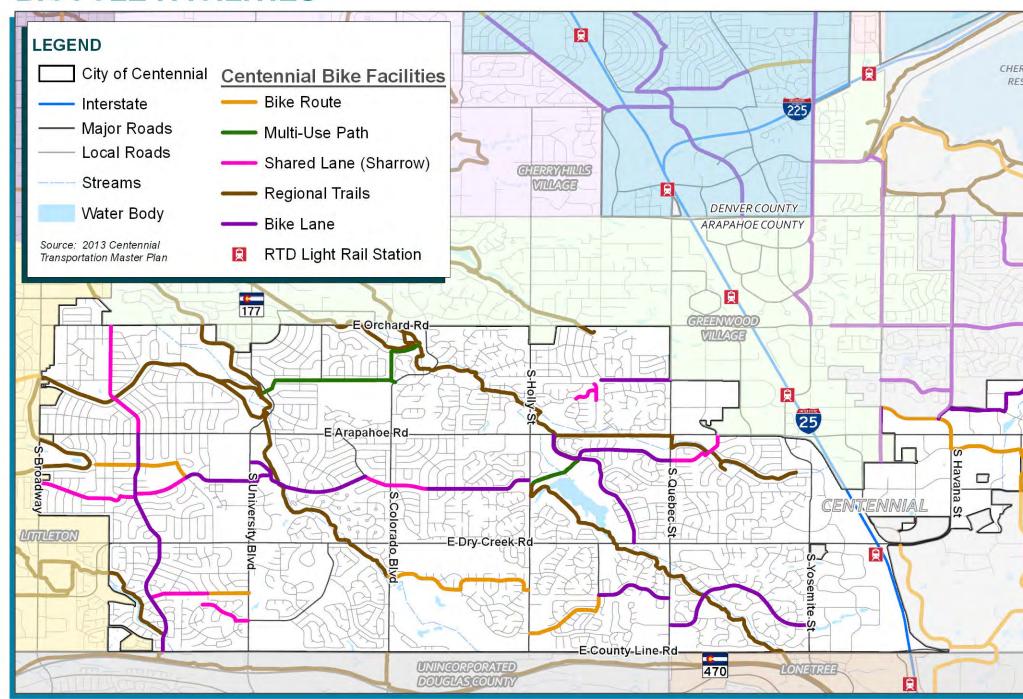
PEDESTRIAN ENVIRONMENT

The western side of Centennial is more established with sidewalks. However, recent construction within the eastern portion of the City has included sidewalks and facilities that conform to current standards, see <u>Pedestrian Facilities Map</u> on pages B-58-59.

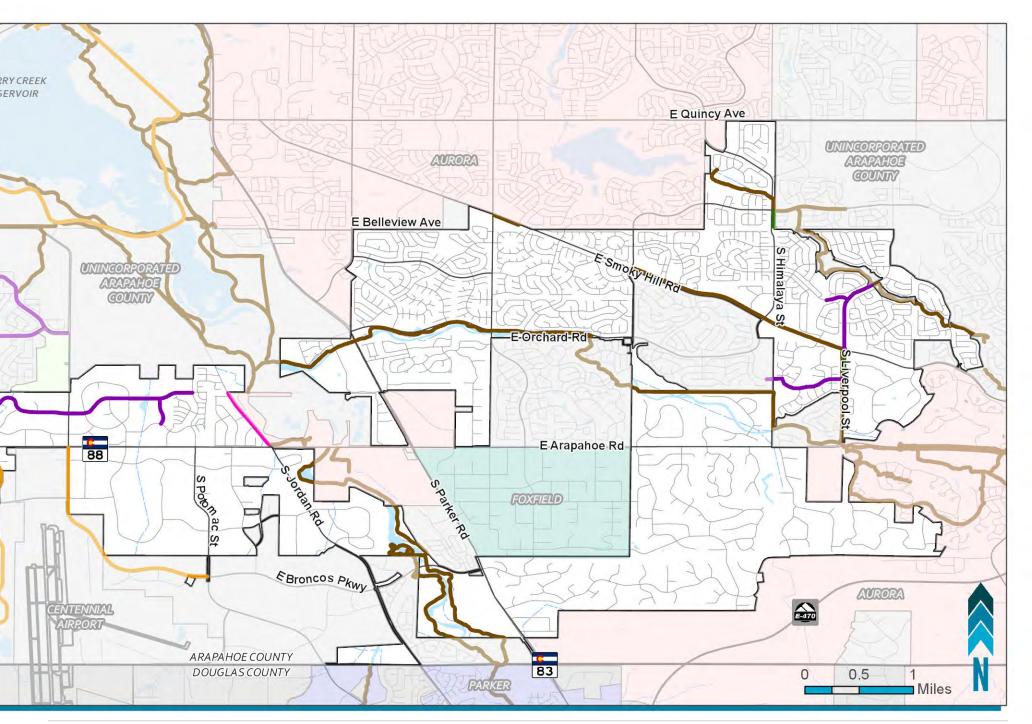
Some specific opportunities to enhance pedestrian connectivity are shown on page 60 and include East Arapahoe Road near Grandview High School, between Peoria Street and South Jordan Road, Alton Way, and within the Antelope neighborhood south and east of Foxfield.



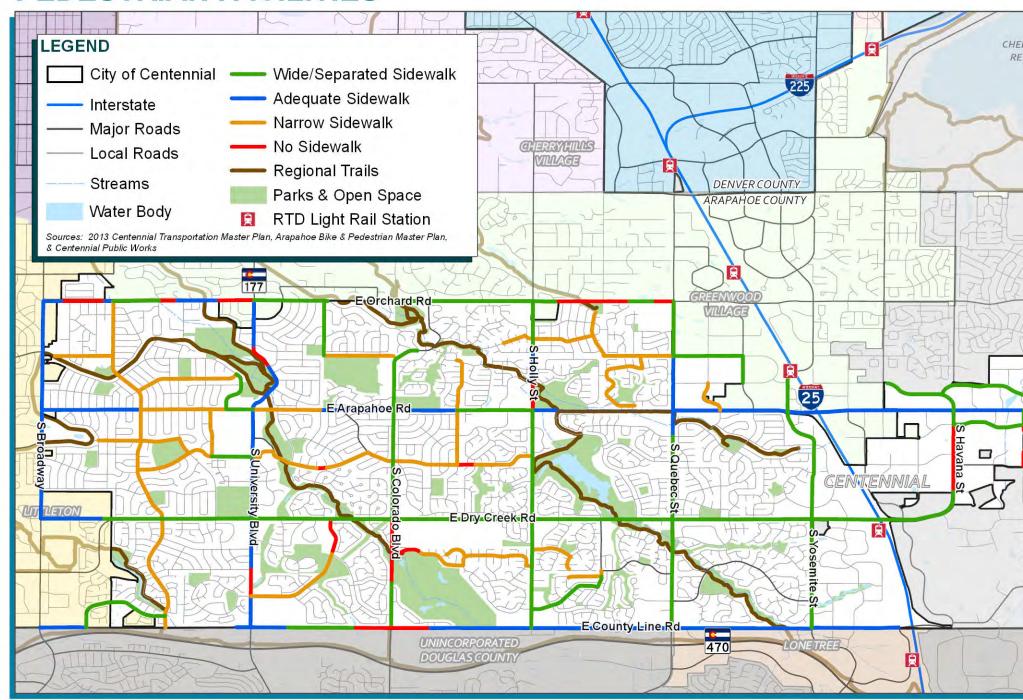
BICYCLE FACILITIES



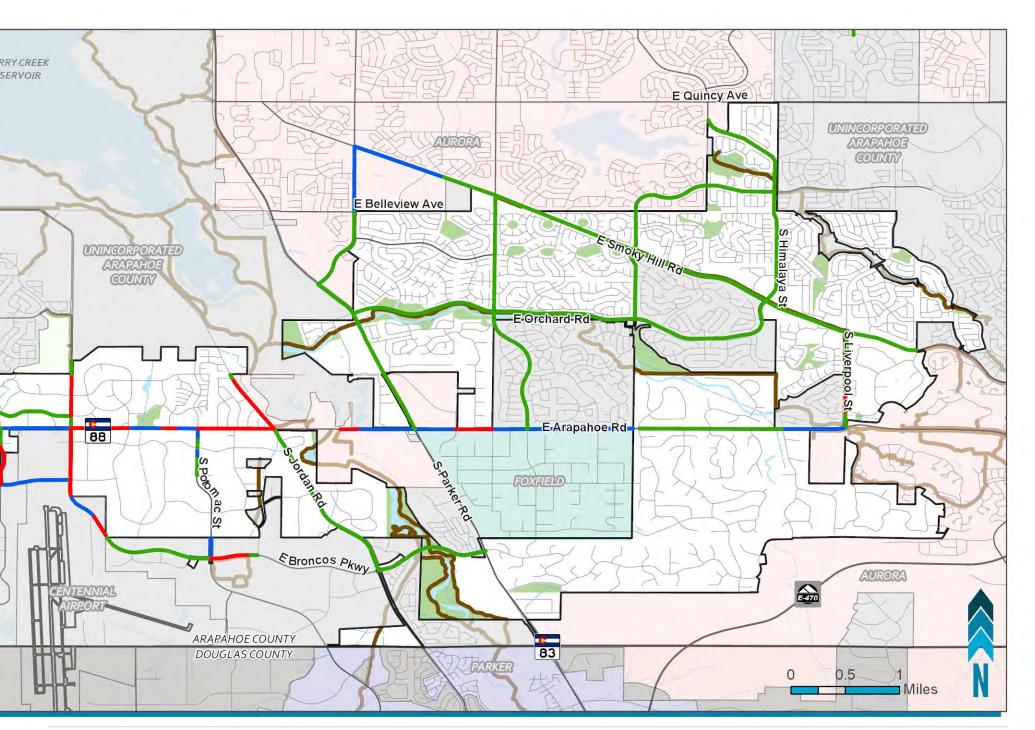
B-56 CENTENNIAL NEXT



PEDESTRIAN FACILITIES



B-58 CENTENNIAL NEXT





and people without smart phones. The program received national attention and is being adapted by cities across the country.

Providing transportation options for vulnerable populations—older adults, persons with disabilities, and those with low-incomes—allows people to stay in the community and maintain their quality of life. Transit Solutions Arapahoe County, a community-based group, is working to learn, identify, and fulfill the transportation needs for these populations. Providers in the community include Arapahoe County's Senior Transportation Program, which provides service for adults 60+.

SAFETY

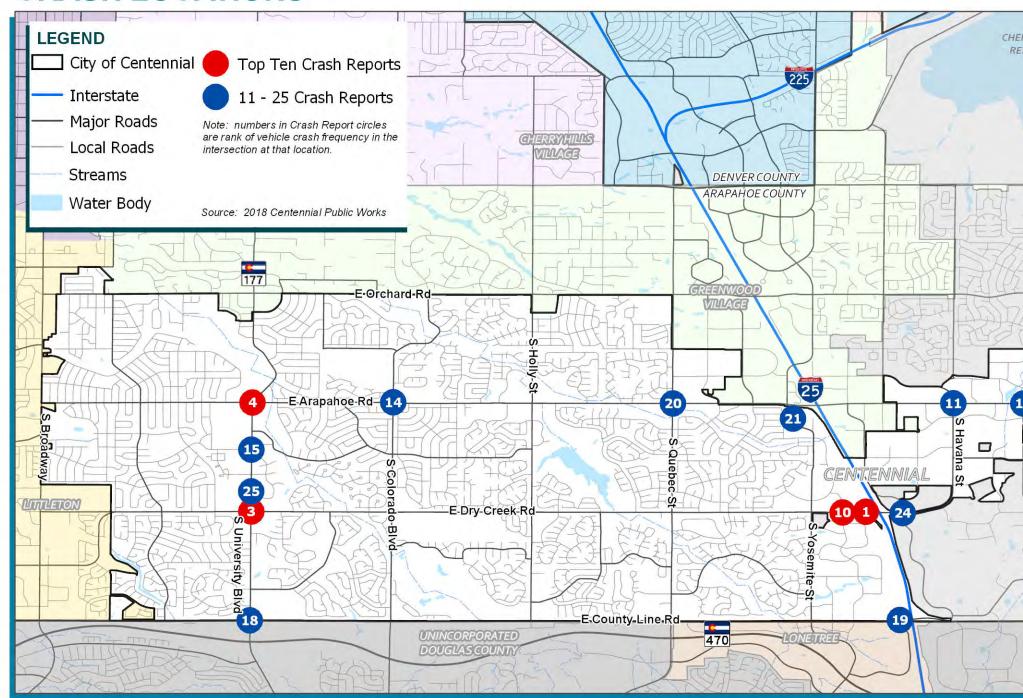
Crash data was compiled and analyzed during the development of the <u>2013 Transportation Master Plan</u>. Twenty-five locations were identified and ranked with the highest number of crashes within the City (shown on the <u>Crash Locations Map</u> on pages B-62-63). The top ten intersections in Centennial with significant crash patterns include:

- 1. I-25 and East Dry Creek Road (west-side)
- 2. East Arapahoe Road and South Potomac Street
- 3. East Dry Creek Road and South University Boulevard
- 4. East Arapahoe Road and South University Boulevard
- 5. East Arapahoe Road and South Vaughn Street
- 6. East Smoky Hill Road and South Picadilly Street
- 7. East Arapahoe Road and South Peoria Street
- 8. East Lake Avenue and South Parker Road
- 9. East Orchard Road and East Smoky Hill Road
- 10. East Dry Creek Road and South Chester Street

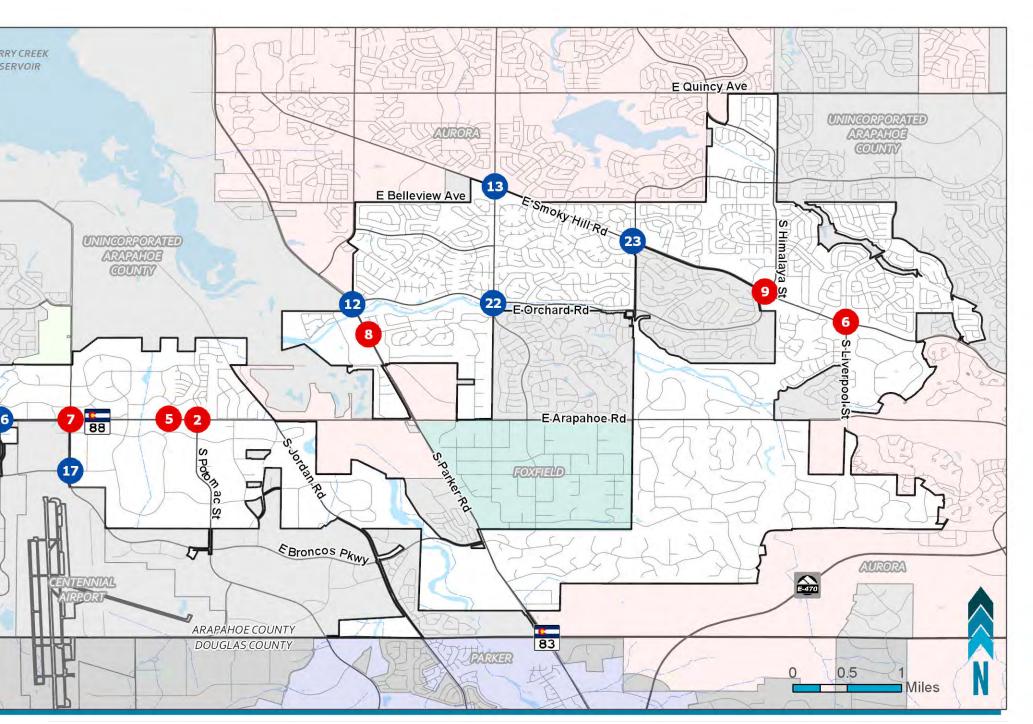
A number of roadway and intersection improvements have already been made and others are currently underway within Centennial. Several regional partners, including CDOT, came together to make improvements to the East Arapahoe Road/I-25 interchange, which was completed in early 2018. In addition to the replacement of the existing I-25 bridge over East Arapahoe Road, the project improved operations, safety, and overall mobility. Other corridor studies underway are the <u>Arapahoe Road Corridor Study</u> and the South Parker Road Study – these studies are looking at access, mobility, safety, congestion, and overall multimodal connectivity.



CRASH LOCATIONS



B-62



CITIZENS' PERSPECTIVE

Overall, community stakeholders have identified a desire for enhanced walkability and bikeability in addition to increased access to public transit. The community is highly concerned about roadway congestion and desires a multitude of roadway improvements. In fact, the <u>Centennial 2016 Citizen Survey</u> asked Centennial residents to rate the importance of several potential projects for the City to address in the next 10 years, and 'reducing traffic congestion on City streets' was rated of the highest importance by 77 percent of respondents.

Recent outreach also shows that improving transportation and mobility in Centennial is the top priority to address in the coming years. Transportation issues comprised four out of the top five responses received for desired improvements. These responses included the following recommendations:

► Mitigate traffic;

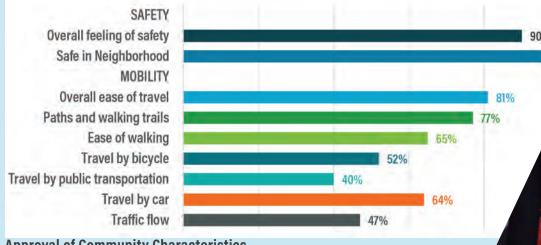
▶ Increase walkability and bikeability; and

► Improve roads;

► Increase transit access.

Another issue of high importance to residents is the provision of convenient, dependable, and cost-effective transportation options for seniors residing in Centennial. A senior stakeholder put it clearly during her one-on-one interview when she stated, "I'm getting older and soon I won't be able to drive. How the heck am I going to get around when that time comes?" Stakeholders agree that personalization is key when it comes to incentivizing the use of public transportation among seniors. The Centennial NEXT team also heard that many of Centennial's existing road networks in residential neighborhoods are problematic when it comes to public transportation. One stakeholder explained how a combination of factors such as "one-way in, one-way out, curvy roads [and] culde-sacs make it very difficult for public transportation to travel through them."

CENTENNIAL NEXT



Approval of Community Characteristics

Source: Percent of residents rating each characteristic positively, Centennial Citizen Survey (2016)



Who is Centennial, now?

WHY IT MATTERS

Connection to nature is a major contributing factor to quality of life and offers a magnitude of health benefits. Research conducted by the Center for Health and the Global Environment at the Harvard School of Public Health suggests "green spaces offer support for public health, especially given increasing urbanization, disruptions due to climate change, and rising rates of non-communicable chronic disease including mental health disorders." Over the years, access to parks and recreation opportunities has become an increasingly important factor in determining where to live or locate a business, thus contributing to the local economy.

KEY POINTS

- Centennial works with various park and recreation districts and metropolitan districts to enhance active and passive recreation opportunities and programs available to the community.
- ► In 2017, Centennial adopted the Trails and Recreation Plan.
- Open lands are an integral part of Centennial.
- A total of 170 active recreation facilities are distributed throughout the City.
- There are a total of 1,497
 acres of public and private
 open space situated within
 the City limits. There are six
 regional parks serving the
 Centennial area.
- Centennial's trail system is extensive. The majority of the trail system is maintained by the South Suburban Parks and Recreation District and Arapahoe Park and Recreation District.
- Centennial boasts a total of 62 miles of bike paths/lanes and trails.



Prior to the establishment of Centennial, the land was a part of unincorporated Arapahoe County. At the time of official incorporation in 2001, Centennial was already being served by three park and recreation districts: South Suburban Parks and Recreation District (SSPRD), Arapahoe County Recreation District (ACRD), and Arapahoe Park and Recreation District (APRD). These organizations were created long before incorporation to construct public parks, trails, and develop recreation programs to benefit the quality of life for citizens residing within their district boundaries and remain intact today. The City maintains limited responsibility for the provision and regulation of parks, trails, open space, or recreation amenities. The City is responsible for Centennial Center Park, Parker Jordan Centennial Open Space, Cherokee Trail Park, and two additional undeveloped parcels zoned for Open Space and Recreation. The City recognizes that open lands are an integral part of the City's character and residents' sense of place. Today, the City works with several parks and recreation providers, advocating on behalf of its citizens to enhance active and passive recreation opportunities

The 2004 Comprehensive Plan laid the foundation for securing the long-term health and vitality of natural lands and established general guidelines for protecting, preserving, and expanding open space. The 2007 Parks, Open Space, Trails and Recreation Master Plan, the City's first, was developed to initiate "highly-visible actions that may excite residents about the long-term opportunities and benefits provided by the system." The City has

neighboring jurisdictions.

and programs. Many parks and open space facilities in

Centennial still exist through public/private partnerships

with various citizen-supported special districts and

WHETHER YOU LIVE IN CENTENNIAL OR ARE
JUST VISITING, YOU CAN'T HELP BUT NOTICE THE
PRIDE WE TAKE IN OUR CITY'S VIBRANT PARKS AND
OPEN SPACE SYSTEM, EXCEPTIONALLY-CONNECTED
BY SCENIC WALKING PATHS AND BIKING TRAILS.

successfully implemented most, of the strategies included in the 2007 Plan and continue to realize its three overarching goals (Protect and Promote Parks, Trails, Recreation, and Open Space; Encourage Environmental Responsibility; and Protect Sensitive Natural Areas) as a result.

In 2016, the City initiated a new Trails and Recreation Plan due to the success of the 2007 Plan. Adopted in October 2017, Centennial's Trails and Recreation Plan envisions a future for the community's recreation system that builds on the existing assets and strengths while identifying new components to take Centennial's recreation experience to the next level. The ultimate purpose was not only to continue the overall vision for the green space system, but to guide wise investment of the Arapahoe County Open Space Tax, Conservation Trust Funds, and any other open space funding that may become available in the future. As we continue to maintain and grow our outdoor spaces, the following practices will help guide the City to meet the future needs of the Centennial community: creating well-connected public spaces, establishing a strong community image and identity, practicing sound stewardship of open lands, developing a proactive approach to meeting future needs, and ensuring equitable distribution of facilities across the City. The following sections provide information about the existing facilities and current gaps within Centennial.

PARKS, OPEN SPACE, TRAILS, AND RECREATION

PARKS AND OPEN SPACE

Green space is one of the most beloved assets and continues to define why Centennial is an extraordinary place to live, work, and play. The City has an impressive grand total of 1,497 acres of public and private open space land within its limits, see <u>Parks, Open Space</u>, <u>Trails</u>, <u>& Recreation Map</u> on pages 74-75.

With regard to public parks and public open space (1,532 acres), most exists within public open space (962.7 acres), while public parks consist of 569.3 acres. Centennial owns two public parks, one area of open space, and two undeveloped parcels of land that collectively serve as the stomping grounds for residents and visitors to play, jog, cycle, and relax. These City-owned parks and open space areas include:

- ► Award-winning, 11-acre <u>Centennial Center Park</u>
 - ▶ 7.9 acre Cherokee Trail Park, located along the Piney Creek Trail
 - ▶ 107-acre Parker Jordan Centennial Open Space, located along Cherry Creek
 - ▶ 18 acres of open space near Arapaho Park and Monterey Open Space
 - ► 43.5-acre site for future park/open space, located on South Potomac Street near the Bronco's training facility

NOT JUST A PLACE TO PLAY, BUT A PLACE TO LEARN, CENTENNIAL CENTER PARK IS A TREASURE-TROVE OF HISTORY AND TRIVIA.

Source: http://www.centennialco.gov/Open-Space-Parks/centennial-center-park-features.aspx

BEST PLAYGROUND IN 5280'S "TOP OF THE TOWN" ISSUE!

Centennial Center Park was named the Editor's Choice for its "behemoth playground" in the sports and outdoors category in 5280 Magazine's July 2014 "Top of the Town" issue. The annual Top of the Town list includes the very best people, places, and experiences in and around the Mile High City. The Top of the Town 2014 categories include dining, shopping, services, sports, and outdoors and culture and nightlife.



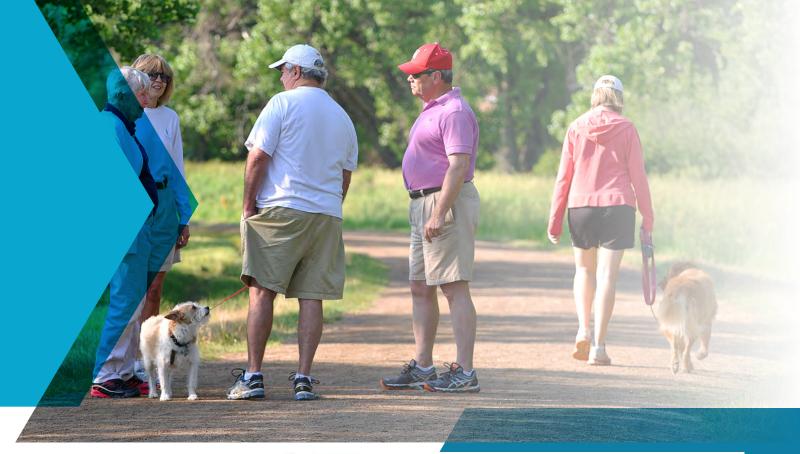
The City's award-winning, 11-acre Centennial Center Park is a local favorite that draws residents and visitors of all ages. Its manicured landscape, ideally situated on a slight buff next to the Centennial Civic Center, boasts a multitude of amenities including two expansive play areas, three climbing walls, an amphitheater, a native plant demonstration garden, a gas fireplace, three decorative water fountains, and multiple plazas and shelters available for reservations.

The design of Centennial Center Park is intended to convey the passage of time and features various historical and educational elements, including the historical timeline of the Cherry Creek Basin, the four periods of human history, and fun facts about the State of Colorado. The Park is home to almost all of Centennial's hugely popular community events, including the annual Brew N Que Beer and BBQ Festival, Chalk Art Festival, Centennial Under the Stars Laser Light Show, Holiday Lighting Celebration, and numerous live music shows, among many others.

UNDER THE STARS LASER LIGHT SHOW VOTED BEST OF THE BEST

The Centennial Under the Stars Laser Light Show was named Best Annual Event in Centennial as part of Colorado Community Media's 2015 "Best of the Best". South Suburban Parks and Recreation District's High Line Canal 5K/10K was also recognized in this category.

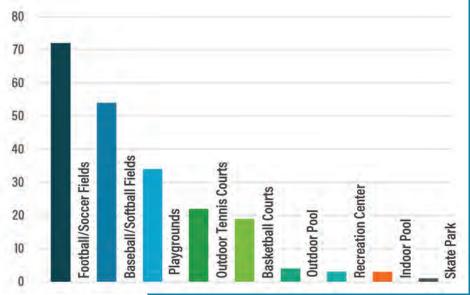
The "Best of the Best" is a promotional contest voted on by readers of Colorado Community Media publications. Nominated businesses that accumulate the most votes in its category during a six-week period are declared the "Best of the Best" by Colorado Community Media.



There are six regional parks serving the Centennial area:

- ► Cherry Creek State Park: 4,200 acres;
- ► <u>Arapahoe County Fairgrounds Park</u>: 210 acres;
- ► <u>David Lorenz Regional Park</u>: 85 acres;
- ► Cherry Creek Valley Ecological Park: 75 acres;
- ▶ <u>Dove Valley Regional Park</u>: 52 acres; and
- ▶ 17-Mile House Farm Park: 34 acres.

These large parks offer multiple opportunities for varied recreation styles. Cherry Creek State Park surrounds the 880-surface acre Cherry Creek Reservoir, providing a natural prairie landscape with camping, picnicking, and other outdoor facilities. Educational recreation is available at the 17-Mile House Farm Park, where visitors can witness a historic landscape while learning about pioneers traveling through the area in the 1860s. The Cherry Creek Valley Ecological Park envisions an educational nature park through the reclamation of a riparian landscape.



Number of Facilities (Does Not Include HOA Facilities)

B-70 CENTENNIAL NEXT

Dove Valley Regional Park, Arapahoe County Fairgrounds Park, and David Lorenz Regional Park focus primarily on active recreation. The Cherokee Trail Park exists through a partnership between Centennial and the Arapahoe Park and Recreation District, and is primarily a passive recreation park. This park provides trail access to Cherry Creek State Park and has the potential for additional park amenities if the public desires.

A total of 170 active recreation facilities are located throughout the City. These facilities include public baseball/softball fields, football/soccer fields, basketball courts, recreation centers, pools, playgrounds, tennis courts, and one skate park. Through public outreach on the 2017 <u>Trails and Recreation Plan</u>, 79 percent of survey respondents said they currently have adequate access to parks and recreation facilities within a 5-minute drive or 10-minute walk from their home or office.

OPEN SPACE ACQUISITIONS

Evidenced by public feedback in citizen surveys and the passage of the Arapahoe County Open Space Sales Tax, residents have expressed a clear desire for more open space, parks, and trails. In 2010, Centennial verified its commitment to strengthening the local and regional green space network by acquiring 50 percent ownership of 107 acres of open space along Cherry Creek in partnership with Parker Jordan Metro District (PJMD). This acquisition made it possible to complete one of the last significant links in the 40-mile Cherry Creek Regional Trail, which spans a scenic landscape from downtown Denver to Castlewood Canyon State Park. Now known as the Parker Jordan Centennial Open Space, this expansive open space oasis is connected to the Cherry Creek Valley Ecosystem Park and 17-Mile House Farm Park; a trifecta of green spaces tied to the Cherry Creek ecosystem. Together, they comprise a regionally-significant network of natural areas which preserve the quality of the environment and offer a plethora of outdoor recreation opportunities for area residents and visitors to enjoy. In 2018, Centennial acquired the remaining 50 percent of the Parker Jordan Centennial Open Space from PJMD for 100 percent ownership.

Among the most recent efforts to protect and secure additional open space was the formation of a partnership with South Suburban Parks and Recreation District (SSPRD), the South Metro Land Conservancy, the Trust for Public Lands, and Arapahoe County to acquire a conservation easement on the Sumac Hill Farm adjacent to deKoevend Park and the High Line Canal. The initiative was successful and the farm is legally protected from any future development. Its 11 acres of open space are set aside for current and future generations to enjoy. As former Mayor Cathy Noon noted in her 2016 State of the City Address, the City is also actively participating in discussions regarding the preservation and restoration of the High Line Canal.



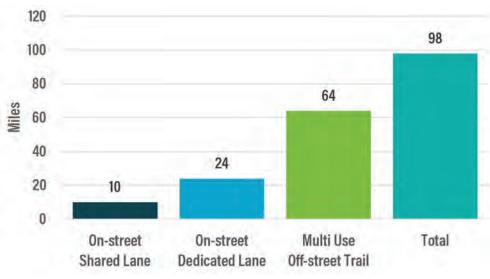


TRAILS

Centennial boasts 98 miles of bike paths/lanes and trails. This trail system ranges from soft-surface, off-street pathways, pathways along drainage corridors to paved, on-street bicycle travel lanes. Though there is a variety and multitude of trails within the City, several gaps in this system leave room for improvement. Though separated pathway multi-use facilities have been developed within individual subdivisions, they often do not connect to the regional trail system. Connections to larger regional trail systems, such as the State Parks trail system, High Line Canal, and surrounding local trails are still desired by residents. These gaps are also found in the on-street bicycle lane network; though designated lanes are available throughout the City, they often discontinue at major intersections, and do not connect to employment centers or civic destinations.

Many sidewalks throughout the City require crossing large arterial roads to make connections, causing significant safety concerns. These sidewalks may provide connections but are not always compatible alternatives to all users, like recreational cyclists or dog walkers.

Connectivity to open space is known to improve quality of life and activity levels, and when these trails connect residences to open space, the benefits are even more vast.



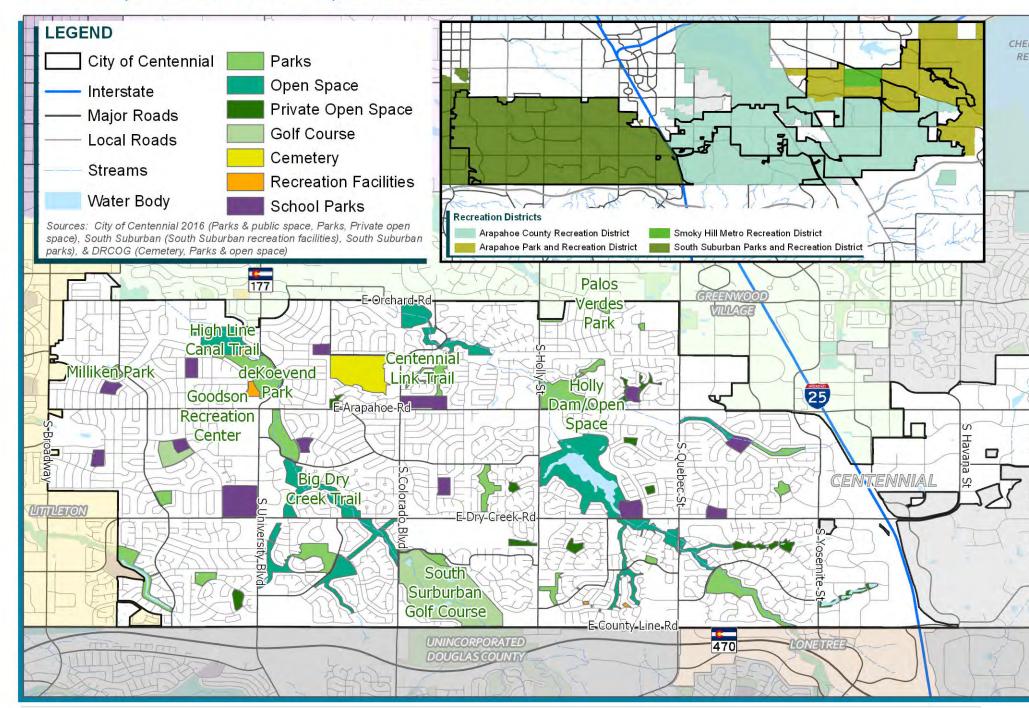
Miles of Trails

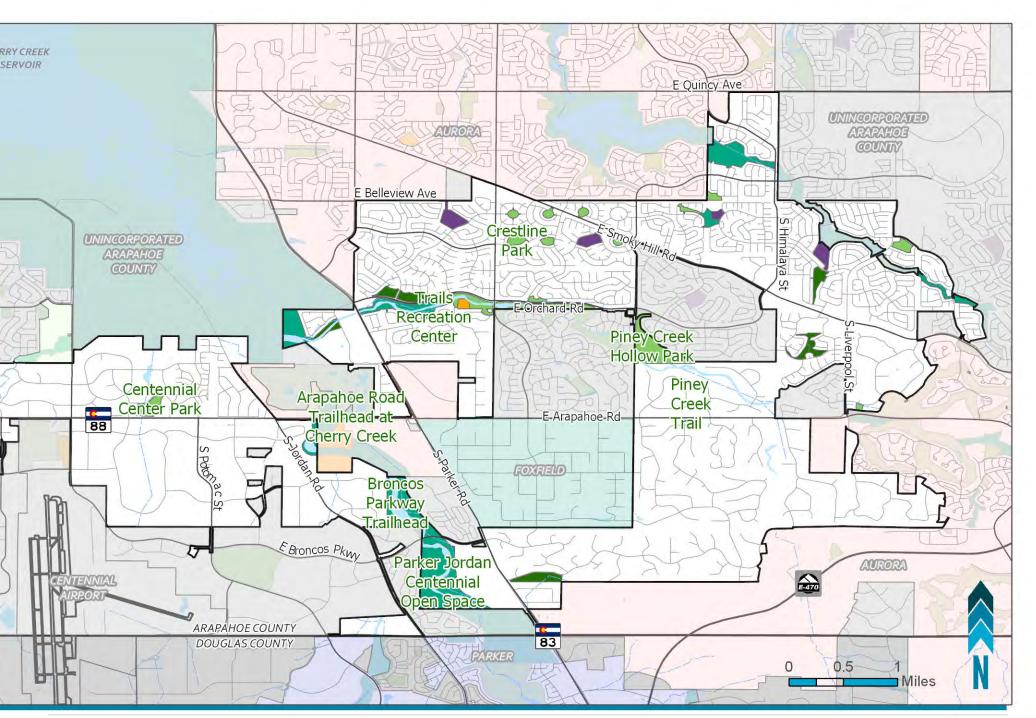
Many nearby trails are found on the west side of I-25 amidst dense residential development and are less available within the eastern residential development, revealing an opportunity for more trail connections on the east side of the City. To develop new trail connections/networks in older, well-established residential neighborhoods is challenging due to lack of easements or public rights-of-way and the desire for residents to avoid construction and increased travel near their homes.

"WHEN YOU ARE SURROUNDED BY NATURE, REMARKABLE THINGS CAN HAPPEN: YOUR MUSCLES FEEL MORE RELAXED, YOU THINK A LITTLE MORE CLEARLY, AND YOU BREATHE A LITTLE BIT DEEPER."

- Harvard School of Public Health, Center for Health and the Global Environment

PARKS, OPEN SPACE, TRAILS & RECREATION





CITIZENS' PERSPECTIVE

Parks, open space, trails, and recreation are very important to Centennial's citizens. In the outreach completed as part of this planning process, community members listed "parks" and "trails" as the top two answers for what they love most about Centennial. "Centennial Center Park", "outdoor spaces and activities", and "open spaces" were also present among the most popular responses. This feedback also comprised the top responses for what the community wants to preserve in the future.

Interestingly, many citizens cited walkability and bikeability as two aspects they love about Centennial, but they were also listed in the top three most common responses on possible improvements. Other recommended improvements included additional trail connections and recreational amenities, and surface level improvements to open space areas to make them more user-friendly for passive recreational use.





Who is Centennial, now?

WHY IT MATTERS

The economic health of the community is essential to the long-term vitality and sustainability of the City and its residents. Commercial development, and retail businesses in particular, provide a large portion of the City's tax base that funds essential municipal services such as police, fire, and roads. In addition, good jobs, healthy infrastructure, and economic diversity all contribute to the high quality of life in Centennial and allow for better economic positioning within metro Denver.

KEY POINTS

- ➤ Wage and salary employment grew at 1.8 percent per year from 2005 to 2013 faster than both metro Denver and the State—and as of late 2016, Centennial's average weekly wage was \$1,317, 12 percent higher than Metro Denver.
- ► Growth has occurred in nearly all higher wage industries.
- ➤ The unemployment rate is at 2.5 percent as of 2017, the lowest it has been since 2007 and in alignment with metro Denver and State averages.
- ► The City's median household income of \$102,237 is significantly higher than metro Denver and the State. The commercial market in the City is strong as the City has been growing faster than metro Denver since 2006. The office market has been particularly strong, as vacancy has dropped 4.3 percent over the past year, and as lease rates have increased.
- ➤ Two significant developments are planned in the I-25 sub area; a 42-acre, 1.8 million square foot mixed-use development in The Jones District south of Dry Creek Station; and the 55-acre Encompass Business Park between East Arapahoe Road and East Fremont Avenue.



Centennial is a unique community in that it incorporated with over 100,000 residents in 2001, the largest incorporation in the country, at the time. With a substantial portion of the City built out, there is a healthy balance of jobs to housing, which is currently at 1.45:1 an enviable position compared to many suburban communities.

The 2004 Comprehensive Plan set forth high-level goals and policies pertaining to economic development in Centennial, shown in the callout box on page B-79. Centennial's size and unique geographic distribution has prompted the subsequent development of a series of sub-area plans to supplement the Comprehensive Plan's vision and address localized issues and opportunities associated with future growth and development. This snapshot highlights some of these identified sub-areas with a focus on economic development issues and opportunities.

B-78 CENTENNIAL NEXT

Centennial has favorable opportunities for additional employment growth. This includes the 42-acre Jones District with plans for 1.8 million square feet of mixed-use development as well as additional business park space east of I-25 along East Arapahoe Road and south to Dove Valley and Centennial Airport.

Like most metro Denver cities, one of Centennial's greatest economic challenges is developing an adequate retail base to generate sales tax revenues to fund City services. In the last decade, the City has made great strides toward this goal with the redevelopment of Southglenn Mall into The Streets at SouthGlenn, the opening of Topgolf, the attraction of IKEA Centennial, and the annexation of Centennial Promenade. Net taxable sales have shown strong recent growth, increasing 4.6% from 2016 to 2017, topping \$1.59 billion.

Despite recent success, the City continues to pursue strategies to maintain and grow its retail base in the face of prevailing retail trends brought on by the rise of online shopping and shifting consumer demands. The way people shop, the goods they are interested in, and the experiences they are searching for are resulting in a seismic shift in the retail industry that has already led to closing big box stores. These shifts threaten the traditional retailing model and will require cities, including Centennial, to be responsive and adaptable to the changes occurring today and anticipated in the future in the retail industry.



Net Taxable Sales

Source: City of Centennial Quarterly Economic Report, Q1 2018, Development Research Partners (DRP).

GOALS FROM THE 2004 COMPREHENSIVE PLAN

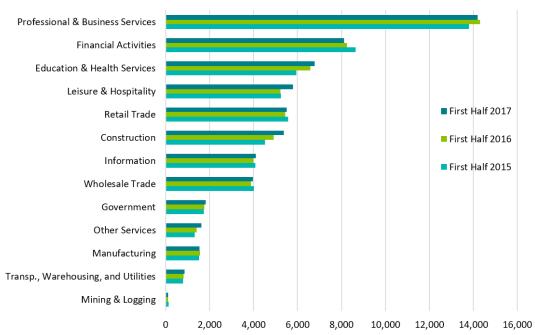
- ► Goal 1: Increase and Stabilize an Adequate Revenue Base
- ► Goal 2: Encourage Revitalization and Reinvestment
- ► Goal 3: Balance Employment, Housing, Transportation/Mobility Options
- ► Goal 4: Market Centennial as an Employment and Business Center
- ► Goal 5: Provide a Business-Friendly Land Use, Entitlement, and Permitting Process
- ► Goal 6: Pursue Art, Cultural, Recreational, Civic, and Tourism Opportunities

ECONOMICS

WAGE AND SALARY EMPLOYMENT

As of 2017, Centennial had a total of 61,216 jobs, up 2.6 percent from 2016. The largest industries by supersector are: 1) Professional and Business Services, 2) Financial Activities, and 3) Education and Health Services, all of which have over 6,000 jobs. Secondary industries—those with 4,000 to 6,000 jobs—include 1) Leisure and Hospitality, 2) Retail Trade, and 3) Construction.

Centennial Employment by Supersector (000s)

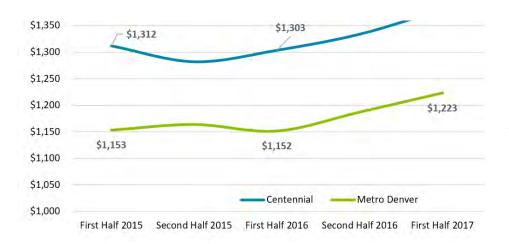


Centennial Employment by Supersector (numbers shown in thousands)

Source: City of Centennial Quarterly Economic Report, Q3 2017. Colorado Department of Labor and Employment, Labor Market Information. QCEW, Development Research Partners (DRP).



From 2005 to 2013, wage and salary employment grew faster in Centennial than in metro Denver and the State as a whole.

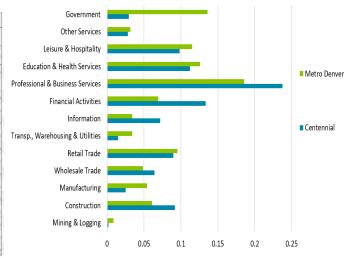


After a slight decline in 2006, the City's employment grew to a pre-recession high of nearly 110 percent of 2005 levels in 2008. After declining to around 101 percent in 2010, it increased steadily through 2013, reaching a high of 115 percent. As of early 2017, Centennial's average weekly wage was \$1,381, 13 percent higher than metro Denver.

Average Weekly Wage for All Industries

Source: City of Centennial Quarterly Economic Report, Q1 2018. Colorado Department of Labor and Employment, Labor Market Information. QCEW, Development Research Partners (DRP).

	Centennial					Metro Denver	
	Employment						
	First Half	First Half	First Half	% Change	% Change	% Change	% Change
	2015	2016	2017	2015-16	2016-17	2015-16	2016-17
Total All Industries	57,366	58,249	59,815	1.5%	2.7%	2.8%	2.1%
Private Sector							
Mining & Logging	125	105	113	-16.4%	7.6%	-15.2%	1.5%
Construction	4,532	4,910	5,382	8.3%	9.6%	6.2%	4.7%
Manufacturing	1,515	1,564	1,530	3.2%	-2.2%	1.5%	1.1%
Wholesale Trade	4,018	3,882	3,984	-3.4%	2.6%	2.3%	1.7%
Retail Trade	5,575	5,449	5,504	-2.3%	1.0%	2.2%	0.5%
Transp., Warehousing & Utilities	794	814	850	2.6%	4.3%	1.4%	5.9%
Information	4,089	3,989	4,114	-2.4%	3.1%	2.1%	0.5%
Financial Activities	8,652	8,248	8,119	-4.7%	-1.6%	3.6%	2.8%
Professional & Business Services	13,808	14,297	14,185	3.5%	-0.8%	2.2%	2.0%
Education & Health Services	5,958	6,576	6,778	10.4%	3.1%	3.7%	0.3%
Leisure & Hospitality	5,244	5,231	5,794	-0.3%	10.8%	4.5%	3.0%
Other Services	1,322	1,409	1,634	6.6%	16.0%	3.8%	5.6%
Government	1,729	1,768	1,824	2.3%	3.1%	2.3%	2.0%



Employment Indicators by Subsector

Source: City of Centennial Quarterly Economic Report, Q3 2017. Colorado Department of Labor and Employment, Development Research Partners (DRP), Labor Market Information. QCEW.

Employment by High LQ Subsector

Source: City of Centennial Quarterly Economic Report, Q3 2017. Colorado Department of Labor and Employment, Development Research Partners (DRP), Labor Market Information. QCEW.

EMPLOYMENT SPECIALIZATION

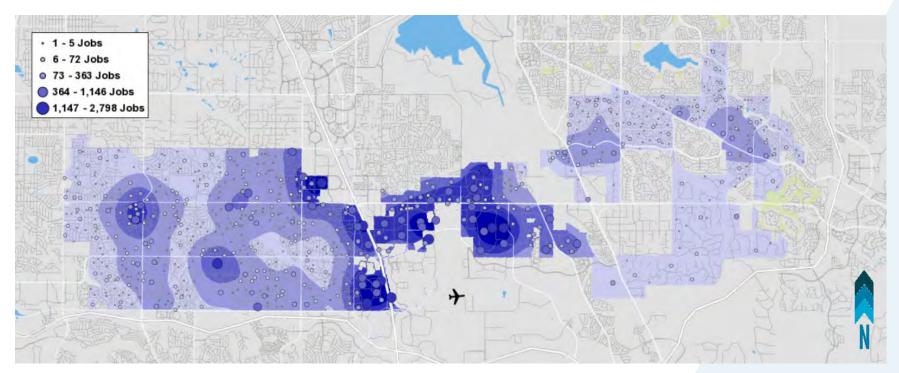
Centennial's industry employment concentration differs from metro Denver as a whole. Both metro Denver and Centennial have a high percentage of employment concentrated in Professional & Business Services (19% and 24% respectively). The next largest specializations for Centennial are Financial Activities (13%) and Education and Health Services (11%), while metro Denver's next largest specializations are Government (14%) and Education and Health Services (13%). Centennial has significantly higher concentrations in Construction, Information, and Financial Activities while metro Denver's higher concentrations are Government, Leisure & Hospitality, and Manufacturing. Centennial's recent highest growing industries have been Leisure & Hospitality and Construction while metro Denver has seen it's highest growth in Transportation, Warehousing, and Utilities.

TOP 20 EMPLOYERS

- . Comcast
- 2. Arrow Electronics
- 3. United Healthcare
- 4. United Launch Alliance
- 5. Oppenheimer Funds
- 6. Nordstrom Bank
- 7. Sierra Nevada Corporation
- 8. Zillow Group
- 9. Standard & Poor's (McGraw-Hill Companies)

- 10. SEAKR Engineering
- 11. Travelport
- 12. US Foods
- 13. AlloSource
- 14. Pearson eCollege
- 15. Haselden Construction
- 16. Cochlear Americas
- 17. Oracle NetSuite
- 18. National CineMedia
- 19. Stolle Machinery
- 20. Cisco Systems

B-82 CENTENNIAL NEXT



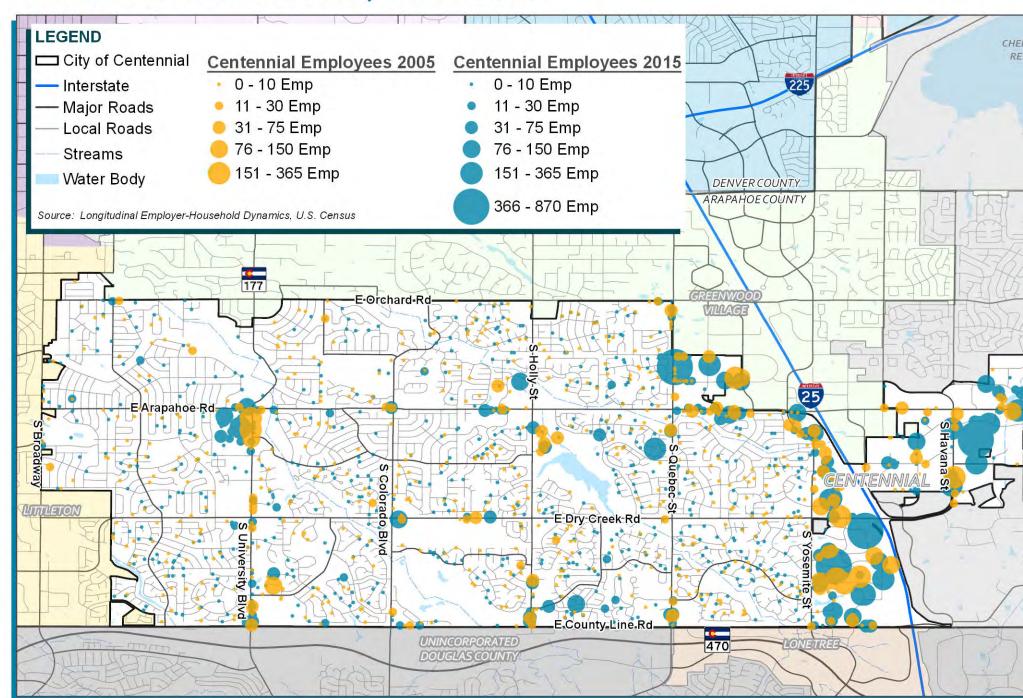
Employment Concentration in Centennial

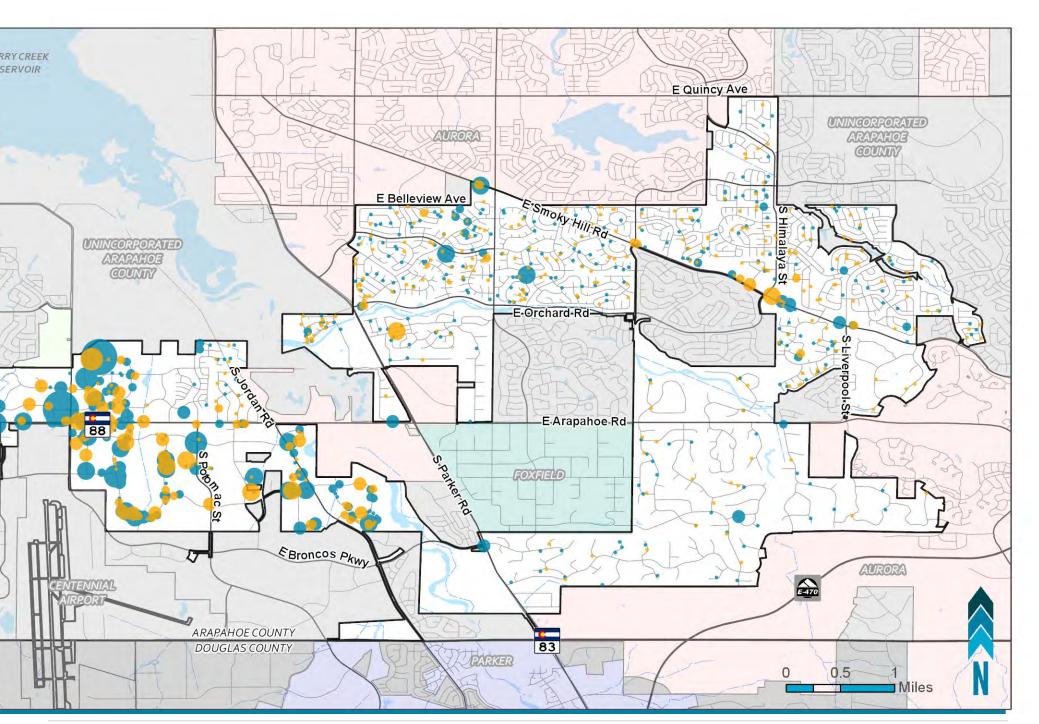
Source: Colorado Department of Labor; Bureau of Labor Statistics; Economic & Planning Systems

EMPLOYMENT CONCENTRATION

Centennial's employment centers are located in several key areas, most of which are in the central part of the City. The west side of I-25 from East Arapahoe Road to East County Line Road has the heaviest concentration, including Panorama Corporate Center and the surrounding corporate office parks. Major employers in this area include Arrow, Comcast, and United Launch Alliance. An extension of this employment center, home to United Healthcare, can be found to the north at South Quebec Street and East Caley Avenue adjacent to the Denver Tech Center. US Foods, Oppenheimer Funds, and several major financial services providers have offices at East Arapahoe Road and South Revere Street north of Centennial Airport. Among the secondary nodes are East Arapahoe Road and South Havana Street (The Zillow Group) and East Arapahoe Road and University Boulevard (NCS Pearson).

EMPLOYMENT GROWTH, 2005 - 2015







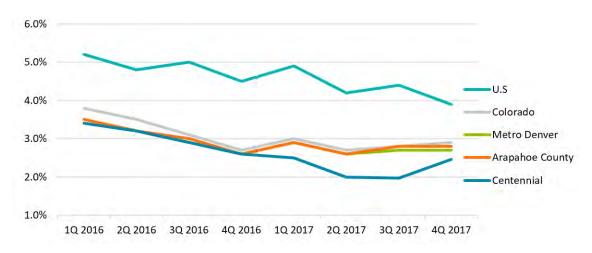
UNEMPLOYMENT

Centennial's unemployment rate has followed a similar trend to metro Denver and the State from 2006 through the second quarter of 2016. From 2006 to 2010, the City's unemployment rate increased from 3.1 percent to 6.4 percent, remaining lower than metro Denver and the State. Metro Denver and State hit peak unemployment levels of 8.7 percent in 2010, while Centennial hit a peak unemployment level of 7.8 percent in 2011. Since that time, all three areas have steadily improved and as of late 2017, the City was at a healthy 2.5 percent while metro Denver and State are at 2.7 percent and 2.8 percent, respectively.

COMMERCIAL **DEVELOPMENT**

From 2006 to 2016, commercial inventory grew 1.8 percent per year, adding 1.9 million square feet. This is nearly four times faster than metro Denver.

As of the first quarter of 2018, Centennial boasts 13.3 million square feet of commercial space, approximately 41 percent of which is office; with the remainder split between retail and industrial/flex space. From 2006 to 2016, commercial inventory grew 1.8 percent per year, adding 1.9 million square feet. This is nearly four times faster than metro Denver, which grew at 0.5 percent annually. The most significant growth was in the retail sector, which added 1.1 million square feet, 45 percent of the City's 2006 inventory. Large increments of space were added in 2008 through 2010 with The Streets at SouthGlenn project and in 2012, with the opening of IKEA Centennial.



Unemployment Rates

Source: City of Centennial Quarterly Economic Report, Q1 2018. Colorado Department of Labor and Employment, Labor Market Information. US Bureau of Labor Statistics, Development Research Partners (DRP).

While the City's commercial market has been growing steadily for the past decade, rents have remained strong and vacancies relatively low. The average office rent in Centennial is around \$20 per square foot—on par with metro Denver—while retail rents of \$19 and industrial rents of \$9 are 15 percent and 7 percent above metro Denver rates, respectively. Office vacancy is a bit on the high side, nearly 11 percent versus 10 percent for metro Denver. Industrial vacancy is also higher than the metro Denver average (11.7 percent compared to 4.6 percent). Centennial's retail sector is the strongest, with only 4.6 percent vacancy, which is slightly above metro Denver's 4.4 percent.



I-25 CORRIDOR SUB-AREA PLANNING VISION:

"The I-25 Corridor Sub-Area should be a vibrant, competitive, and economically healthy hub along the Interstate that has a sense of place, attracts businesses and employers, and takes advantage of the light rail station while maintaining an efficient and safe multi-modal transportation system." From this vision, the overarching goal of the I-25 Corridor Sub-Area Plan is to create a place that is unique, attractive, and inviting.

FUTURE COMMERCIAL DEVELOPMENT OPPORTUNITIES

The I-25 Corridor Sub-Area is one of the leading opportunities for development and redevelopment within the South Metro Denver Area and extends from East Arapahoe Road to East County Line Road (shown on the map on B-20). Over the past decade, the I-25 corridor has experienced tremendous growth- a trend which is expected to continue partly due to the presence and expansion of the RTD light rail system. The study area offers an exceptional opportunity for Centennial to encourage unique and exciting economic and development opportunities.

A significant project is The Jones District, a 1.8 million square foot mixed-use development on 42 acres south of the Dry Creek Light Rail Station. There are also office, light industrial, and flex space development opportunities to the east of I-25 along East Arapahoe Road and south to Dove Valley and Centennial Airport. The 55-acre Encompass Business Park, a large-scale office and industrial development between East Arapahoe Road and East Fremont Avenue, will have thirteen development sites ranging from 14,000 square feet to 150,000 square feet.

I-25 Corridor Sub-Area Plan

The adoption of the <u>I-25 Corridor Sub-Area Plan</u> in 2013 established a framework (refer to the Sub-Area Plan Boundary Map) to ensure portions of Centennial and unincorporated Arapahoe County adjacent to I-25 and Centennial Airport remain vital and competitive during the development of the south I-25 corridor.

The Importance of Centennial Airport

As the second most active general aviation airport in the country, with takeoffs and landings on par with San Francisco Airport, Centennial Airport provides exceptional mobility for corporate travelers and serves as an important employment generator for the region. It is located entirely within unincorporated Arapahoe County and owned by the Arapahoe County Public Airport Authority. Despite the fact the airport is located outside of City limits, its close proximity to the City provides a positive impact on future economic development, employment, and land development

patterns both within the South Metro Denver Area and within Centennial. As such, the Comprehensive Plan and various sub-area plans collectively aim to protect and enhance the future viability of Centennial Airport.



SouthGlenn and IKEA Centennial during this time period. It represents over a 100 percent increase over 2009 levels.



Net Sales Tax Revenue (Millions), 2009-2017 Source: City of Centennial Finance Department



CITIZENS' PERSPECTIVE

In general, residents are proud of their local economy and that Centennial is debt-free. They would like the City to continue to assure the economy remains strong and attractive to prospective businesses and employers.

The <u>Centennial 2016 Citizen Survey</u> indicated that 82 percent of Centennial citizens rated overall economic health as excellent or good; higher than the national benchmark. Other economic aspects with ratings which exceed national benchmarks include shopping opportunities, employment opportunities, and place to work. Additionally, 77 percent of citizens gave positive ratings for business and services and 65 percent gave positive ratings for Centennial as a place to visit. The lowest ratings (49 percent) were given to the cost of living aspect of the economic category from the survey.

B-90 CENTENNIAL NEXT



Who is Centennial, now?

WHY IT MATTERS

Efficient, cost-effective utilities, and access to high-quality services and good schools are important economic drivers and contribute to enhanced quality of life in any city. Often, people decide where to live or locate businesses based on the quality of services available. Emerging trends in technology and innovation are changing the way cities plan for the imminent and rapidly shifting social, economic, and environmental conditions. City governments are responding by taking a more aggressive approach to driving economic development by offering creative incentives and competitive advantages. In the effort to remain competitive and maximize quality of life, cities have begun to prepare for future needs and desires by investing in the modernization of existing infrastructure as well as embracing new forms of infrastructure and technological innovations that may ultimately reinvent the way we experience our built environment.

KEY POINTS

Centennial operates within
a "limited" government
framework that features core
City-employed staff, a number
of contracted services, and a
network of special districts. This
allows for improved efficiency
and cost savings in local
government operations.

Centennial is known as an innovative leader in successfully using both public and private partnerships to provide efficient, high quality, and cost effective municipal services to businesses and residents.

The City's current fiber-optic network includes over 40 miles of underground fiber-optic infrastructure, currently used to provide connectivity for the Intelligent Transportation System (ITS).

City Council recently approved a \$5.7 million Fiber Master Plan to enhance existing fiber opportunities and provide a foundation for more competition, which should lead to increased options for higher internet speeds.

There are 11 Sanitation and 11
 Water Districts, 1 Fire District,
 2 School Districts, and 1
 Library District serving the 4
 City Council Districts within
 Centennial.



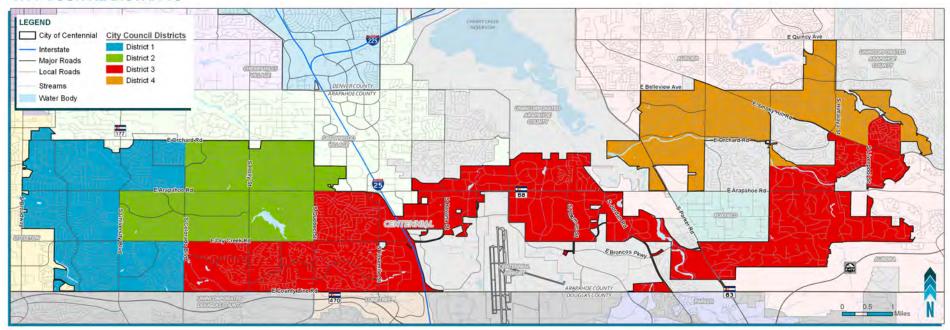
Before the City of Centennial was established, the land was governed by Arapahoe County. It was during this time that residents voted to form special districts to bring much needed services to the area. When Centennial incorporated in 2001, these special districts remained and continue to serve the City today. The special districts collect property taxes and fees to provide essential services throughout the community.

The 2004 Comprehensive Plan set forth three goals pertaining to the provision of utilities and services in Centennial, shown in the callout box on the next page.

Centennial is a highly-efficient city, contracting and partnering with different entities to provide law enforcement and fire protection, utilities, recreation, and other essential community services. Centennial is divided into four City Council Districts, depicted in the City of Centennial Council Districts figure on page <u>B-93</u>. The tables beginning on page <u>B-94</u> show all the special districts currently operating within the City per service category and Council District. It also includes private service providers.

B-92 CENTENNIAL NEXT

CITY COUNCIL DISTRICTS



City of Centennial Council Districts

The City of Centennial is responsible for facilitating and maintaining efficiency through partnerships with special districts, private companies, and other agencies and authorities to successfully provide utilities to residents. Through the City's nationally recognized public/private partnerships and innovative contract business model, it strives to deliver the best value and highest quality services to residents and allow for improved efficiency and cost savings in local government operations.

Mayor Stephanie Piko put it best in her 2018 State of the City Address, "we recognize that when newcomers are considering where to move their families, the safety

of the community and the quality of schools are priorities for families. Our public safety and education partners make Centennial better... Those who know, know the unique relationship this area has with our special districts. The strength and dedication to serve our citizens helps Centennial be a successful community by providing uniquely targeted and needed services to our residents."

UTILITIES AND SERVICES GOALS FROM THE 2004 COMPREHENSIVE PLAN

- ► Goal 1: Assure adequate provision of utility services.
- ► Goal 2: Encourage appropriate educational studies.
- ► Goal 3: Assure emergency services, parks, libraries, and other services.

Special Districts and Service Providers by Council District

CITY OF CENTENNIAL SPECIAL DISTRICTS		
All Council Districts		
Transportation	Regional Transportation District (RTD)	
Flood Control	Urban Drainage and Flood Control District	
Soil Conservation	West Arapahoe Soil Conservation District	
Stormwater	Southeast Metro Stormwater Authority	
Library	Arapahoe Library District	

CITY OF CENTENNIAL SPECIAL DISTRICTS	
District 1	
Water	Southeast Englewood Water District Willows Water District
Sewer	South Arapahoe Sanitation District South Englewood Sanitation District No. 1
Fire	South Metro Fire Rescue District
Parks and Recreation	South Suburban Parks and Recreation District
Electric and Gas	XCEL Energy
Schools	Littleton Public Schools
Metropolitan and Improvement Districts	Southern Metro District
Airport Influence Area	None

^{*}Some of the special districts established for water services in the City of Centennial contract with Denver Water to provide services and therefore residents in some areas may not recognize the designated special district denoted for water in the charts above.

CITY OF CENTENNIAL SPECIAL DISTRICTS		
District 2		
Water	Arapahoe Estates Water District Southeast Englewood Water District Southgate Water District Willows Water District	
Sewer	Southgate Sanitation District Arapahoe County Water and Wastewater Authority	
Fire	South Metro Fire Rescue District	
Parks and Recreation	South Suburban Parks and Recreation District	
Electric and Gas	XCEL Energy	
Schools	Cherry Creek School District Littleton Public Schools	
Metropolitan and Improvement Districts	Cherry Park General Improvement District Greenwood South Metro District Liberty Hill Metro District Suburban Metro District	
Airport Influence Area	None	
*C		

^{*}Some of the special districts established for water services in the City of Centennial contract with Denver Water to provide services and therefore residents in some areas may not recognize the designated special district denoted for water in the charts above.

B-94 CENTENNIAL NEXT

CITY OF CENTENNIAL SPECIAL DISTRICTS	
District 3	
Water	Arapahoe County Water and Wastewater Authority Arapahoe Estates Water District Castlewood Water District District East Cherry Creek Valley Water and Sanitation (Water Only) East Cherry Creek Valley Water and Sanitation Southeast Englewood Water District Southgate Water District Willows Water District
Sewer	Arapahoe County Water and Wastewater Authority
Fire	South Metro Fire Rescue District
Parks and Recreation	Arapahoe County Recreation District Arapahoe Park and Recreation District South Suburban Parks and Recreation District
Electric and Gas	Intermountain Rural Electric Association XCEL Energy
Schools	Cherry Creek School District Littleton Public Schools
Metropolitan and Improvement Districts	Arapahoe Water and Wastewater Public Improvement District Centennial 23 Metro District Chaparral Metro District Dove Valley Metro District East Arapahoe Metro District Foxridge General Improvement District Heritage Greens Metro District Highland Park Metro District Interstate South Metro District Landmark Metro District Panorama Metro District Parker Jordan Metro District Southgate Corporate Center Metro District Suburban Metro District Walnut Hills General Improvement District
Airport Influence Area	Centennial Airport

*Some of the special districts established for water services in the City of Centennial contract with Denver Water to provide services and therefore residents in some areas may not recognize the designated special district denoted for water in the charts above.

CITY OF CENTENNIAL SPECIAL DISTRICTS		
District 4		
Water	Arapahoe County Water and Wastewater Authority Castlewood Water District East Cherry Creek Valley Water and Sanitation District East Valley Water and Sanitation District Havana Water and Sanitation District	
Sewer	Arapahoe County Water and Wastewater Authority	
Fire	South Metro Fire Rescue District	
Parks and Recreation	Arapahoe County Recreation District Arapahoe Park and Recreation District Smoky Hill Metro District	
Electric and Gas	Intermountain Rural Electric Association XCEL Energy	
Schools	Cherry Creek School District	
Metropolitan and Improvement Districts	Arapahoe County Water and Wastewater Public Improvement District Columbia Metro District Liverpool Metro District Parkview Metro District Bonds Piney Creek Metro District Piney Creek Village Metro District	
Airport Influence Area	Centennial Airport	

*Some of the special districts established for water services in the City of Centennial contract with Denver Water to provide services and therefore residents in some areas may not recognize the designated special district denoted for water in the charts above.



INFRASTRUCTURE AND UTILITIES

WATER AND SANITATION

Centennial relies on special districts, private companies, and other agencies and authorities to provide services such as water, gas, phone, fiber optics, energy, and waste disposal.

<u>Denver Water</u> is the supplier for many of the water districts which is a reliable source of raw water for most residents. Denver Water also maintains water distribution mains within the special districts while district staff maintains services. <u>Arapahoe County Water and Wastewater Authority</u> (ACWWA) and the <u>East Cherry Creek Valley (ECCV) Water and Sanitation District</u> obtain and treat their water from other sources. These two districts serve the eastern portion of the City. Sanitation Districts within the boundaries of Centennial do not provide treatment of wastewater, only collection.

B-96 CENTENNIAL NEXT

Wastewater is treated at the Littleton/Englewood or Metro Wastewater plants.

The <u>Water District Map</u> and the <u>Sanitation District Map</u> found on the following pages indicate the areas served by water and sanitation districts within Centennial. Some districts also serve areas outside of Centennial. Most of the water and sanitation districts serving Centennial existed prior to the City's 2001 incorporation and are located on land that is currently built out, so additional capacity is not anticipated. Areas noted on the <u>Sanitation District Map</u> as "septic", are not provided sanitation services from any District within the City.

STORMWATER

The <u>Southeast Metropolitan Stormwater Authority</u> (SEMSWA) provides stormwater management, planning, construction, and maintenance services under an intergovernmental agreement with Centennial for all storm drain facilities except for local street drainage. SEMSWA's activities include:

- ► Planning
- ► Funding
- ► Construction
- ► Acquisition
- ► Operation
- Maintenance

SEMSWA is also responsible for ensuring compliance with National Pollutant Discharge Elimination System (NPDES) and other environmental regulations and strives to educate the public about stormwater quality. SEMSWA is funded through user fees, system development charges, and intergovernmental revenue.

SEMSWA manages the Municipal Separate Storm Sewer System (MS4) process for Centennial and reviews stormwater management plans for construction activities within the City. They also fund capital improvements related to stormwater. The average capital improvement budget is approximately \$3 million per year. SEMSWA often partners with Centennial and the Urban Drainage and Flood Control District on projects located within City limits.

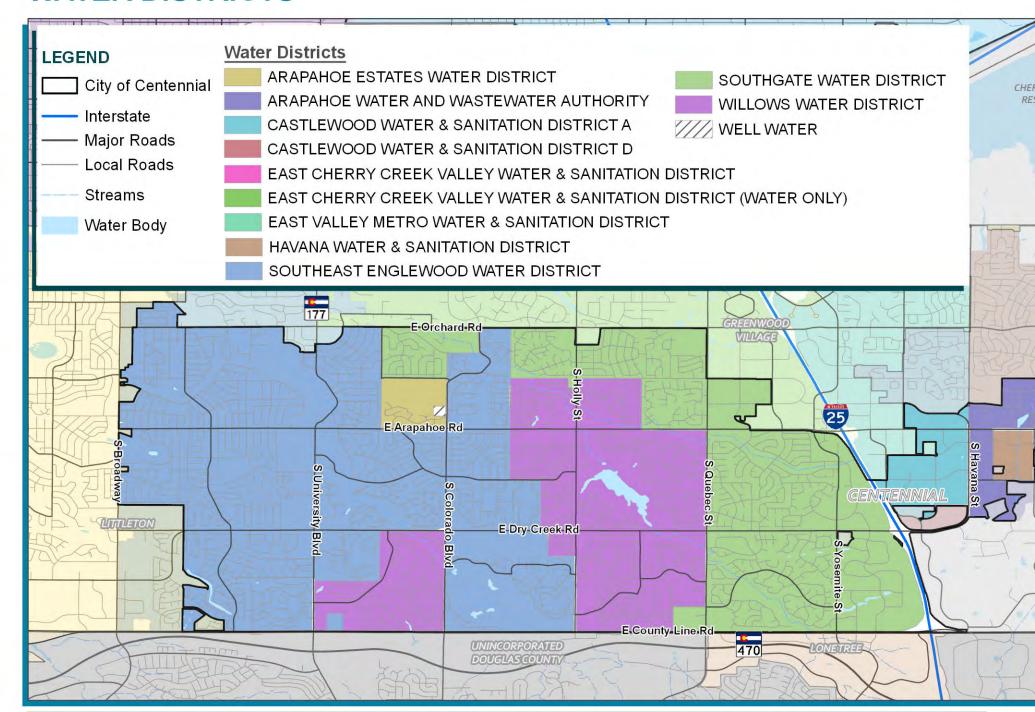
ELECTRIC AND GAS

Xcel Energy and Intermountain Rural Electric Association (IREA) provide electric and gas service to Centennial residents and businesses. The <u>Power Districts Map</u> on pages B-102-103 represents the service areas for electric services.

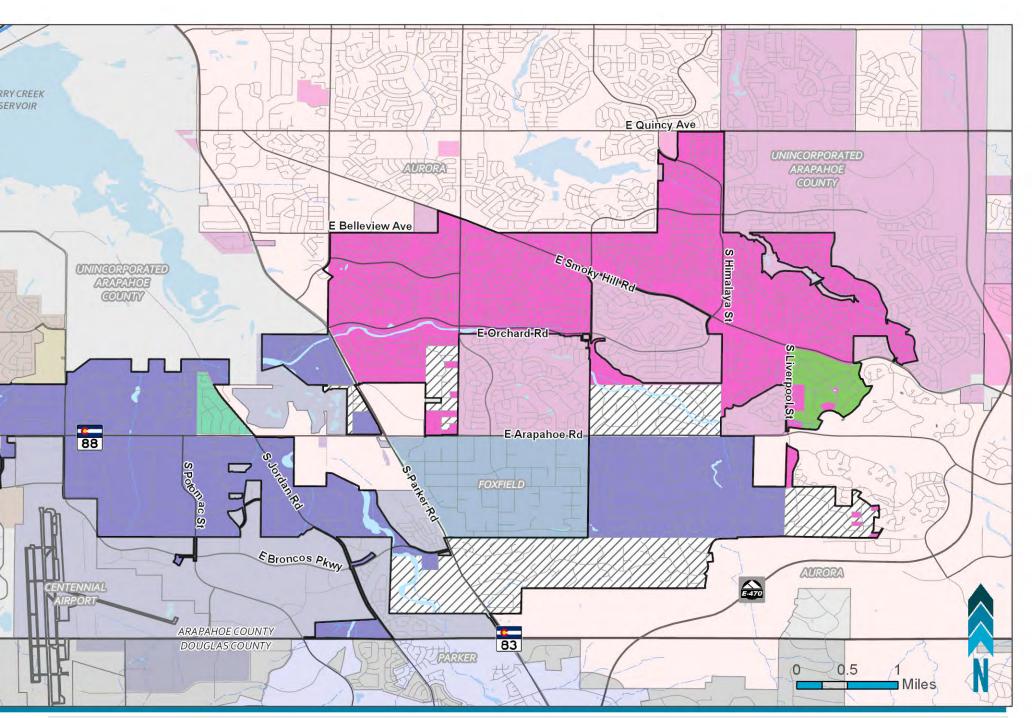


Since the establishment of SEMSWA in 2007, stormwater infrastructure and maintenance has significantly improved in Centennial.

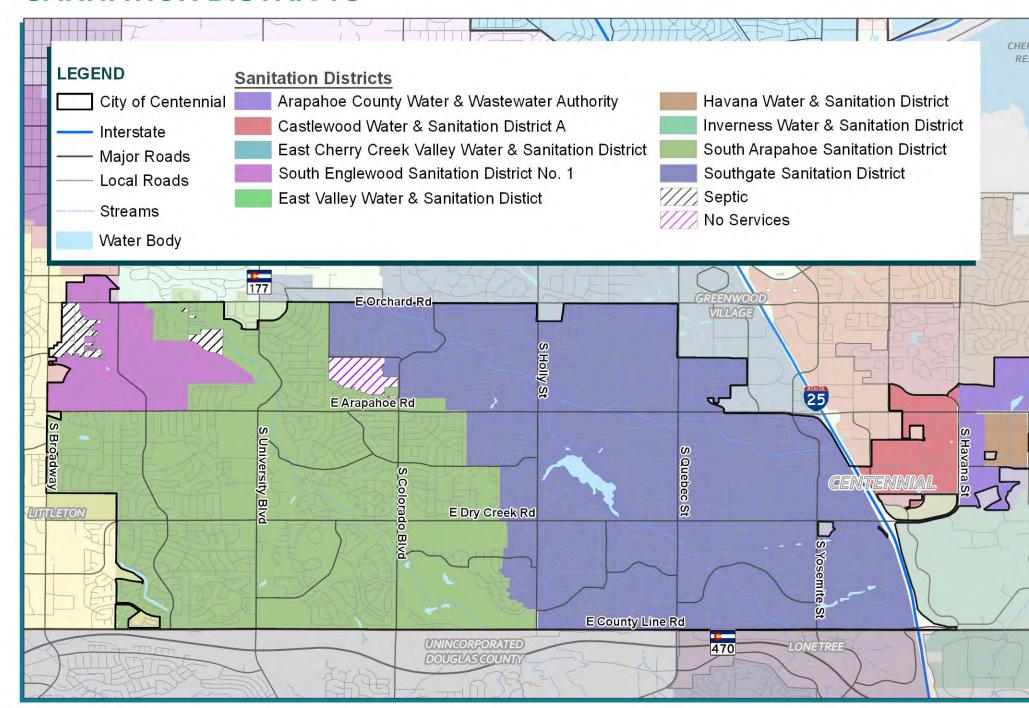
WATER DISTRICTS



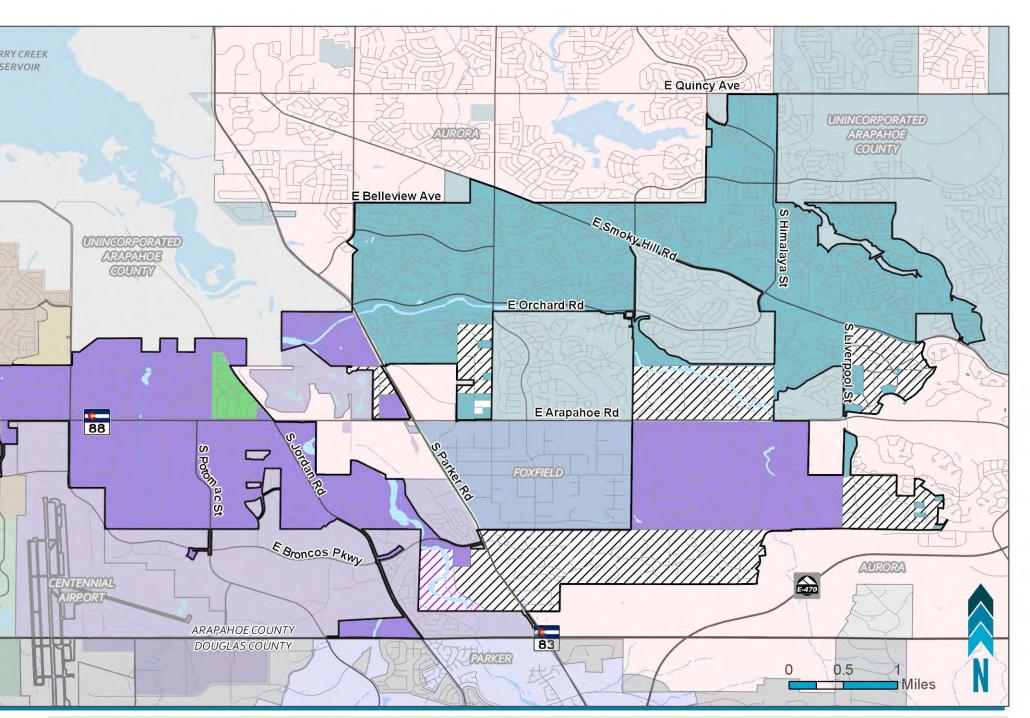
B-98 CENTENNIAL NEXT



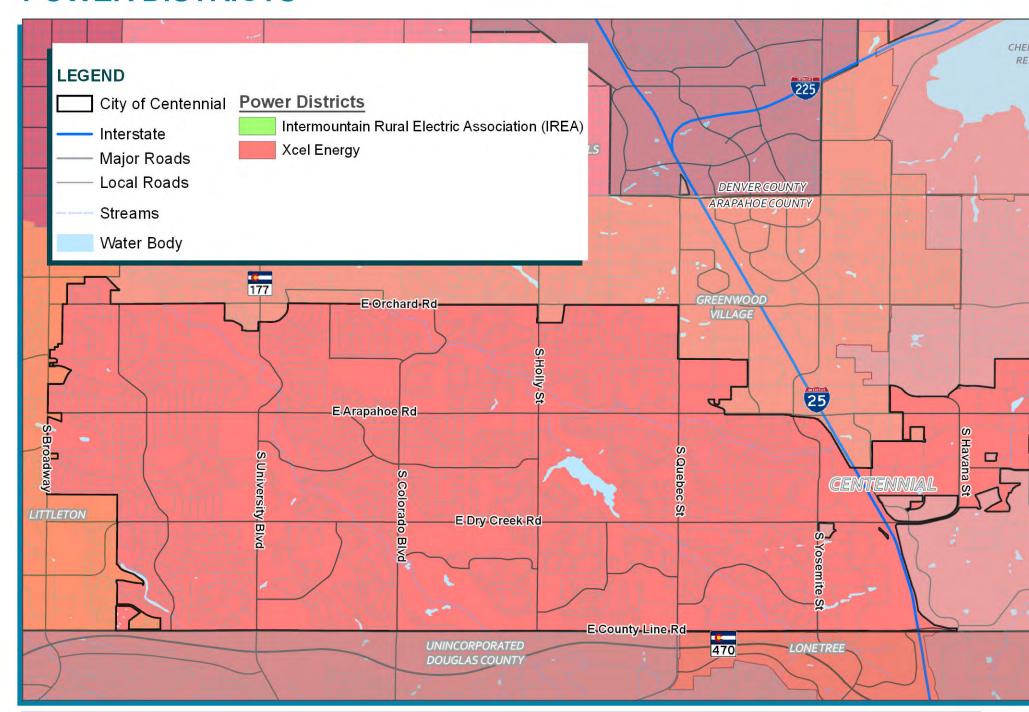
SANITATION DISTRICTS



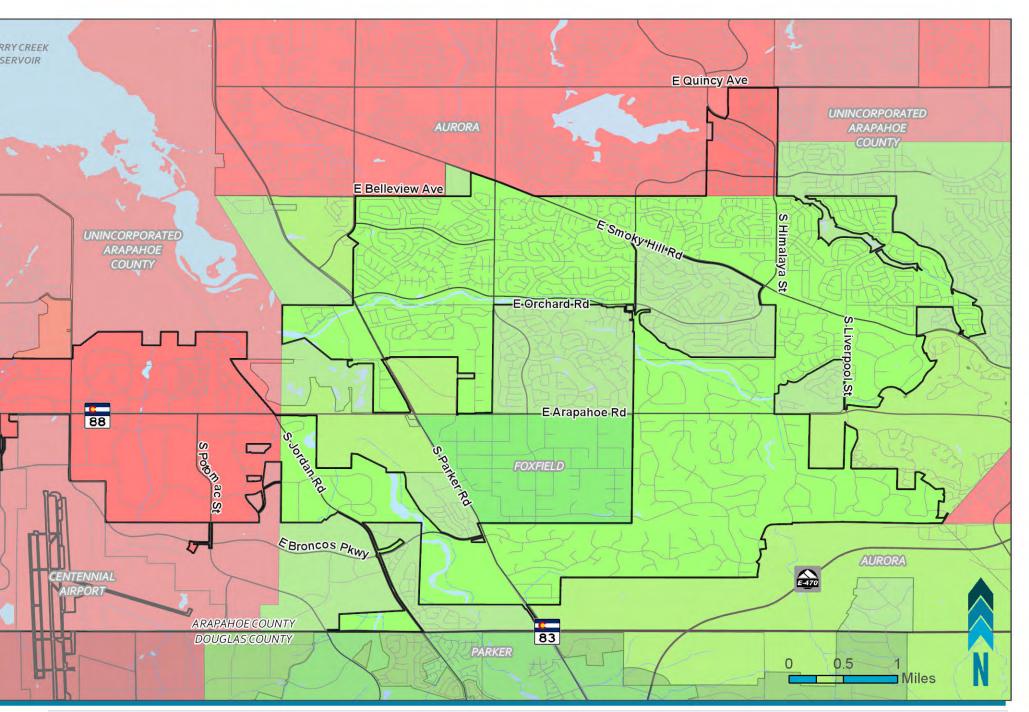
B-100 CENTENNIAL NEXT



POWER DISTRICTS



B-102 CENTENNIAL NEXT





Centennial's current fiber-optic network includes over 50 miles of underground fiber-optic infrastructure, refer to Fiber Infrastructure Map on pages B-106-107. Currently, this network provides connectivity for the Intelligent Transportation System (ITS) which includes City-operated traffic signals, closed circuit television cameras, and traffic signal detection sensors. In 2008, the City began improving connectivity between these assets and are continuing to evaluate opportunities to deploy fiber throughout the community to enhance public services and economic development opportunities.

"WE LOOK FORWARD
TO CONNECTING MORE
COMMUNITY ANCHOR
INSTITUTIONS TO THE
CITY'S FIBER BACKBONE AND
CONTINUING THE POSITIVE
MOMENTUM WE HAVE WITH OUR
BUSINESSES AND RESIDENTS."

–Mayor Stephanie Piko



FiberWorks **FiberWorks**

Centennial dedicated \$5.7 million to implement the Fiber Master Plan

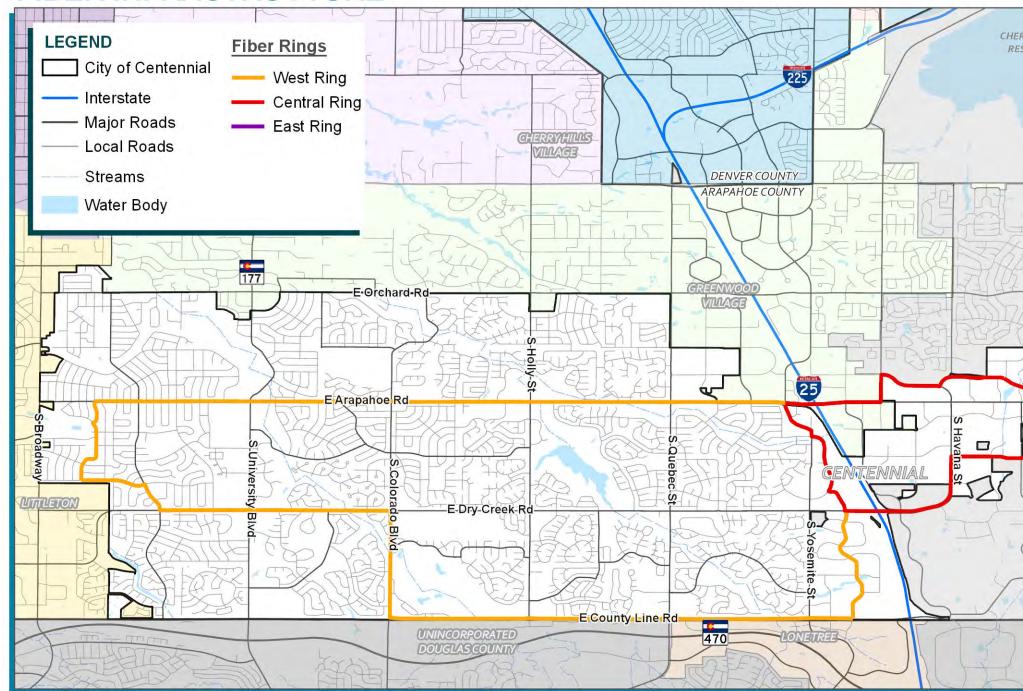
In 2013, Centennial voters overwhelmingly supported the City's intention to create a new fiber broadband infrastructure for the City. City Council committed to providing cutting-edge technology for community anchor institutions and businesses located in Centennial. This is demonstrated by their approval of a \$5.7 million Fiber Master Plan in March 2016 to enhance existing fiber opportunities and provide a foundation for more competition, leading to increased options for higher internet speeds. Today, that plan is taking shape and includes the build-out of more than 50 miles of new backbone fiber.

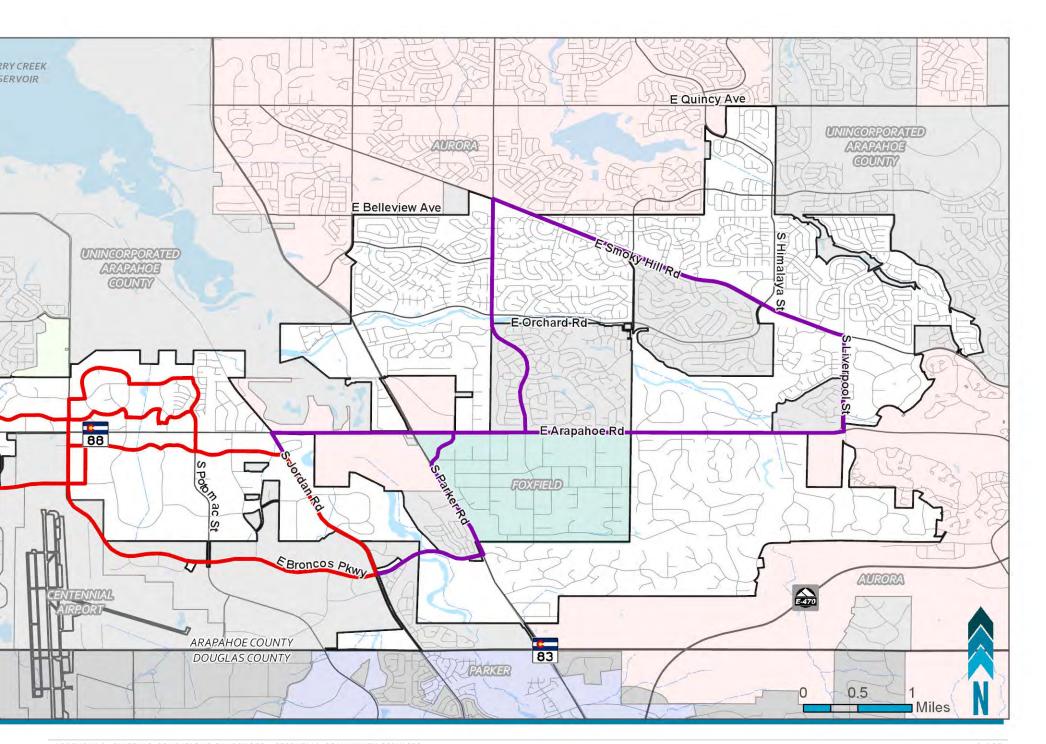
By treating the Fiber Master Plan as a program rather than a project, the City creates processes and procedures to plan and manage the expansion of the network to support more users in and around Centennial and ensure it continues to meet the needs of the City and citizens. This fiber backbone will connect and complete the City's underground infrastructure, connecting key City sites and other community anchor institutions such as schools, libraries, emergency responders, and the City itself. This backbone will enable both existing and new broadband providers to tie into the new infrastructure with the goal of providing better and more competitive choices and services for consumers.

"MUNICIPAL **BROADBAND IS ESSENTIAL 21ST CENTURY** INFRASTRUCTURE AND VITAL FOR ECONOMIC DEVELOPMENT, WHEN CITY COUNCIL APPROVED THE FIBER MASTER PLAN, THE INTENT WAS TO ALLOW OPPORTUNITIES FOR OPEN ACCESS TO THE CITY'S BACKBONE, ENHANCING CENTENNIAL'S INFRASTRUCTURE FOR BUSINESSES, RESIDENTS AND GOVERNMENT AGENCIES."

- Council Member & Fiber Commission Chair Ken Lucas

FIBER INFRASTRUCTURE





COMMUNITY SERVICES AND INSTITUTIONS

A variety of community anchor institutions provide services to Centennial (refer to the maps starting on page <u>B-110</u>). The City is served by the <u>Cherry Creek School District</u> (CCSD) and <u>Littleton Public Schools</u> (<u>LPS</u>), both of which have earned national recognition

for their award-winning academic excellence. Arapahoe Libraries operates four public libraries in the City, providing ample opportunities for residents to gather, explore, interact, and imagine. The Arapahoe County Sheriff's Office and South Metro Fire Rescue District collectively share credit for the City's consistent recognition as one of the safest cities in Colorado.

EDUCATION

The Cherry Creek School District (CCSD) and Littleton Public Schools (LPS) provide youth with an award-winning education, a driving factor that attracts new families who value excellence in education to reside in Centennial. Twelve elementary schools within the CCSD are located within City limits; this includes 11 public facilities and one charter school

Two traditional high schools serve Centennial residents while Endeavor Academy provides an alternative educational format. Arapahoe High School (LPS) is located on the west side of the City and Eaglecrest High School (CCSD) is located on the east side in Unincorporated Arapahoe County. Thirteen schools within the LPS system are within Centennial with three others outside the City limits. Three LPS elementary schools – Peabody, Hopkins, and Highland Elementary Schools – offer preschool options.

Seven private schools offer additional options for residents; two of these offer a Christian-affiliated education for grades preschool through eighth grade. The six other private schools have no affiliation and primarily serve the preschool and kindergarten education levels. Refer to the Community Institutions Map on pages B-110-111 to view the locations of area schools and public libraries.



LIBRARIES

Libraries add value to a community by welcoming diverse populations, serving as informal universities, supporting local art and culture, and being champions for youth. Centennial is lucky enough to be home to four libraries operated through the Arapahoe Libraries system: SouthGlenn, Smoky Hill, Koelbel, and Castlewood locations. These libraries offer users access to computer services, study rooms, bookstores, and programs/classes. The SouthGlenn and Smoky Hill locations offer "The Studio," a soundproof studio with green screens and software to facilitate creativity. Coffee shops and art galleries are just two of the perks of visiting the Smoky Hill and Koelbel libraries. The Castlewood location offers a Makerspace with access to 3D printers, laser cutters, sewing equipment, power tools, and electronics tools.

PUBLIC SAFETY

Centennial is not only one of the safest cities in Colorado but also nationwide. The Arapahoe County Sheriff's Office has played a pivotal role in this designation by incorporating innovative measures to effectively encourage public safety. South Metro Fire Rescue plays a significant role in the increased safety of the City; as of January 1, 2019, South Metro Fire Rescue, provides emergency response services and public assistance to all Centennial residents. Prior to 2018, the City was served by three fire protection districts, Cunningham Fire Protection District, Littleton Fire Protection District, and South Metro Fire Rescue. In 2018, the three fire districts unified under one fire district, South Metro Fire Rescue. Centennial also utilizes neighborhood watch programs and mandatory curfews for minors to help promote safety for all residents.

Community Institutions.



11 Sanitation and 11 Water Districts







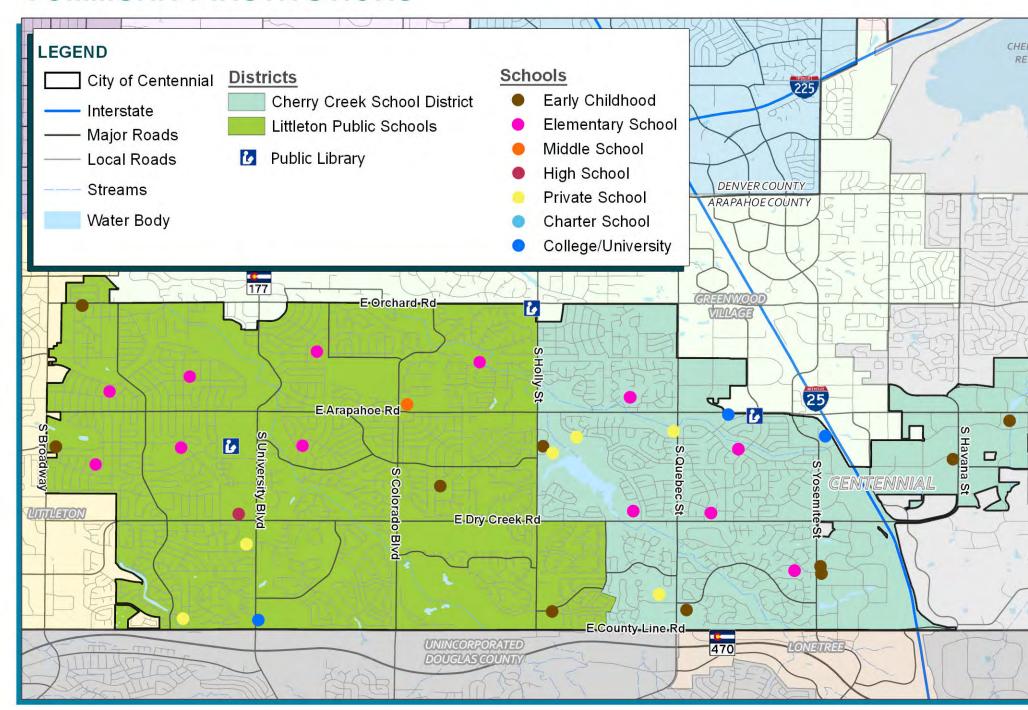
2 School Districts and 20+ Schools

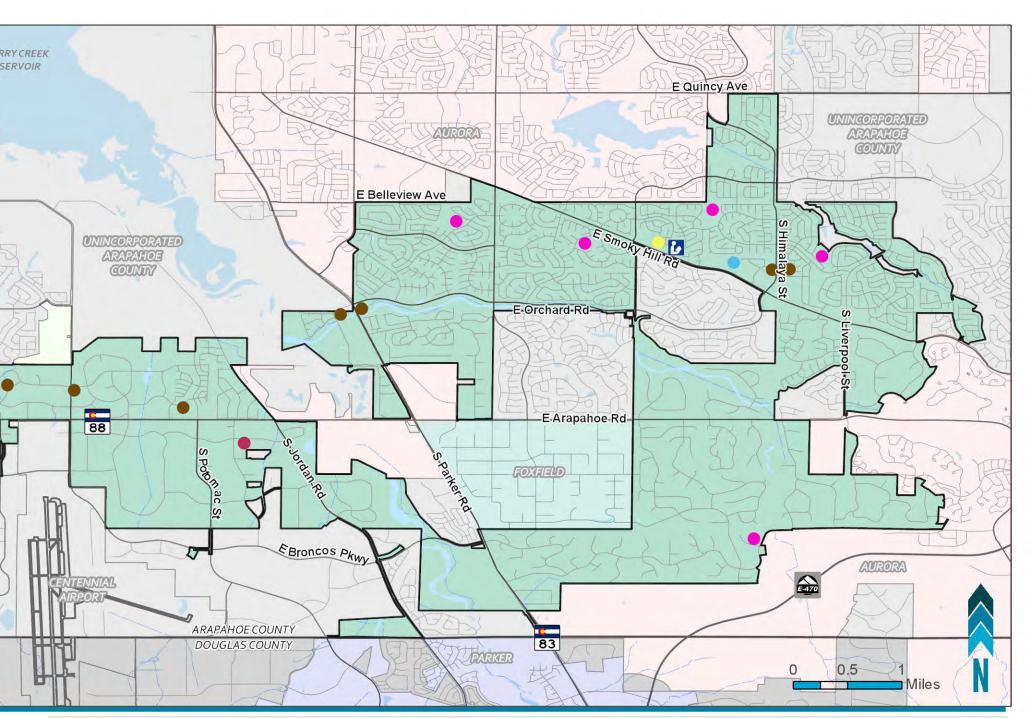
4 Public Libraries

COSTRAIN HTTUCE



COMMUNITY INSTITUTIONS







CENTENNIAL CITY GOVERNMENT

The City of Centennial is represented by nine elected officials: one Mayor and eight <u>City Council</u> Members. Two representatives are elected from each of the four districts within the City. The Mayor serves a four-year term at-large and Council Members are elected for four-year staggered terms. The Centennial <u>City Council</u> works together to provide leadership, balance public needs and interests, establish City policies, and create the City's vision.

City Council also appoints a City Manager to oversee City operations and implement policy decisions determined by the Council. The City Manager directs City department actions and develops policy implementation programs and a variety of special projects.

CENTENNIAL NEXT

There are ten Boards, Commissions, Committees, and Authorities serving on the City's behalf. These groups are comprised of volunteers appointed by City Council. Approximately 63 volunteers are involved in the following Boards, Commissions, Committees, and Authorities:

- ► Audit Committee
- ► Board of Review
- ► Budget Committee
- ► Election Commission
- ► Fiber Commission
- ► <u>Investment Commission</u>
- ► Open Space Advisory Board
- ► Planning and Zoning Commission
- ► Senior Commission
- ► Youth Commission

Public Works Department

With almost 40,000 municipal, township, and county governments in the U.S., Centennial's Public Works Department became the 119th accredited public works agency and the first-ever public-private partnership public works agency in the United States. Centennial's current Mayor Stephanie Piko expressed, "Centennial prides itself on being innovative and doing business differently, which includes innovative partnerships that not only benefit individuals and businesses but also our community and the environment". The City's Public Works Department performs many of the day-to-day services that directly impact quality of life. These services include:

- ► Construction management
- ► Street maintenance and improvement
- ► Issue permits for work within the right-of-way
- ► Snow removal and ice control on municipal streets
- ► Transportation planning
- ► Managing traffic control
- ► Mosquito population control

"THE PARTNERSHIP THE CITY
HAS WITH JACOBS HAS LED
TO THE IMPLEMENTATION OF
EFFECTIVE AND EFFICIENT
PROGRAMS THAT BENEFIT THE
CITIZENS OF CENTENNIAL."

- Mayor Stephanie Piko





Unique City Programs

Centennial fosters unique public participation opportunities for residents of all ages. The City shows support for seniors by promoting active community involvement, providing resources for aging in community and offering a forum for senior ideas, needs, and concerns. The Centennial Senior Commission shares insight into City matters affecting Centennial's seniors by offering hands-on experience and personalized learning which unites community members in resolving concerns and accomplishing beneficial change within the community.

The <u>Centennial Youth Commission</u> delivers a similar experience for the community's 13-18-year olds. The Youth Commission develops community programs and influences policy-making and participates in City-wide events. The Youth Commission and Centennial Municipal Court partnered to implement a Teen Court. Teen Court is a community-based, juvenile intervention/prevention program offering an alternative to going through a regular court hearing. It effectively holds the juvenile accountable for their actions and promotes long-term behavioral changes that lead to enhanced public safety.

Centennial 101 is a free program offered to residents, designed to educate them about the inner-workings of the City. Through the interactive seven-week program, participants learn about Centennial's history, taxes/budget, development/planning, street infrastructure, public safety, fire, and building safety and opportunities to get involved. Graduates from Centennial 101 praise the program, claiming to have an increased sense of community pride and knowledge after attending the courses.

B-114 CENTENNIAL NEXT

"CENTENNIAL 101 SHEDS LIGHT ON THE "SECRET SAUCE" THAT MAKES THE CITY NATIONALLY RECOGNIZED."

-Centennial 101 Graduate Testimonial

Additional Community Resources

Through the City of Centennial, Arapahoe County, and other State and federal programs, a multitude of other resources are available for the members of the community. Caregiving, respite care, home safety/aging in community, and health assistance programs are available to seniors through various companies, the Department of Veteran Affairs, and other organizations. Trusted links to food resources, medical/health websites, financial assistance, social services, housing resources, transportation, and volunteer/work opportunities are offered on the City's official website, centennialco.gov.



CITIZENS' PERSPECTIVE

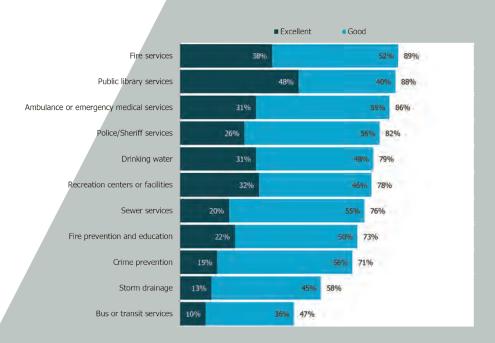
Results from various public outreach completed as part of the **Centennial NEXT** planning process, found residents did not provide a significant amount of commentary related to essential community services in Centennial. This may be because it supports the findings from an earlier <u>Centennial 2016</u> <u>Citizen Survey</u>, which indicated most residents are satisfied with existing services. However, two exceptions appeared in many survey responses: 1) residents want access to higher internet speed options to be provided by the City's new fiber optic network expansion; and 2) increased snow removal services. In fact, snow removal ranked as one of the top five most common responses for what residents would like to improve about Centennial in the future. In 2017, City Council allocated funds to add five additional snow plows to the City's fleet.

Some citizens have noticed inefficiencies and discrepancies in quality among special districts operating under the same service category and thus expressed the desire to consolidate certain special districts; specifically, the parks and recreation and water districts as well as waste/recycling services. One survey respondent explained how acrimony exists between the South Suburban Parks and Recreation District and the Arapahoe Park and Recreation District. He or she believes, "We need to have ONE parks department. All the other districts are working admirably but the fight for open space dollars is unacceptable." A few of the residents who live in areas of Centennial not serviced by Denver Water expressed dissatisfaction with their water quality and a desire for access to alternative options. Overall, citizens seem to love their local schools, libraries, and emergency responders. When residents were asked what they love most about Centennial, "schools" was the third most popular response, "low crime rate/safety" was the fifth most popular, and libraries fell under the eighth most popular response which was under the "community and recreation amenities" umbrella category. Respondents expressed nothing but praise when it comes to these three topics.

<u>Centennial Youth Commission</u> members recommended newer, more progressive police training, considering the recent national spike in police misconduct and violent shootings that have become more common throughout the United States. They shared that they often hear about the desire to initiate a Centennial police force.

Members of the Youth Commission

also shared positive feedback about their schools and educational experience. However, they felt the school districts could do a better job at attracting more students from diverse backgrounds.



Citizen rating of the quality of services not provided by the City of Centennial.

Source: Centennial 2016 Citizen Survey

B-116 CENTENNIAL NEXT

