



November 2014 • Published by the City of Centennial

CENTENNIAL NAMED BEST PLACE TO LIVE!



Centennial received kudos from two major media outlets recognizing the City as one of the best places to live in the America. Centennial rose from number 47 in 2012 to number 13 on this year's *Money Magazine* list and was included on *USA Today*'s list for the first time at number 26. We are honored and excited to be recognized.



Centennial's award-winning schools, beautiful parks and open space, accessible trails, high-tech business environment, growing job market, vibrant shopping and dining developments, and popular Centennial Center Park, make it a desired place to live. But you already knew that!



It's Snow Season. Be Ready.



MORE RESOURCES BEING PROVIDED FOR SNOW REMOVAL

The Centennial City Council has approved additional funding to enhance the level of service for snow removal this winter season. The snowplow fleet will increase from 10 to 15 trucks and additional de-icing material will be available allowing higher rates of application as necessary. The expanded fleet will allow trucks to plow the priority streets in the City more frequently, which should provide a quicker recovery time for the street network after a snow event.

This winter, the Centennial City Council is launching a pilot program for ice removal along residential streets. If certain criteria is met, the removal of ice build-up will occur one time per location as part of this pilot program.

Not all routes in the City are plowed, and service on neighborhood streets is not provided unless authorized by the City during major snowstorms.

Visit www.CentennialCO.gov/Snow for more information on the priority snow plowing system.

IT'S A BIRD...IT'S A PLANE...IT'S A SNOW HERO!

With the snow season upon us, it's time to get those shovels ready and be a good neighbor! Residents and local businesses are encouraged to go the extra mile and be a "Snow Hero" by clearing snow and ice from the sidewalks and parking lots on and near their properties within 24 hours of a snow storm and assisting neighbors who are unable to clear sidewalks themselves. Additionally, it is also important to keep school bus stops, fire



hydrants, power boxes and storm drains accessible and clear of snow and ice.

The Centennial Snow Hero initiative was created in response to community input on the need for snow removal, especially

in business parks and multi-family residential buildings. Entering its third winter season, 146 fellow community members have so far been nominated for showing their 'snowman-ship' by voluntarily clearing snow and ice from sidewalks and parking lots on and near their properties.

Spot a Snow Hero doing good work in the community? Simply visit the mobile site at www.CentennialSnowHero.com or the City website at www.CentennialCO.gov/SnowHero to nominate your Centennial Snow Hero. Nominees will be presented with a Centennial Snow Hero window decal for display and will be recognized on the City website.

BE PREPARED

Winter is just around the corner and residents are encouraged to take advantage of helpful tips to stay safe and warm this winter season.

- Residents should clear snow from driveways and sidewalks onto their yards and not into the street where it can melt, refreeze and cause problems in the future. Clearing snow from gutter areas that are on the south side of a street and are shaded by trees and vegetation will help reduce ice build-up problems.
- When driving, be cautious while snow plows are out on the road. Remember to keep a safe distance between your vehicle and other vehicles on the road, especially large and heavy trucks, as it is difficult for them to stop.

- Prepare a vehicle safety kit in case you get caught in a storm.
 - BC-type fire extinguisher
 - Battery-operated radio/extra batteries
 - Cat litter/sand for traction on ice/snow
 - Flashlight/extra batteries
 - Jumper cables
 - Matches in waterproof container
 - Plastic shelter types
 - Plastic storage bags
 - Chains
 - Compass
 - Shovel
 - Ice scraper
 - Utility knife
 - Light sticks
 - Map of area
 - Road flares
- When out for a cold weather outing with your pet, limit the duration to minimize the chance of frostbite or hypothermia. Brush up on winter safety tips for your pets at www.CentennialCO.gov/AnimalServices.



BUSINESS IS BUSTLING IN CENTENNIAL!

There is a lot going on in the Centennial business community. Below are the latest announcements on development and new companies coming to the City.

SIGNIFICANT NEW COMMERCIAL DEVELOPMENT PROJECT UNDERWAY!

“The Jones District” has broken ground on an exciting new commercial development. Located west of I-25 and within the major crossroads of S. Yosemite St. (to the west), E. Dry Creek Rd. (to the north) and E. County Line Rd. (to the south), the 42-acres of land will be developed into 1.8-million square feet of mixed-use ‘Class A’ space featuring offices, residences, ground floor retail and restaurants. The development will be built over several years and is classified as a ‘Transit-Oriented District,’ providing direct access to the Light Rail system via an expanded access point at the Dry Creek Station.

COMING SOON

Topgolf

Topgolf Centennial will be located at the northeast corner of S. Havana St. and E. Easter Ave., creating 450 new jobs (150 of which will be full-time). Topgolf is the emerging global leader in golf entertainment, with 13 locations serving more than 2.7 million guests annually. Players hit golf balls containing computer microchips that track each shot’s accuracy and distance while also awarding points for hitting targets on the outfield.

Arrow Electronics

Arrow Electronics plans to move its headquarters to a 128,000-square-foot “Class A” office building off I-25 at Dry Creek Rd. in Centennial this December. Approximately 500 employees will locate to this new location. Arrow brings

technology solutions to a breadth of markets, including telecommunications, information systems, transportation, medical, industrial and consumer electronics.

NOW OPEN FOR BUSINESS IN CENTENNIAL



Cavender’s Western Outfitters

In 1965 James R. Cavender took a chance and opened a retail western wear business for men and boys; and the rest, as they say, is history. They have a proud history, and nearly 50 years and 60+ stores later, Cavender’s Boot City and Cavender’s Western Outfitters have become synonymous with the well-dressed Texan. The family-owned and operated store is located in the Centennial Promenade Shopping Center at 9667 E. County Line Rd.

Viewhouse Eatery, Bar & Rooftop

Viewhouse Centennial-DTC, located at 7101 S. Clinton St., is open for business. This new location has 10,000 square feet of outdoor space including a rooftop patio with panoramic views of the front-range, an 8,000 square foot outdoor courtyard called “The Green” with volleyball, a putting green and fire pits. ViewHouse Centennial-DTC is home to a 200” TV - the largest in a restaurant or bar in Colorado. The menu at the new location includes more upscale dining options.

Want to receive the latest business and economic development news in the City? Register for the Centennial Business Monthly e-newsletter at www.CentennialCO.gov/NotifyMe.

Centennial approves \$100,000 tax exemption

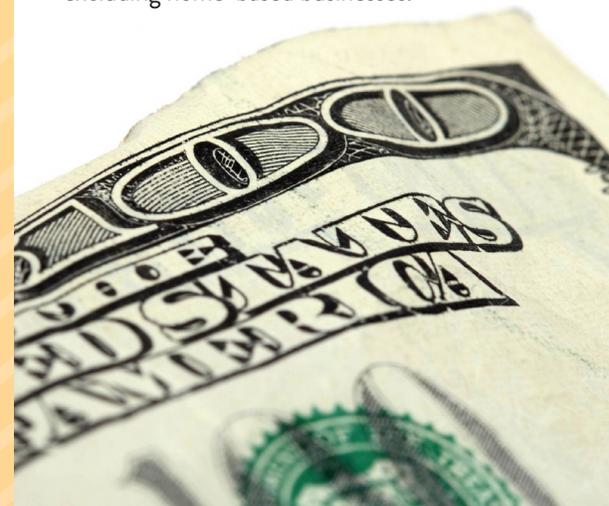
As a demonstration of the City’s commitment to providing a business friendly community, the Centennial City Council has approved a \$100,000 exemption for the City’s share of the Business Personal Property Tax (BPPT). All businesses will automatically receive this exemption and it will appear on their Property Tax statements from the Arapahoe County Treasurer. No application is necessary and all types of businesses from restaurants to manufacturers are qualified to receive this incentive.

Business Personal Property (BPP) includes furniture, fixtures, equipment, machinery, furnishings, security devices, household furnishings, signs, and anything else that is removable.

It is City Council’s desire to establish a tax policy that provides, on a temporary basis, relief from the Business Personal Property Tax burden by increasing the exemption level to \$100,000.

This exemption is at the highest level as compared to surrounding jurisdictions, which provide exemptions ranging from \$10,000 to \$20,000.

The City estimates a decrease in revenue of approximately \$220,000 by implementing this exemption. Currently there are more than 4,000 businesses in the City, excluding home-based businesses.



Featured Service Provider: South Metro Fire Rescue

The South Metro Fire Rescue Authority is an internationally accredited fire agency that serves an area of 176 square miles, a population of 196,000 and is included in seven cities and portions of unincorporated Arapahoe and Douglas County.

The Authority operates 17 fire stations that provide fire suppression and emergency medical services, building inspections, building plan review, education and more. In all, there are 356 employees that work to keep our citizens safe. Most of the Authority's \$66 million budget comes from property taxes.

While technically, there are only two stations in Centennial, two others are just a step outside the City's boundaries and provide regular service to City residents. In 2013, South Metro responded to 3,092 calls in Centennial and 1,316 emergencies in the first two quarters of 2014. Medical calls account for 62 percent of the calls with fire alarms, public assist, and fires making up the rest. South Metro is currently serving about 42 percent of all the fire and medical calls in Centennial.

South Metro also responds to Centennial Airport and has an Aircraft Rescue Fire Fighting (ARFF) team that specializes in aircraft emergencies. The 30 members of this team are housed at Station 35 near Arapahoe Rd. and Peoria St. Team members undergo

more than 60 hours of training to become certified as an ARFF responder. They also spend about 20 hours training each year and test with the state every three years to remain certified.

The South Metro Fire Rescue Authority is governed by a seven-member board of directors. Three of the directors are appointed from and by the Parker Fire District Board of Directors and three are appointed from and by the South Metro Fire Rescue Board of Directors. A seventh director is appointed by the first six. The directors of both fire districts are publicly elected during regular elections, which occur in May of every even-numbered year. The board oversees the budget and strategic plan of the Authority and hires the Fire Chief.

"Serving people like they are family is what we strive for in our department – giving them excellent professional care," Chief Baker said. Please visit www.southmetro.org for more information.



Bob Baker, Fire Chief



PUBLIC OUTREACH UNDERWAY FOR FINAL PHASE OF NEW LAND DEVELOPMENT CODE

The City of Centennial is implementing the third and final phase of the new Land Development Code (LDC). This project involves an update to the City's official zoning map for all commercial properties in the City to the zone district most equal in terms of allowed land uses and building heights in the LDC. The primary purpose of the Code is to protect the character of existing residential neighborhoods, while at the same time making it easier for both residential and commercial property owners to improve their properties without expensive and time consuming processes.

Examples of new protections include: landscape bufferyards between development/ redevelopment and existing residential uses, lighting standards to minimize impacts on

adjacent properties, and community meetings with developers before a project is submitted to the City for consideration. In order to fully implement the third and final phase of the new LDC and its benefits, the City must adopt a new zoning map that brings all commercial properties under the regulations of the new code.

Residents are invited to attend one of two separate open house meetings that are scheduled throughout Centennial. City staff will be available to discuss the project and any potential impacts to specific properties as requested.

ZONING MAP UPDATE OPEN HOUSES (Both meetings are 5 p.m. to 8 p.m.)

Thursday, December 4
South Metro Denver Chamber of Commerce,
2154 E. Commons Ave., Suite 342
Centennial, CO 80122

Thursday, December 11
Trails Recreation Center, Conestoga Room
16799 E. Lake Ave.
Centennial, CO 80016

Public hearings for the commercial zoning map update will be scheduled before the Planning and Zoning Commission and City Council.

Visit www.CentennialCO.gov/ZoningUpdate for more information.

Reasons to prune this winter season

COMMON REASONS TO PRUNE:

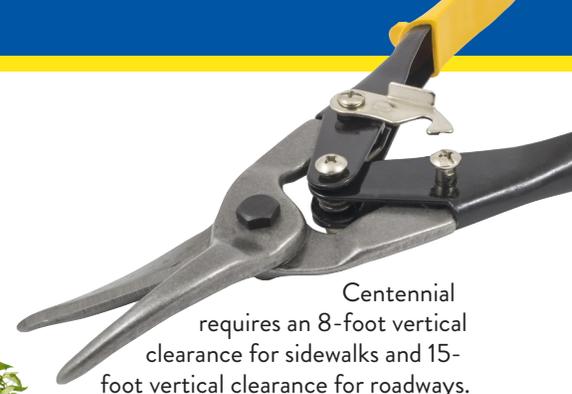
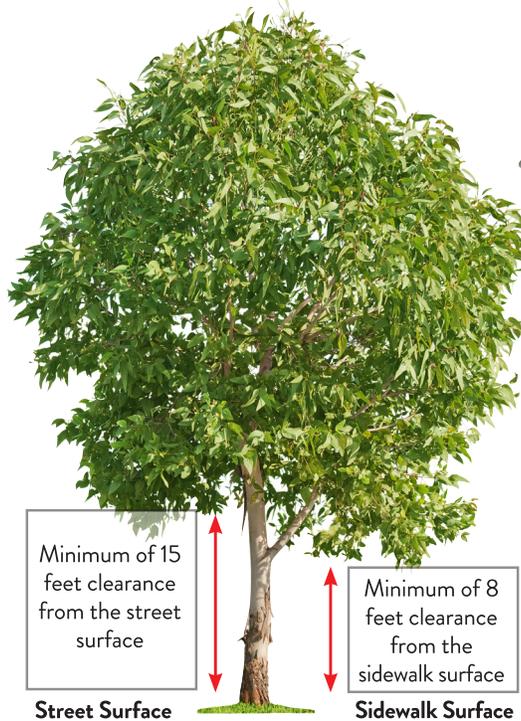
Safety – Health – Aesthetics

OTHER REASONS TO PRUNE:

Avoid visits from your friendly Code Compliance Officers and demonstrate good citizenship!

Did you know residents are responsible for keeping the sidewalks and streets surrounding their property clear of hanging and overgrown vegetation?

For public safety, it is important to prune trees and bushes that may obstruct City rights-of-way and interfere with pedestrian and driver's line of sight. Pruning minimizes the chance of branches falling during a winter storm that could cause property damage or personal injuries. Pruning regularly also keeps your yards and neighborhoods looking healthy and attractive.



Centennial requires an 8-foot vertical clearance for sidewalks and 15-foot vertical clearance for roadways. Trees and shrubs that encroach or overhang public rights-of-way must be trimmed and maintained to allow for the free and full use of all sidewalks and roadways.

Pruning during the winter results in a vigorous burst of new growth in the spring and an aesthetically pleasing healthy landscape. Pruning in the fall is not suggested because decay fungi spread their spores and the healing of cuts may be slower.

ART INSTALLATION ENCOURAGES RESIDENTS TO PROTECT LAKES AND STREAMS IN THE COMMUNITY

A 9-foot drinking straw was temporarily installed in the Parker Jordan Centennial Open Space on September 15. The straw, easily viewed from the Cherry Creek Regional Trail, displays the message, "Think about your drink: Rain runoff becomes drinking water." Stormwater Permittees for Local Awareness of Stream Health (SPLASH), the organization behind the straw idea, hopes the message will remind and encourage residents to truly think about your drink: what can be done at home, school, and business to protect the water that you use every day? The straw will travel to different waterways throughout the South Denver Metro Area to raise awareness about the causes of water pollution.

Rain runoff, or stormwater, is a leading cause of water pollution in the U.S. Rain that falls on impervious surfaces such as streets and parking lots can pick up trash, automotive oil, lawn fertilizer, pet waste and other pollutants as it travels. These pollutants are carried to the storm drainage system, which runs directly into our local water bodies, untreated. Polluted rain runoff compromises the quality of water that is used for drinking and other uses, and can be harmful to downstream users and



This traveling straw encouraging residents to "think about your drink" is located in Parker Jordan Centennial Open Space in Centennial.

aquatic life. Furthermore, the cost to clean up polluted waterways is far greater than simply preventing pollution from reaching waterways.

The good news is a lot can be done to prevent water pollution by making small changes in your everyday life. Regular vehicle maintenance, using phosphorous-free fertilizer, picking up after your pet, and properly disposing of trash are some of the actions you can take to protect and improve local water bodies.

SPLASH is an educational cooperative comprised of water professionals that implement stormwater management programs in an effort to protect and enhance water quality in South Metro Denver.

Visit www.splashco.org for more information about the traveling SPLASH straw and actions you can take to prevent water pollution.



Join us for Centennial 101, a free program to discover how our City works. In just seven weeks participants will understand how Centennial is unique, learn about how our tax dollars are used, experience a mock court trial, and find opportunities to get more involved in the community.

Classes will be Thursdays from 5:30 p.m. to 9 p.m., beginning January 29. Most of the classes will take place at the City's Eagle Street Facility located at 7272 S. Eagle St.

Applications for Centennial 101 are available online at www.CentennialCO.gov/Centennial101 through December 3, 2014. Hurry! Only 30 participants will be accepted for the 2015 class of Centennial 101.

You may be interested in Centennial 101 if:

- You have an interest in your City and community and want to learn more.
- You have been involved in the community, or are just curious how the City works.
- You are new to Centennial – or have lived here since before it was a city.
- You pay taxes and want to know how that money is being spent.
- You love local politics – or hate local politics.
- You like to meet new, interesting people.
- You want to peek behind the scenes.

Visit www.CentennialCO.gov/Centennial101 for more information and an overview of Centennial 101 curriculum.

3rd Annual Holiday Lighting Celebration!



Bundle up and bring your friends and family to join in the fun!
 Enjoy local school choral groups, a visit from Santa, holiday treats and top the evening off with the lighting of our spectacular tree!

*Saturday,
 November 22
 3:30 - 6 p.m.*



*Centennial
 Center Park
 13050 E.
 Peakview Ave.*

SENIOR TRANSPORTATION

Over the next five years, the number of Colorado residents 60 years and older will grow by 30 percent, rising to more than 1 million according to the Denver Regional Council of Governments (DRCOG). Currently it is estimated that 12 percent of Centennial residents are over the age of 65.

Transportation is a major element in maintaining personal independence and a high quality of life and it is important to be informed on all the options available to you in the City. There are a variety of alternative

transportation options in Centennial including, public transportation, paratransit services (door-to-door transit, often limited to those over 65 and disabled), volunteer driver programs, community shuttles, taxis or private driver services, or ride sharing with family members, friends, and neighbors.

Visit www.CentennialCO.gov/SeniorTransportation for more information on transportation options for seniors living in Centennial, brought to you by the Centennial Senior Commission.

ONLINE SURVEY

TELL US HOW WE ARE DOING!



The City of Centennial cares what you think about our customer service.

If you have interacted with our staff please take our survey at www.CentennialCO.gov/Survey and tell us how we're doing!



City of Centennial Offices

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M-F 8 a.m. – 5 p.m.

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www.CentennialCO.gov

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Comments and questions:
Kersten Baldwin, 303-325-8087

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CENTENNIAL CIVIC CENTER

MAIN PHONE NUMBER FOR ALL CITY INFORMATION
24 HOURS A DAY, 7 DAYS A WEEK, 365 DAYS A YEAR

303-325-8000

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Keith Gardner; Council, District 2
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Mark Gotto; Council, District 3
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**Ken Lucas, Mayor Pro Tem
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Stephanie Piko; Council, District 4
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spiko@CentennialCO.gov

C.J. Whelan; Council, District 4
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cwhelan@CentennialCO.gov

Sign up for District E-Newsletters at
www.CentennialCO.gov/ElectedOfficials



Every Wednesday from noon to 1 p.m., Mayor Cathy Noon is at the Centennial Civic Center to speak with Centennial citizens about ideas, concerns, questions – just about anything that’s on your mind. Stop by and say hello!

GET CONNECTED

- @CenntennialGov
- Facebook.com/CentennialGov

SIGN UP FOR INFO

- Emergency Notification
www.ArapahoeSheriff.org • www.SouthMetro.org
- City News - E-News Sign Up
www.CentennialCO.gov/NotifyMe



Traffic Services work to improve the life of residents, one intersection at a time

In September 2013, Centennial Traffic Services received a request from a resident to improve the safety of the intersection at Arapahoe Rd. and Quebec St. for her visually impaired friend, Mark Spielman. During Mark’s 12 years living in Centennial he has had multiple close calls while crossing the street and has even been hit by a car. Traffic Services researched various solutions and completed the installation of an audible pedestrian system at this intersection in August.

Mark now has a greater piece of mind when crossing the street, “I sincerely appreciate

everyone’s involvement and work to install these new signals. It has made it so much easier for me to cross both Arapahoe and Quebec streets early in the morning. I feel safer and more confident when I cross the streets with my guide dog, Banta.”



2G FIBER INITIATIVE: STATUS UPDATE

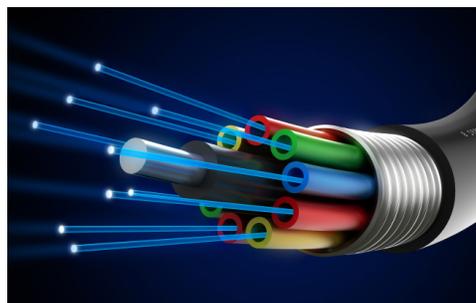
As a result of the overwhelming approval of Ballot Question 2G in 2013, which repealed state restrictions placed on the City related to fiber optics and telecommunications, a committee of City Council and staff has conducted a nationwide, competitive selection process for fiber optic planning and consulting services. The committee has identified a leading consultant team with more than twenty years of fiber optic planning and consulting experience to assist the City with initial next steps, including an inventory of assets and a public input process.

The recommended consultant team will help the City develop best practices for operations and maintenance, gather essential stakeholder input from residents, businesses, and incumbent telecommunications providers, and identify potential opportunities for improving telecommunication services throughout the City. This preliminary work is slated for

completion in early 2015. Results will be presented to City Council for evaluation and to determine further action.

The initial inventory of assets and public input process will provide the groundwork for next steps of the 2G initiative, which have yet to be identified. City Council may use this information to support a comprehensive feasibility study or business plan, or to explore other alternative options developed by the consultant team and the committee.

For more information, visit
www.CentennialCO.Gov/Fiber.



Centennial becomes one of 32 inaugural partner cities in national broadband initiative

Next Century Cities is a new initiative of 32 cities nationwide joining together to recognize the importance of leveraging gigabit-level Internet to attract new businesses and create jobs, improve health care and education, and connect residents to new opportunities.

Next Century Cities will support communities and their elected leaders as they seek to ensure that all have access to fast, affordable, and reliable Internet. Centennial and other participating cities will work with each other to learn about what works - and what doesn't - so that every community has access to information that can help them succeed. For details, visit www.nextcenturycities.org.