Subject Property: 7900 E. Colfax Ave.
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Why Self-Storage?

• Self-storage is a quiet land use.
• Self-storage provides an excellent buffer between residential and commercial zoning areas.
• Self-storage has very little traffic impact.
  • 13 cars per day on average
• Self-storage facilities have minimal impact on utilities.
• Self-storage provides good tax revenues.
  • Including sales tax from boxes, locks, and other items
  • Property Tax
• Most importantly, self-storage provides a necessary community service.
• Business Improvement District (BID)
  - While the BID will serve as a catalyst for the rest of E. Colfax it is possible that other areas could be included within the service boundaries. *Inside Real Estate News*

• Potential Tax Revenue
  - Our initial estimates indicate we would pay around $170,000 annually in property taxes.
  - Bid Assessment Tax $3,000 annually
  - Retail Sales- $5,000-$6,000 annually

  Total Annual Taxes: $179,000

• Safety & Advocacy:
  - Clean up on April 24th. We would like to sponsor this event.
  - Self-storage facilities are in the business of selling security. This facility will be well lit and will have an extensive security system including cameras, door alarms, and keypad access doors.
Comprehensive Plan 2000

Vision of Success: Compact development will improve neighborhood cohesion, reduce urban sprawl, and connect residents more directly to services and amenities with their immediate living environment. – Comprehensive Plan 2000

Objective 1: Citywide Land Use and Transportation Plan

Objective 2: Denver Zoning Ordinance

Objective 3: Residential Neighborhoods and Business Centers

Objective 4: Land Use and Transportation

Objective 5: Metropolitan Land Use Planning
Objectives 1 & 4: Citywide Land Use and Transportation Plan

**Strategy 1-D:** “Recognize the multiple transportation functions of arterial corridors, as well as their importance for commercial activity and projecting the city’s image.”

1) United Stor-All is the only storage facility serving the East Colfax community.

2) A new, updated facility would better project the City’s changing image.

3) Another self-storage facility will help reduce the number and lengths of trips made by car. This is an established goal of Blue Print Denver in Areas of Change.

- 3 Bus stops in the immediate area of the proposed parcel.
Objective 2: Denver Zoning Ordinance

**Strategy 2-A:** “Zoning ordinance will be supportive of Denver’s competitive economic strengths and its interest in attracting new developments of all types.”

1) E. Colfax from Downtown to Aurora is zoned E-MS. This zoning does not permit self-storage development.

2) Self-storage is a commercial use not an industrial use. 70% of users are residential, 62% of users are women and 50% of rentals come from drive by traffic.

3) 7900 E. Colfax is an infill opportunity to redevelop a vacant parcel along the Colfax corridor. This correlates to the strategies outlined in Blueprint Denver.

4) Self-storage is a neighborhood community business.
Objective 3: Residential Neighborhoods & Business Centers

**Strategy 3-B:** “Encourage quality infill development that is consistent with the character of the surrounding neighborhood; that offers opportunities for increased density and more amenities; and that broadens the variety of compatible uses”

1) The design of our facility will incorporate the character of the surrounding neighborhood. We have local architects that will offer an aesthetically pleasing building design appealing to the surrounding community.

2) The zoning from downtown to Aurora on Colfax does not allow for self-storage development. This has caused a lack of supply in the immediate trade area.

3) Consistency with adopted plans: The proposed development will be compatible with existing surrounding development.
Objective 5: Metropolitan Land Use Planning

**Strategy 5-A:** “Seek cooperation in building a regional agenda for planning and implementing the *MetroVision 2020 Plan*. Key issues include growth management, reduction of sprawl, regional transportation, open space, environmental quality, and metropolitan distribution of community facilities and affordable housing.”

1) **Smart Growth:** This self-storage project will help reduce per capita land consumption by using a small vacant parcel and developing a five story indoor climate controlled facility as opposed to using four to five acres to achieve the same building area.

2) **Millennials and Growth:** As a younger generation gives up living space to enjoy a more urban setting the need for storage grows.

3) **We have thought about incorporating solar and other green initiatives to our development.** Our goal is to have little impact on the environment during construction and many years after.
The proposed building will be constructed immediately adjacent to the sidewalk along Colfax with parking in the rear. This will provide a pleasant transition between adjacent neighborhood and commercial uses.

2. The proposed development will enhance the attributes of the area by re-developing a vacant lot into a community amenity.

3. The proposed development will provide a balance of uses in an underserved area of Colfax.

4. The proposed development will expand transportation choice by offering shared parking solutions in a secure parking lot.

5. The proposed development will enhance environmental quality through site lighting, as well as, noise, vibration and odor mitigation.

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**Blueprint Denver: Guiding Principles**

The guiding principles to achieve the land use and transportation vision of Blueprint Denver for the Areas of Change are:

1. Contribute to the urban design vision
2. Preserve and enhance valued attributes of the area
3. Contribute to the economic vision
4. Expand transportation choices and pedestrian friendliness
5. Protect and enhance environmental quality and Denver legacies
Rezoning Review Criteria

- Consistency with Adopted Plans:
  - The proposed rezoning is necessary to provide land for a community need that was not anticipated at the time of adoption of the City’s plan.
- Uniformity of District Regulations & Restrictions:
  - The proposed use is compatible with adjacent development and existing businesses. The proposed project will have architectural enhancements that improve the existing street appeal of this district.
- Public Health, Safety and General Welfare:
  - The proposed development will include security features such as: video surveillance, door alarms, keypad access and security fencing around parking areas. New construction will enhance the surrounding neighborhoods and increase the likelihood of new development East of Quebec St. on the Colfax corridor.
- Justifying Circumstances:
  - The land and its surrounding has changed to such a degree that it is in the public interest to encourage a re-development of the area to recognize the changed character of the area.
- Proposed Map Amendment:
  - Currently the site is zone E-MS-3. Main street districts are intended to ensure new development contributes positively to established residential neighborhoods and will improve the transition between commercial development and adjacent residential neighborhoods. Self-storage provides and excellent buffer between commercial and residential districts and meets the intent of main street zoning districts.
Closing Thoughts

1.) 7900 E. Colfax and the surrounding area is currently undergoing a positive change and experiencing rapid growth and re-development.

2.) It is in the public interest to rezone this vacant lot to encourage a re-development that will reflect the changing character of the area.

3.) A multi-story self-storage facility will service the community both financially and personally, reduce sprawl, and be an overall positive influence as the Colfax corridor continues to grow and change.
Thank You

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