



## ECONOMIC DEVELOPMENT INCENTIVES POLICY

The City of Centennial believes that a great City provides a strong and positive foundation for its business community. We've opted for a "green tape" approach to community development, and strive to work collaboratively with our business community to ensure long-term positive outcomes for all parties. **To that end, Centennial will only consider offering incentives for projects that are extraordinary, significantly enhance the community, and meet the goals and objectives of the City.**

### PROCEDURAL REQUIREMENTS

To be considered for an incentive agreement, the requesting party shall submit all available project specifications including a narrative describing the proposed project, a well-developed conceptual site plan including renderings if available, and a comprehensive financial pro-forma to the Economic Development Division. At that time, the Economic Development Manager will analyze the request, perform the economic impact analysis and provide a formal recommendation to City Management.

The City Manager retains the right to determine whether or not the project and proposed incentive agreement will be presented to City Council for consideration. The City of Centennial City Council is the legislative decision-making authority and considers all incentive requests on a case-by-case basis. City Council reserves the right to approve or reject any incentive agreement.

The Economic Development Division in conjunction with City Management and City Council will consider all requests on a case-by-case basis and no project approval or rejection by City Management or City Council shall be considered precedent for future recommendations or decisions.

### PROJECT TYPES

The City of Centennial may consider negotiating an incentive agreement for the following project types:

#### Major Retail Development

A major retail development may be considered for an incentive agreement if the proposed project:

- (1) Represents significant private-sector financial investment
- (2) Promotes a higher and better use of the property
- (3) Provides a positive fiscal and economic impact to the City
- (4) Adds new and unique tenants to the market and/or trade area
- (5) Mitigates any perceived or potential negative impacts to the surrounding area
- (6) Minimizes the impacts of consumer expenditure cannibalization from existing projects in the City

### Major Primary Employment

A commercial development which includes a substantial primary employment component may be considered for an incentive agreement if the proposed project:

- (1) Represents significant private-sector financial investment
- (2) Provides quality employment opportunities for Centennial's citizens and the region  
*Minimum of 50 NEW jobs at a pay rate equal to 66% (not including benefits) of the City's Median Household Income*
- (3) Demonstrates a positive direct and/or indirect fiscal and economic impact to the City
- (4) Mitigates any perceived or potential negative impacts to the surrounding area
- (5) Demonstrates a long-term commitment to the City

### Commercial / Mixed-Use Annexation

The City may provide incentives to enable the annexation of fully developed, partially developed or vacant land that is commercial or mixed-use in nature if the project/property:

- (1) Demonstrates reasonable potential for positive fiscal and economic benefits to the City
- (2) Is a geographically logical addition to the City
- (3) Is reasonably served by the City and its service/infrastructure providers
- (4) Mitigates any perceived or potential negative impacts to the surrounding area

### Redevelopment / Revitalization

A redevelopment and/or revitalization project may be considered for an incentive agreement if the proposed project:

- (1) Meets and exceeds the goals and objectives of the Comprehensive Plan and amendments thereto
- (2) Represents new and significant financial investment
- (3) Provides a positive fiscal and economic impact to the City
- (4) Promotes a higher and better use of the property OR improves the financial performance and viability of the existing property
- (5) Is consistent with the community's vision
- (6) Mitigates any perceived or potential negative impacts to the surrounding area and is respectful of existing adjacent property types

### Exceeding Quality Design Standards

The City may consider an incentive agreement if the proposed project represents superior quality and design aesthetics that substantially and significantly exceed the City's current design standards.

### Sustainable & Environmentally Conscious Development

To promote long-term viability and sustainability in Centennial's urban form, the City may consider providing incentives for projects that are developed in a sustainable and environmentally conscious manner.

## INCENTIVE TYPES

### Planning & Development Processing Commitments

The Planning & Development Department is committed to providing exceptional customer service and ensuring that its applicants experience a quality development process.

All projects are subject to a formal in-person **Pre-Submittal Meeting** in which the reviewing parties provide comments, suggestions, and recommendations prior to formal submittal to ensure an efficient and effective process.

At the request of the Economic Development Division, and subject to approval from the Planning & Development Director or his/her designee, a project may be afforded an **Expedited Review** process. The process, commitments, and timelines for all parties will be determined and agreed upon in writing prior to any expedited review being granted.

### Sales Tax Reimbursements

The City may consider a share-back or partial reimbursement of the City collected portion of retail sales tax generated from the project. All proceeds of a sales tax reimbursement must be utilized for a public or public-related purpose which advances the public health, safety, and general welfare of the community.

Every proposed agreement will be considered individually, based solely upon the merits of the project as defined at that time. No previous proposal or agreement should be considered as a precedent for which other projects will be considered upon.

### Construction Use Tax Reimbursements

The City may consider a full or partial reimbursement of the construction use tax generated by the construction of a project. All proceeds of the use tax reimbursement must be utilized for a public or public-related purpose which advances the public health, safety and general welfare of the community.

### Tax Increment Financing

The City may consider utilizing Tax Increment Financing (TIF) through the Centennial Urban Redevelopment Authority (CURA) only after an urban renewal area has been established. The City will only consider utilizing TIF for projects that are unique, significant in magnitude, and have considerable regional benefit. All proceeds from the TIF must be utilized for public or public-related infrastructure which may include: streets, utilities, street lighting, storm water drainage structures, surface parking, parking garages, fire protection improvements, and other public-related needs.

All private improvements in the redevelopment project area (i.e., buildings, project design and planning expenses) must be solely financed by the project developer.

### Reduction in Fees

The City may consider offsetting all or a portion of the development review fees for commercial projects that exceed the goals and objectives of the Comprehensive Plan and Sub-Area Plan (if applicable), and provide a unique and quality project in terms of product type, tenant mix, and overall physical environment.