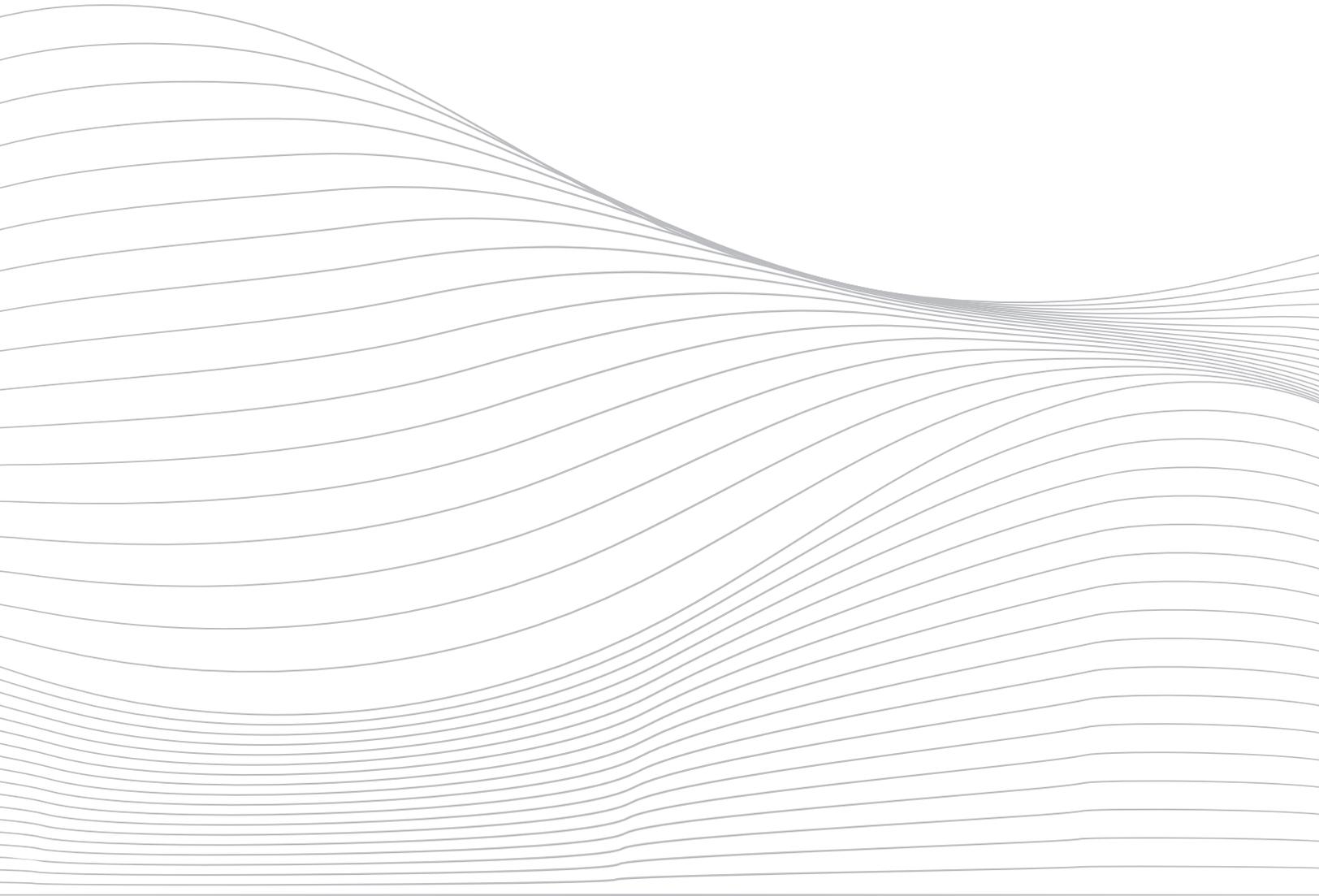


## TAB 1: LETTER OF INTRODUCTION



# Letter of Introduction

## OUR VISION

PCS Group, on behalf of the landowner, SAV Land Holding West, LLC (“Sherman”), is proud to present the Everlea Master Plan to you. We are excited to work with City staff and other stakeholders to deliver an exciting mixed used community that will keep the development activity in proximity to High Point, Gaylord Rockies, Skydance and Painted Prairie moving forward with positive momentum, while continuing to foster commercial and employment growth in this part of the City.

With this part of the City primed for continued growth, we envision Everlea as a key piece of this continually evolving puzzle and feel that this dynamic community is well situated to contribute both needed commercial and residential uses within this part of the City, while aiding in the continued growth due to the proximate to Denver International Airport and the many other amenities in the region.

The proposed Everlea community is located within the MU-A zone district and is designated as Urban District within the Aurora Places Comprehensive Plan.

Everlea is located on approximately 135 acres at the southeast corner of 64th Avenue and Picadilly Road. The proposed mixed-use development consists of commercial, mixed-use commercial and residential uses (for sale and for rent). The plan also provides pocket parks / linear greens, amenity areas, and maintains the large regional park facility at the northwest corner of the site, as desired by the City. These land uses will be positioned to provide unique services and residences to this growing part of Aurora. The development will aim to provide a truly special community and destination for the region through the mix of uses, programmed amenity areas, generous outdoor areas, high quality retail/commercial, along with for-sale and for-rent residential homes.

Below is a breakdown of the different areas and proposed land uses within the master plan.

### Commercial Areas

This master plan envisions just under 27 acres of commercially designated property offering opportunity for a unique village inspired design to kick start the development at this highly visible location along the 64th Ave corridor. There are numerous opportunities for the ultimate development of this property which include commercial pad sites, a food and entertainment hall, hotel(s), event/activity center, restaurants, and offices. The commercial hub will serve as a place where Everlea residents and visitors can walk or ride their bike with family and friends to enjoy a great meal, run a quick errand, gather for work, or spend time outdoors in the community park or along the many surface paths. The development will attract a wide range of purveyors: coffee shop, brewery, quick serve restaurants (QSR), high end or casual dining, local boutiques, bakery, bike shop, entertainment and indoor or outdoor activity-based experiences such as lawn games, sports book (if possible), indoor golf, etc. The outdoor areas provide a backdrop for outdoor dining, movie nights, rotating food trucks and various gathering areas. The commercial parcels within the 26+ acres are flexible enough to accommodate adjustments for the final end-users.

Included within the commercially designated parcels is PA-2. At approximately 2.4 acres in size, this parcel is located adjacent to the community park and high point, and is envisioned to include

an event / activity center that is compatible with the park. While general retail uses are still allowed within this parcel, they will be oriented towards the adjacent streets, and the interface between this parcel and the park will be open to the park with no barriers present. We envision this occurring through the placement of outdoor public uses such as a plaza / outdoor gathering space that is affiliated with an entrance to the event center, to take advantage of this spectacular setting. The vision for this facility would be one that is available to lease or rent, to take advantage of the setting and expansive front range views, to hold events such as: small conferences, weddings, company parties, business retreats, etc.

### **Multi-family Areas**

This master plan includes two multi-family areas to the south of the mixed use commercial areas to serve a transitional role between the higher intensity commercial uses and the single family homes to the south. The western multi-family parcel on PA-4 is envisioned as multi-story residential buildings with an urban flare to compliment the adjacent mixed use commercial and community park. This parcel is anticipated to include 420 multi-family units within it at build out. The parcel to the east (PA-5) is also designated as multi-family, but with a lower density associated with the parcel.

### **Single-Family Attached Area**

The +/- 34 acres identified as single-family attached acts as a transition between the Skydance community to the south and the proposed higher intensity uses on the north portion of this site. Proposed density of this use type is anticipating approximately 370 attached homes in a 2 to 3-story configuration. The single family attached parcels on the site are organized around a central neighborhood park on the eastern side of Everlea, and also adjacent to open space areas and the large community park. It is also expected that the residents in this area will benefit from the fully amenitized neighborhood park.

### **Single-Family Detached Area**

The two parcels identified as single-family detached acts as a transition between the single-family detached homes in the Skydance community to the south, and the proposed higher intensity uses on the north of the Everlea site. At approximately 17.5 acres, the proposed single family detached use is well below the 50% detached residential use threshold consistent with what is allowed in the MU-A zone district. Proposed density of this use type is approximately 88 detached homes in a 2 to 3-story configuration. This SFD area is directly adjacent to a proposed linear park providing connectivity to the regional park and quick access for residents in this area to take advantage of this spectacular amenity.

### **Architecture**

Given the integration of parks and public open space, combined with street orientation, the entire community will feature 360-degree architecture when adjacent to open space and parks. Proposed architectural styles will be rooted in a traditional vernacular while allowing for forward looking design solutions suited to the needs and desires of future tenants and residents, inherently compatible with each other. Proposed Colorado modern interpretations will further reinforce the architectural vision of the commercial and mixed-use districts of the community.

### **Community Park (PA1)**

The current site plan respects the desire of the city to integrate approximately 20 acres of community

park at the northwest corner of the property, in association with the topographical high point. This park has been included, along with a linear open space heading to the south to provide multi-modal trail connectivity to the Skydance master plan, making the regional park accessible to residents beyond the boundaries of the Everlea community.

Additionally, we understand the City's desire to maintain the "high point" of the property while at the same time providing a large park facility for residents and visitors alike to utilize. We are proposing to do this by memorializing the high point within the community park, situated to the south of the proposed event center within the PA-2 commercial parcel. We would like to work with City staff on the most appropriate way to memorialize this significant feature for the area and the positive impact that it can have on the community park and the impressive views of the front range that can be taken in from here. Realizing that infrastructure improvements will be needed to bring a dynamic commercial center to the important 64th Avenue frontage, we believe that there is an opportunity here to do something special with the high point, that responds to the needs of multiple City departments while honoring the intent of the view preservation ordinance for this property.

Sherman has a track record of building attractive, dynamic and successful commercial projects, and is excited with the opportunity to do this within the City of Aurora at Everlea. We believe that by proposing multiple commercial parcels adjacent to the community park, that a truly unique and special destination can be created here. Additionally, by including an 11+ acre commercial parcel at the southwest corner of 64th Ave and Tibet Rd, attractive commercial uses can be integrated to enhance the portion of the property that is visible from E-470. These areas, in combination will respect the intent of the Urban District placetype and bring an intensity of uses to the northern portion of Everlea.

### **Adjustment Requests**

**Adjustment #1: We are requesting an adjustment from Section 146-2.4.8.D.1 regarding residential use limitations within the Mixed Use - Airport (MU-A) portion of the UDO which says that no more than 50% of the gross land areas included in any Master Plan shall permit Household Living Uses or Group Living Uses listed in Table 3.2-1, and no more than 50% of the gross land area in residential use in any Master Plan may be developed with single-family detached dwellings.**

- What are the specific site-related characteristics of your site that have led to the adjustment request?

(Do not include self-imposed hardships or constraints as a justification. Financial constraints may be considered, but only as they relate to unusual site conditions. Do not simply respond that meeting all development standards would be too costly.)

The basis for this request is the specific location of this site relative to market demand and conditions which indicate a much stronger market for residential uses being needed in this area to support the future commercial and employment growth that is desired by the City, and as referenced in the City of Aurora Housing Strategy document. Additionally, airport noise contours inhibit residential development north of 64th Ave, and as such, it is logical to supply the needed residential units south of 64th Ave given this constraint, and the restrictions north of 64th Ave which will bring balance to the uses across the subarea. As discussed with staff, the goal of this request is to create a master

plan for Everlea that is realistic, based upon market conditions while still being reflective of the City's desire for commercial development along the 64th Ave corridor, to promote more timely development of this property.

- What design alternatives have you considered to avoid the adjustment? Why weren't these alternatives chosen?

The only real design alternative that would eliminate this request would be the incorporation of a higher proportion of commercial uses on the site. This alternative was not chosen because we agree with the current market demands which recognize that residential development is needed in this area, to attract employers and fuel future employment growth, and we believe that the amount of commercial proposed within this Master Plan is appropriate and more attainable at this time.

- What measures have been taken to reduce the severity or extent of the proposed adjustment?

The severity of the proposed adjustment has been reduced through the inclusion of almost 27 acres of commercially designated parcels along the 64th Avenue frontage of Everlea. We believe that this commercial acreage is currently sustainable and capable of creating a unique community within this area, while at the same time, providing a valuable tax base to the City of Aurora. Additionally, we are requesting this adjustment to allow up to 53% residential uses within the entirety of Everlea, but we are accomplishing this through the integration of multi-family and single family attached type uses, but we are maintaining the single family detached component at much less than 50% of the residential as required by the MU-A zone district. With this current plan, the SFD component is only about 25% of the overall residential proposed within Everlea.

- What compensating increases in design standards have you proposed to mitigate the adjustment's impact?

We are including high level design standards throughout Everlea to ensure that both the residential and commercial portions of the community are meeting the level of quality that both the City and developer would like to see. These include defining building materials and colors, fenestration, roofing and parapets, scaling elements, building form, massing and façade elements, as well as sustainable building design parameters and pedestrian level streetscape standards. The incorporation of these standards will ensure that the commercial components of this project are attractive and high quality, and will set the bar for future commercial development within this MU-A zone district. Additionally, the wide range of residential unit types proposed within the master plan will mitigate the adjustment's impact by providing both an aesthetic mix and a wide range of product price points within the community, making the community attractive to many future residents, while at the same time addressing the important missing middle housing demographic within the City.