

# C IMAGINE GREELEY

## COMPREHENSIVE PLAN

*Adopted: 2/6/18*





**Community Development Department**

City of Greeley

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# 01. INTRODUCTION



## OVERVIEW

Founded on the principles of temperance, religion, education, agriculture, irrigation, cooperation, and family values, the original settlers of Greeley envisioned a utopian community on the high plains of northern Colorado. One hundred-fifty years later, contemporary residents again imagine a remarkable future for Greeley, articulated in this 20-year planning document.

This *City of Greeley Comprehensive Plan* becomes the fifth master plan formally adopted by the City Council beyond the original plan for the community in 1869. This update of the City's comprehensive plan focused on targeted updates to help the City and community better address important issues and opportunities that emerged since the prior plan's adoption in 2009. As part of this update, the plan was also reorganized to more clearly communicate the varying levels of policy guidance provided. Community input during the development of this Comprehensive Plan was gathered through a public outreach process called *Imagine Greeley*.

Informed by data, trends, current conditions, and community input, this Plan serves as a roadmap that will guide City policies and decision-making towards the community's shared vision for the future. The vision (see Chapter 2) is interwoven throughout the Plan and forms the basis for its goals, objectives, and implementation actions. Together these components seek to answer the following questions:

- What is our desired future?
- What are our shared values as a community?
- What are the ideals we are striving for?
- What specific outcomes are we seeking to achieve through day-to-day decision making?
- What specific steps will we need to take to accomplish these?

Achieving the Plan's vision will require an ongoing and long-term commitment on the part of City staff, elected and appointed officials, and members of the community. At the same time, this Plan acknowledges that the vision, core values, goals, objectives, and implementation actions may need to change in the future in order to address new issues or take advantage of new opportunities that were unforeseen when the Plan was first adopted.

Greeley is a great city; together we can make it even better!

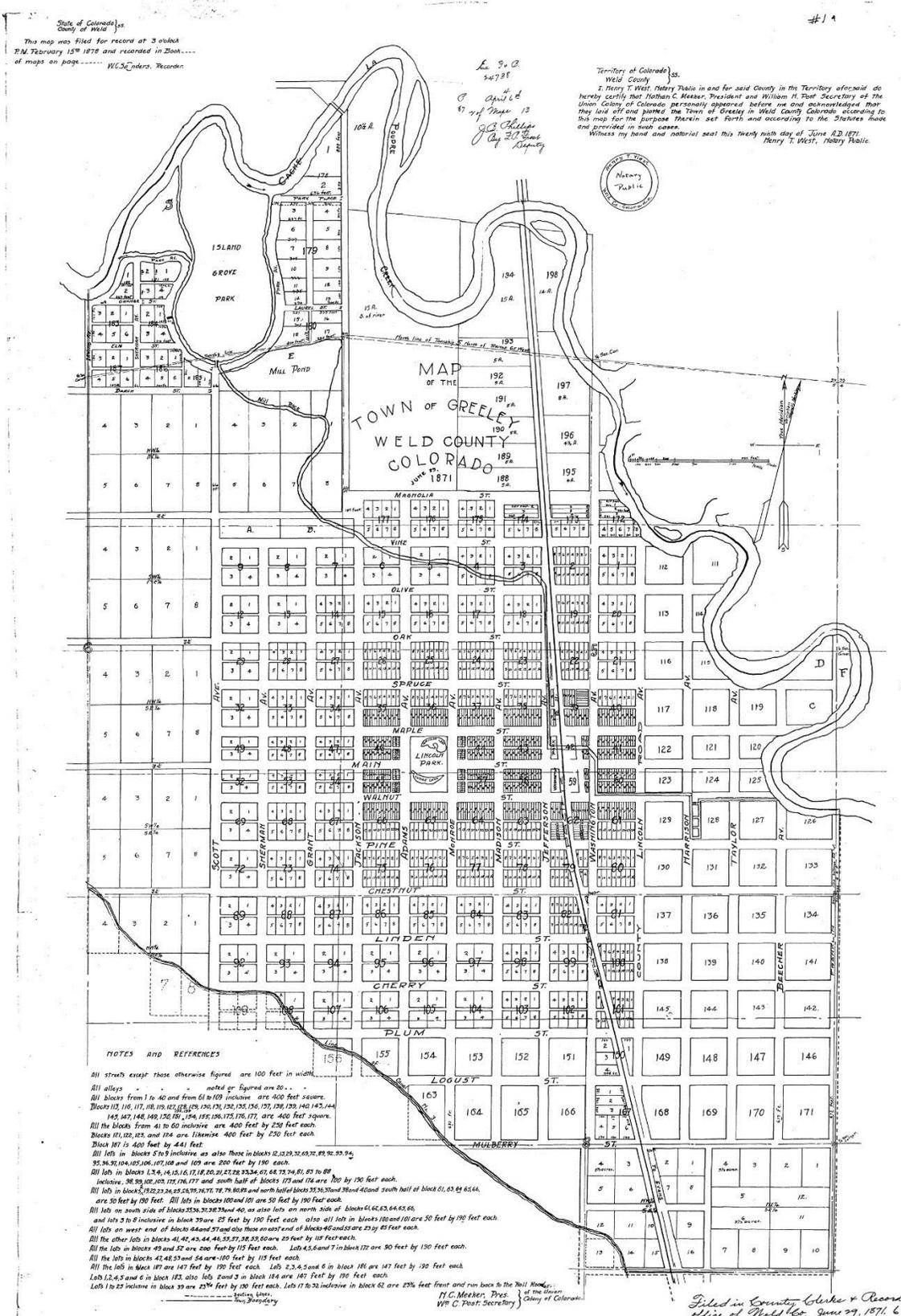
## **ABOUT GREELEY**

The City of Greeley was conceived as a utopian agricultural colony by Nathan Meeker, a journalist with the *New York Tribune*. Meeker's idea for establishing a town in the western United States was inspired by a previous trip to the Colorado Territory and his participation in another utopian settlement in Ohio. Supported by the *Tribune's* editor, Horace Greeley, Meeker's call for colonists greatly exceeded his expectations, with more than 3,000 people inquiring about the opportunity to found a new settlement in the West. Meeker, Greeley, and more than 700 colonists formed the Union Colony, and set about locating an appropriate site to settle.

In early 1870, a "Locating Committee" considered locations for the Union Colony in Colorado, Wyoming, and Utah. Ultimately, a 60,000 acre site lying between the Cache la Poudre and South Platte Rivers was chosen. In addition to having fertile soil, the site was located along the Denver-Pacific Railroad between Denver and Cheyenne. The layout of the settlement was inspired by Northampton, Massachusetts and Painsville, Ohio, two eastern towns whose layouts were notable for their central park and tree-lined streets. Streets in the Union Colony were organized in a grid. Streets running north-south were called avenues and named for famous Americans. Streets running east-west were called streets, and named for species of trees. In all, the original plat for the colony included 660 residential lots and 483 business lots, with a number of lots reserved for civic uses, such as schools, a town hall, churches, and a courthouse.

The colony prospered, increasing in population from 480 in 1870 to 2,177 in 1885. Due to its size, Greeley was able to incorporate as a town under state law, and did so in 1886. In the coming decades, the city continued to grow and prosper. A number of civic and cultural buildings and organizations, as well as infrastructure and utilities needed to serve the growing city were built during this period. At the start of the 20<sup>th</sup> century, immigrants from Russia and Sweden, followed by immigrants from Mexico, arrived to meet the community's need for agricultural laborers, adding to the diversity of Greeley. As the city grew, it needed a new vision and tools to help guide growth. Following the City of Denver, Greeley adopted its first zoning ordinance in 1929 based on a report completed by S.R. DeBoer, the City Planner and Landscape Architect for the City of Denver. The plan introduced districts for residential, commercial, and industrial areas of the city, and has since been updated to meet the community's changing needs.

# 1871 Plat Map of Greeley



**NOTES AND REFERENCES**

All streets except those otherwise figured are 100 feet in width.

All alleys  $\frac{1}{2}$  or figured are 20 feet wide.

All blocks from 1 to 40 and from 61 to 103 inclusive are 400 feet square.

Blocks 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000.

Courtesy of City of Greeley Museum's Permanent Collection

Today, Greeley is the twelfth largest city in Colorado and is the county seat and most populous city in Weld County. It is located approximately 50 miles north of Denver, and is even closer to other large cities in Northern Colorado, such as Fort Collins and Loveland. US Highway 34 links the city with I-25, and north/south highways such as US Highway 85 provide access to points north and south of the city. Greeley has developed into a cultural and academic hub, hosting educational institutions such as the University of Northern Colorado and Aims Community College. Greeley also boasts an affordable cost of living and high quality of life, a combination not found in many other communities along the Front Range.

## ABOUT IMAGINE GREELEY

### Process Overview

*Imagine Greeley* was the name given to the public engagement campaign used to collect input and feedback from the community on issues and opportunities facing the community, on key policy choices, and on the goals, objectives, and implementation actions included in this Comprehensive Plan. The process represented an opportunity for us as a community to take a step back, evaluate where we are today, imagine where we'd like to be in 20 years, and devise a strategy for getting there. *Imagine Greeley* kicked-off in late 2016 and ran through the end of 2017. Over 1,000 residents influenced the development of this Plan, helping to better align it with our collective vision for the future of our community.

### Data Collection

The first step in the *Imagine Greeley* process involved the collection of data on a broad range of community conditions. The majority of the data collected was “best available.” In some cases, available data was several years old. Other data was only available for Weld County as a whole, rather than specific to the City of Greeley. The data collected was used as a baseline to compare recent progress of the community, as well as achievements and conditions against other communities and state averages. This information served as a starting point for identifying community strengths, as well as areas where change may be needed in order to achieve the vision and goals set forth in the community’s previous comprehensive plan, the *2060 Comprehensive Plan*. The information collected covered a range of subject areas. This supporting data can be found in **Appendix A** and **Appendix B**.





## **2060 Comprehensive Plan Audit**

In addition to data collection, an audit of the *2060 Comprehensive Plan* was completed to assess where progress had been made since that plan's adoption in 2009 and where gaps in existing goals and objectives existed. The audit confirmed that progress had been, or was being made, on the vast majority of the goals, objectives, and strategies contained in the *2060 Plan*. A summary of progress made and areas for improvement is available for each of the *2060 Plan*'s elements in **Appendix C**.

## **Focus Areas & Working Groups**

The results from the data collection and plan audit led to the identification of five focus areas, or areas where additional research and attention were needed due to the importance of these topics and/or the lack of policy direction provided in the *2060 Comprehensive Plan*. Focus areas included Housing Access, Growth and City Form, Economic Health and Diversification, Livability, and Public Capital and Operations Planning. These areas served as the basis for the formation of Working Groups, comprised of interested residents, subject matter experts, and community members working in related fields. Following the public kick-off event held in March 2017, the Working Groups reviewed existing goals and objectives from the *2060 Plan* and provided recommendations for edits and additions to be included in this updated Comprehensive Plan.



## **Community Engagement**

In addition to the Working Groups, opportunities for the community-at-large to participate in the *Imagine Greeley* process were provided through in-person meetings and online activities. These opportunities coincided with key points in the process, and were intended to capture input and feedback from a range of interested community members and stakeholders. Additional “road show” presentations were given to a number of community groups in order to publicize the process and encourage participation in engagement events. Specific stakeholder groups, such as University of Northern Colorado students, were also engaged to ensure the Plan represented the wide range of interests present in the community. Approximately 500 people participated in these events and 800 people visited the website and responded to online surveys. An additional 200 residents subscribed to the project's email newsletters. A summary of public input received during the process can be found in **Appendix D**.

## **Priority Community Improvements**

Updating the Comprehensive Plan was just one of two distinct, but interrelated efforts addressed through *Imagine Greeley*. The second effort includes the identification of top community priorities to maintain Greeley's quality of life in the face of projected population growth. This will draw from the feedback received from the community during the Comprehensive Plan update to help inform capital improvement planning and public investment campaigns designed to fund major community improvements over the coming years.

## **ABOUT THE PLAN**

### **Plan Overview & Administration**

This Comprehensive Plan is a policy guide that provides a framework for public and private growth and development decisions made by the City of Greeley over the next ten to twenty years. It is both a statement of the community's vision and a set of strategies to help realize that vision. While the Community Development Department and the Planning Commission are tasked by state statutes and the municipal charter with administration of the Plan, its implementation will require collaboration and partnerships with other departments within the City, other City boards and commissions, and a range of public and private partners in the community.

This Plan is a tool to manage and channel change in order to create the community desired by residents of Greeley. Since change is constant, this document must be considered a living document that will evolve and adapt along with the community. In addition, monitoring the Plan's implementation will be essential to ensuring the guidance provided in the Plan is leading the community towards its shared vision, or if a course-correction is needed to move the community in its desired direction.

### **Legislative Authority**

In Colorado, the legal authority to plan is found in the Colorado Revised Statutes (CRS § 29-20-102) which state "...in order to provide for planned and orderly development within Colorado and a balancing of basic human needs of a changing population with legitimate environmental concerns, the policy of this state is to clarify and provide broad authority to local governments to plan for and regulate the use of land within their respective jurisdictions." CRS § 29-20-104 grants seven general powers to local governments to plan for and regulate the use of land within their jurisdictions. Those powers allow local government to:

- Regulate development and activities in hazardous areas;
- Protect lands from activities which would cause immediate or foreseeable material danger to significant wildlife habitat and would endanger a wildlife species;
- Preserve areas of historical and archaeological importance;
- Regulate the location of activities and developments which may result in significant change in population density;
- Provide for phased development of services and facilities;
- Regulate the use of land on the basis of the impact thereof on the community or surrounding areas; and
- Otherwise plan for and regulate the use of land so as to provide planned and orderly use of land and protection of the environment in a manner consistent with constitutional rights.

The power to create a community master plan (i.e., this Comprehensive Plan) is also granted to local governments in CRS § 31-23-207. A local government’s comprehensive plan “shall be made with the general purpose of guiding and accomplishing a coordinated, adjusted and harmonious development of the municipality and its environs which will, in accordance with present and future needs, best promote health, safety, morals, order, convenience, prosperity, and general welfare, as well as efficiency and economy in the process of development, including among other things, adequate provision for light and air, the promotion of healthful and convenient distribution of population, the promotion of good civic design and arrangement, wise conservation, and the adequate provision of public utilities and other public requirements.”

Once a comprehensive plan is adopted, state statutes (CRS § 31-23-209) note that “no street, square, park or other public way, ground or open space, public building or structure, or publicly owned public utility” may be built without review and approval by the Planning Commission.

The local authority for this Comprehensive Plan is found in the Greeley City Charter (Article XIX, Section 19-1) which addresses city planning activities by noting that, “Consistent with all federal and state law with respect to land use and development and in conformance with all applicable articles in its Charter, the City Council shall:

- Designate a City department or other agency to carry out the planning, zoning and housing functions as set forth in ordinances;

- Maintain a Planning Commission of seven (7) members appointed to terms of three (3) years to advise the City Council on land use planning and to make decisions on land use matters as they may be set forth by ordinance;
- Adopt a Comprehensive Plan as a guide to land use and development;
- Adopt all development codes; and
- Establish a process for handling variance applications and appeals of land use decisions or actions.

**Applicability**

The policies and guidance of this Comprehensive Plan are applicable within the City of Greeley’s municipal boundaries, the City’s Long Range Expected Growth Area (LREGA), and other areas planned jointly with neighboring municipalities or Weld County, as governed by intergovernmental agreements. Greeley’s Long Range Expected Growth Area (LREGA) serves as the City’s Three-Mile Plan Area, in accordance with CRS § 31-12-105 et. seq. See Chapter 4 for more on the City’s LREGA and the land uses envisioned in those areas.

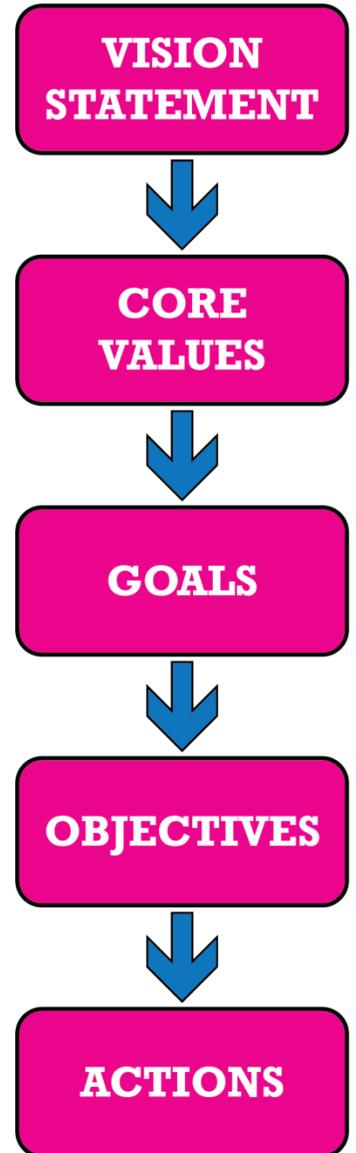
**How to Use This Plan**

Policy guidance in the Plan is provided at varying levels of detail through the vision statement, core values, goals, objectives, and implementation actions. However, these components should not be viewed in isolation, as each one influences, and is influenced by, other parts of the Plan.

The overarching vision statement and core values woven throughout the Plan can be found in **Chapter 2**. Both the vision and core values were adapted from the City’s 2009 comprehensive plan, and updated based on input received from the community throughout the *Imagine Greeley* process.

In **Chapter 3**, specific goals and objectives that set a direction for future decision making and implementation actions in support of the overall vision are provided for ten plan elements, or topic areas.

**Parts of the Plan**



## Plan Elements



**Chapter 4** provides a framework for growth and reinvestment within Greeley and its LREGA, helping to guide decisions about where land uses and different types of development, such as infill and redevelopment, should occur in the future. This chapter builds off of the City's previous Land Use Guidance Map, maintaining its flexibility while also providing a more detailed and predictable picture about where growth will occur in the future and what it could look like.

Finally, **Chapter 5** contains a list of recommended actions the City can take in the future, often times in partnership or coordination with others in the community, to implement the Plan. Actions are provided for each of the Plan's goals and are prioritized to help inform future investments and the preparation of the City's two-year budget and Capital Improvements Plan. Action Plan items are only recommendations, which should be updated as actions are completed over time.

### Plan Monitoring

As noted previously, monitoring the Plan's implementation, and its success (or lack thereof) in moving the community towards its desired future will be essential. This will be accomplished through periodic review of the implementation actions and tracking through monitoring of key indicators, as well as the types and location of growth and development that occur in Greeley following the adoption of this Plan.

### Amendments to the Plan

Changing conditions unforeseen today may necessitate amendments to the Plan in the future in order for it to continue its relevance as a

viable planning tool. Amendments to the Plan should be considered, but not limited to, any of the following conditions:

Changing circumstances in a general area or the community-at-large prevent the successful implementation of a Plan strategy or policy;

New areas of community growth, otherwise consistent with the goals of the Plan, are proposed contrary to the Land Use Guidance Map and Growth Framework;

Implementation of Plan strategies has significantly altered the ability of another policy or action to be realized;

Additional study has resulted in a modification to policies contained within other master plans adopted by reference in this Plan;

The amendment is in accordance with expected changes, such as the establishment of a new Long-Range Expected Growth Area boundary; and/or

Strict adherence to the Plan would result in a situation not intended, nor in keeping with other key elements and policies of the Plan.

Before adopting a Plan amendment or allowing a development or action that is in conflict with, or would represent an addition to the adopted Comprehensive Plan, such as with the adoption of a sub-area or neighborhood plan, the following steps should occur:

1. For any City initiated amendments, the City should develop and follow a process for public outreach and citizen and stakeholder input.
2. Public notice is provided of the proposed amendment;
3. The Planning Commission shall conduct a public hearing on the proposed amendment and provide a recommendation to City Council; and
4. City Council shall also conduct a public hearing on the proposed amendment and, considering the recommendation of the Planning Commission and the public testimony provided, take action on the suggested amendment to the Comprehensive Plan.

Hearing and noticing processes should follow those outlined in the current Greeley Development Code, or as otherwise determined by the City Council.

**EXAMPLES OF  
SUPPORTING PLANS  
ADOPTED BY THE CITY**

**MASTER PLANS**

- Comprehensive Drainage Master Plan
- Comprehensive Transportation Plan
- Economic Development Strategic Plan
- Greeley Evans Transit 5-10 Year Strategic Plan
- Greeley Natural Resources and Wildlife Master Plan
- Greeley Bicycle Master Plan
- Complete Streets Policy
- Historic Preservation Plan
- Leisure Services and Facilities Master Plan
- Parks and Recreation Master Plan
- Parks, Trails, and Open Lands Master Plan
- Transit Strategic Plan
- Water Master Plan

**SUB-AREA AND OTHER  
SITE-SPECIFIC PLANS**

- North Greeley Rail Corridor Subarea Plan
- East 8<sup>th</sup> Street Corridor Master Plan
- Entry Master Plan
- Island Grove Regional Park Master Plan
- Jesus Rodarte Cultural Center 10 Year Master Plan
- Josephine Jones Park Master Plan
- Lincoln Park Master Plan
- Mercado District Plan

## **RELATIONSHIP TO OTHER PLANS**

Being comprehensive in nature, this Plan cannot provide the level of detailed planning and policy direction that is required for advancing the community’s vision in all of the topics addressed in each plan element. As such, a range of functional master plans and sub-area plans, such as the *Parks, Trails, and Open Lands Master Plan*, the *Bicycle Master Plan*, *Transit Strategic Plan*, or the *Transportation Master Plan*, support the Comprehensive Plan. Where relevant, such plans are referenced within the Comprehensive Plan in order to reinforce the linkages between the two documents. As these supporting plans are updated or new plans created, they should be in alignment with the community’s vision, as expressed through the goals and objectives set forth in this Comprehensive Plan.

In addition, the City of Greeley is involved in a number of planning efforts at the regional level, such as the North Front Range Metropolitan Planning Organization’s *2040 Regional Transportation Plan* and Weld County’s *Multi-Jurisdictional Hazard Mitigation Plan*. Regional entities should look to the vision and core values of this Comprehensive Plan, as well as the relevant goals and objectives, as a guide for what the residents of Greeley would like to see addressed or achieved through region-wide plans. At the same time, City staff should look to the Comprehensive Plan for guidance when they are participating in regional planning efforts to ensure they are advancing the community’s vision.

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## 02. VISION & CORE VALUES





## **ABOUT THE VISION & CORE VALUES**

From the original principles of the Union Colony to today, the City of Greeley and its residents have shared a common vision and set of values. The vision statement and core values of the Comprehensive Plan continue this tradition, and capture the kind of community residents of the City would like to see Greeley become over the next 20 years. Together, the vision and core values serve as the foundation of the Comprehensive Plan, ensuring the goals and policies included in the Plan align with what is most important to the community.



# **VISION STATEMENT**

**Greeley values and respects the diversity of its people, cultures, neighborhoods, and resources in a manner that creates and sustains a safe, unique, united, vibrant, and rewarding place in which to live, work, learn, grow, and play. The community promotes a healthy and diverse economy, and a high quality of life that is responsive to all its residents, businesses and neighborhoods.**



# CORE VALUES

**Excellence in actions, attitude, and leadership**

**Proactive, progressive, and balanced economic development**

**Safe, healthy, and inclusive community**

**Sustainable patterns of growth and development**

**Responsible stewardship of natural resources and the environment**

**Distinctive character and outstanding recreational and cultural amenities**

**High-quality infrastructure and services**

**World-class water resources & management**

**Rich history and diversity of people, customs, culture, and ideas**

**Thriving, connected, and inclusive neighborhoods in all the city**

**Premier educational system and commitment to life-long learning**

**Public/private cooperation to achieve & maintain exceptional community benefits**



**dweser**

THE OFFICES OF  
Horn  
Hosack  
Sutcliffe  
&  
Williams

**DDA**  
DOWNTOWN  
DEVELOPMENT  
AUTHORITY

802  
Bakery  
Cafe

# 03. GOALS & OBJECTIVES



## **ABOUT THE GOALS AND OBJECTIVES**

The goals and objectives contained within this chapter provide policy guidance for how the City and community can work towards achieving the vision set forth in the previous chapter. This chapter is reflective of the core values shared by the community and is organized into ten different plan elements. These include:

- Economic Health & Diversification (ED)
- Education, Health, & Human Services (EH)
- Growth & City Form (GC)
- Historic & Cultural Resources (HC)
- Housing (HO)
- Infrastructure (IN)
- Natural Resources & Open Lands (NR)
- Parks & Recreation (PR)
- Public Safety (PS)
- Transportation & Mobility (TM)

The plan elements, and their accompanying goals and objectives, are not presented in any order of importance or priority—each is an equally important part of the achieving the community’s vision.

### **How to Use This Chapter**

This chapter should be used as a reference when questions arise or general guidance is needed to inform the decisions made by the City, including staff, boards and commissions, and City Council. Adhering to the policy directions provided in this chapter will ensure decisions made in the future will support and advance the community’s vision. Together, these goals and objectives provide a policy framework for day-to-day decision-making. A list of specific actions the City will pursue in the future to further the goals and objectives can be found in Chapter 5 of this Plan.

## **Organization & Definitions**

For each of the plan elements, this chapter includes:

**Introduction & Perspective:** a brief overview of the topics addressed by the plan element and the historical context of the issues and opportunities addressed through the goals and objectives.

**Where Are We Today?:** An overview of current conditions, major issues, and opportunities related to the plan element topic.

**Looking to the Future:** Describes how the goals and objectives included for each plan element will help address the issues and opportunities described in the previous section.

**Goals:** Broad statements of the community's desired long-term direction. They are aspirational in nature.

**Objectives:** Provide guidance to ensure day-to-day decision-making and other actions taken by the City help support and advance the goals.



# ECONOMIC HEALTH & DIVERSIFICATION



**ED**

## INTRODUCTION & PERSPECTIVE

This element deals with topics related to the local economy and focuses on efforts which will encourage job creation and new businesses to locate in Greeley, diversify the mix of businesses and employers, support workforce development, and support ongoing economic development efforts across the City and region.

Greeley’s agricultural economy has its roots in the original Union Colony. Nathan Meeker envisioned the colony as a community with an agricultural base, supported by its location near the confluence of the Cache la Poudre and the South Platte rivers. The city’s original settlers dug irrigation ditches to channel water from the rivers to irrigate the first crop, potatoes. Greeley’s agricultural focus quickly attracted Scandinavian, German, and Mexican immigrants, as well as larger food processing operations, such as those run by Great Western Sugar and the Kuner-Empson Canning Company. By the 1960s, Greeley was known as the “Steak Capital of Colorado” due to the growth of its feedlots and the construction of advanced processing facilities, such as Greeley-Capitol Pack, Inc., owned by the Monfort family. Other industries took hold in Greeley during the first decades of the 20<sup>th</sup> Century spurred by the construction of several hotels and hospitals, the expansion of the city’s downtown area, and the growth of the University of Northern Colorado (UNC).



## WHERE ARE WE TODAY?

Today, a range of industries form the base of Greeley's economy, the largest of which include Health Care, Educational Services, Manufacturing, and Retail Trade. Each of these industries accounts for at least 10 percent of the total employment in the city. While most industries experienced rates of job growth on par with the region as a whole (Weld County and Larimer County), the city saw tremendous rates of growth in the Energy industry over the past decade or so. The city's educational institutions, notably UNC and Aims Community College, are tremendous community assets, not only because both are among the largest employers in Greeley, but also for their potential to spur economic growth—from workforce development to the commercialization of research activities.

Economic development activities and programs are promoted by several area organizations, including the Greeley Chamber of Commerce, Upstate Colorado Economic Development (formerly the Greeley/Weld Economic Development Partnership), and the City's Economic Development Office.

## LOOKING TO THE FUTURE

Despite supporting a variety of industries, Greeley's economic health is largely tied to that of its largest employers. Given this concentration, diversifying the employment base will help Greeley to better cope with a decrease in activities or employment by one of these employers. Furthermore, a long-standing perception of Greeley as a "Cow Town" persists, despite the number of other industries present in the community. Continuing to celebrate and promote these industries will help build awareness of the city as a location for more than just cattle raising and processing. One potential barrier to business attraction efforts is the low educational attainment of Greeley's workforce, particularly if the City wants to see growth in professional/technical services, information technology, and advanced manufacturing.

Addressing these and other weaknesses in Greeley's local economy is the main aim of the goals and objectives included in the Comprehensive Plan. In addition, goals and objectives seek to help the City in its overall approach to economic development through creating a strategic plan that focuses on a number of target industries, increasing the City's capacity to engage in economic development activities, and strengthening partnerships with others in the City, region, and state.

### WHAT ROLE DOES THE CITY PLAY?

The City's Economic Development Office offers economic tools for new and expanding businesses and works with regional partners, such as Upstate Colorado, to recruit and support primary employers. Some of the tools that are available to assist businesses include business incentives, demographic and statistics, site selection assistance, and partnerships and collaborative agreements. The Economic Development Office also has an Economic Gardening Program for nurturing existing businesses. This program can provide detailed marketing and customer mapping, strategy development, and customized business research.

The City also employs a variety of tools to foster redevelopment and economic revitalization in specific parts of the city. The Downtown Development Authority (DDA) and the Greeley Urban Renewal Authority (GURA) both work to support and enhance the vitality of areas within Greeley. In addition, the DDA works with downtown businesses to promote and market the area.



**GREELEY  
UNEXPECTED**

Formed as a partnership between the City, the Greeley Chamber of Commerce, the University of Northern Colorado, Aims Community College, and others in 2012, Greeley Unexpected is a marketing and promotion campaign which seeks to dispel the negative view many had about the city. The campaign has been tremendously successful, not only in improving the city's image, but also in attracting tourists and other visitors to the many historic and cultural amenities in the city, as well as local festivals and events.

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**Goal ED-1: Promote a healthy, progressive, and competitive local economy.**

---

**Objective ED-1.1 Attractive Economic Climate**

Provide responsive governmental services, facilities, regulations, and follow business practices that promote a healthy economic climate. Where possible, make complying with local regulations and the development review process more efficient and effective, without compromising the welfare of the public or reducing safeguards in place for environmental protection and worker or consumer safety.

**Objective ED-1.2 Tax Base**

Encourage a growing tax base that supports the well-being of the community, essential governmental services, and a high quality of life.

**Objective ED-1.3 Tourism**

Promote Greeley as a tourism destination focusing on its natural, historic, and cultural assets and the community's retail core.

**Objective ED-1.4 Economic Diversification**

Diversify the City's employment base to assure stability in times of economic change.

**Objective ED-1.5 Support for Entrepreneurs**

Encourage the start-up and growth of small businesses.

**Objective ED-1.6 Climate of Innovation**

Be receptive to new ideas and innovations that will benefit the community.



## Goal ED-2: Promote desired economic sectors and a diverse local economy.

### Objective ED-2.1 Economic Development Strategy

Develop and regularly update a coordinated economic development strategy that:

- Communicates a clear vision for Greeley's economic growth;
- Supports development in priority employment areas (see Objective ED-2.5);
- Identifies target industries, provides promotional data related to these industries, and creates a business attraction, retention, and creation plan for each;
- Identifies opportunities for collaboration with state and regional organizations, neighboring local governments, existing businesses, school districts, and institutions of higher learning, and other partners;
- Provides guidance on promotional, marketing, and other efforts to increase exposure to Greeley.

### Objective ED-2.2 Assets and Amenities

Develop, maintain, and promote community assets and amenities in an environment that attracts desired business and industry.

### POTENTIAL TARGET INDUSTRIES

During the Imagine Greeley process, a number of industries were identified as those that might be potential targets for more robust economic development strategies. These industries include:

- Agribusiness & Food Manufacturing
- Energy
- Distribution & Logistics
- Manufacturing
- Back Office and Business services

Further investigations into the viability of these industries as long-term drivers of growth in the local economy and ways the City can support or incentivize growth in these or other industries should be a focus of the City's economic development strategy.





### **Objective ED-2.3 Incentives**

Develop and maintain a consistent approach and package of incentives to support the attraction of businesses that are within the City's target industries.

### **Objective ED-2.4 Business Attraction**

Attract and retain business and industry that align with the City's target industries and support economic diversity. Support proposals to cluster or co-locate related primary businesses and industries in order to facilitate collaboration among business interests and to market such areas as magnets for capital, research talent, and high-skill manufacturing jobs.

### **Objective ED-2.5 Priority Employment Areas**

Develop sub-area or redevelopment plans for the US 34 Corridor and Northeast Greeley that provide a vision for desired uses, establish a clear and marketable land use and zoning framework, and provide policies and guidance to convey the City's willingness to support development in these areas through capital improvements, public financing tools, and other incentives.

### **Objective ED-2.6 Land for Employment Uses**

Identify strategic locations for business and industry on the Land Use Guidance Map that are consistent with the City's economic and community development objectives. As part of the annual Adequate Public Facilities mapping, monitor and update the City's land supply over to assure sufficient developable land is available for that purpose.

### **Objective ED-2.7 Economic Development Capacity**

Increase capacity for economic development activities, programs, and initiatives within the City organization.

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## **Goal ED-3: Attract and maintain an employed, skilled, and adaptable workforce.**

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### **Objective ED-3.1 Diverse Workforce**

Provide diverse economic opportunities, jobs, and housing and transportation options to ensure that Greeley is attractive to and inclusive of a diverse workforce.

### **Objective ED-3.2 Competency-Based Education**

Work with UNC and Aims Community College to align education offerings with the needs of the City's target industries. Engage local and regional businesses in these industries to help form and develop curriculum.

**Objective ED-3.3 Workforce Training**

Encourage the development of ongoing training programs, such as those offered through the Northern Colorado Workforce Initiative program, so people currently employed have opportunities to improve and expand their skills, including literacy and English-language skills.

**Objective ED-3.4 Connecting Workers with Employers**

Promote community-wide and regional approaches to better link residents with jobs that provide a livable-wage job.

**Objective ED-3.5 Barriers to Employment**

Support increased training and other workforce development opportunities, particularly for those in need of assistance overcoming literacy and language barriers to employability.

**Objective ED-3.6 Internships and Apprenticeships**

Strive to earn distinction as the “Internship Capital of Colorado” by supporting efforts in all employment sectors, including the public sector, to offer internships, apprenticeships, and other workplace learning opportunities.

**Objective ED-3.7 Employee Support**

Encourage businesses to provide employee support services, such as child care, health clinics, education, and access to other community resources to promote employee well-being and self-sufficiency.

**Objective ED-3.8 Promoting Greeley to Workers**

Promote area assets, facilities, and attractions to attract an educated and skilled workforce to Greeley.

**Objective ED-3.9 Transportation Options for Workers**

Provide safe, convenient, and reliable transportation options including transit, bike lanes, and sidewalks to employees so that they have a reliable means of commuting to work.



**Goal ED-4: Facilitate intergovernmental and public/private partnerships that foster successful economic development.**

**Objective ED-4.1 Regional Collaboration**

Enter into intergovernmental agreements to address areas where joint governance and/or revenue sharing may be advantageous to service providers in the region.

**Objective ED-4.2 Regional Economic Development**

Continue to support and collaborate with organizations and community efforts that promote and foster economic development in the region.

**Objective ED-4.3 Collaboration with Public Institutions**

Collaborate with Greeley’s major public institutions to improve Greeley’s local economy by:

- Providing above-average wages;
- Bringing new activity and capital into the economy;
- Developing and promoting advanced technology; and
- Providing public benefits and needed services to area residents.

**ECONOMIC DEVELOPMENT PARTNERS**

Collaboration is an essential part of Greeley’s economic development strategy. Within the city and region, the City works with a number of partners to promote Greeley, attract new employers, and support existing ones of all sizes. Some of these partners include:

- **The Greeley Chamber of Commerce:** Made up of over 650 local businesses, large and small, the Chamber of Commerce focuses on championing the local economy, promoting the community, providing referral and visibility opportunities, advocating for its members to government, and providing leadership and development programming for its members. The Chamber also manages Visit Greeley, which promotes Greeley as a destination for conferences and other business events.
- **Northern Colorado Economic Alliance:** Established in 2014, the Northern Colorado Economic Alliance (NCEA) is a private non-profit organization made up of prominent business leaders in the Northern Colorado region (roughly Weld and Larimer Counties). The organization collaborates with others in the region to promote economic development in a range of target industries. It serves as a single point of contact offering a variety of support services to businesses considering expanding or relocating to the region.
- **Upstate Colorado Economic Development:** Organized as a public/private partnership between area businesses and local governments, Upstate Colorado Economic Development focuses on supporting primary employers in the retail, service, and professional sectors located in Weld County. Services are targeted to both existing businesses and those looking to relocate to Weld County.
- **East Colorado Small Business Development Center:** Part of the statewide network of Small Business Development Centers, the East Colorado Small Business Development Center (SBDC) is the local chapter of a federal government program designed to provide management and technical assistance to small businesses. Services are targeted to entrepreneurs looking to start or expand their business and include assistance with writing business plans, conducting financial forecasts, strategizing marketing tactics, among many others.



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# EDUCATION, HEALTH, AND HUMAN SERVICES



**EH**

## **INTRODUCTION AND PERSPECTIVE**

This element addresses topics related to the health, welfare, and education of Greeley residents, with a focus on promoting and encouraging healthy lifestyles through the use of strategic partnerships and programs, and supporting educational institutions of all levels, including non-traditional learning environments.

Education has always played a key role in Greeley, beginning with the Union Colony, which included education among one of its founding principles. Higher education was also important to the community, which has hosted institutions of higher learning for over a century. A State Normal School was founded in 1889 to train teachers for the state’s public school system, and later evolved into the University of Northern Colorado. Aims Community College, another prominent institution of higher education, opened in 1967 moving to its current 175-acre West Greeley site in 1971.

Health has also been a community focus throughout Greeley’s history. The city had its first City Health office in 1905. Soon after, the Mother’s Congress was formed by 40 civic-minded women who, by 1910, had improved sanitary conditions in the city and secured more parks and playgrounds for school children. The North Colorado Medical Center opened in 1952 as the Weld County Public Hospital and has continued to evolve throughout time. The Medical Center offers state-of-the art health care technology and its cardiac program has been recognized as one of the top 100 such programs in the country.



## WHERE ARE WE TODAY?

Despite growth in enrollment, Greeley-Evans School District 6 has been able to maintain a stable ratio of students to teachers, in keeping with their commitment to accommodate a growing student population. However, recent standardized test scores indicate that Greeley-Evans School District 6 is underperforming when compared to other school districts with a similar student profile. In regards to higher education, enrollment at the University of Northern Colorado and Aims Community College has declined since the Great Recession, but recent enrollment suggests a reversal in this trend.

The region has seen an increase in the number of insured residents, and has made progress in a number of health indicators, such as reducing the incidence of teenage pregnancy. However, Weld County still lags behind other counties in Colorado in many health indicators. The City of Greeley has made tremendous progress in recent years in providing residents with opportunities for leading active lives, such as adding 120 miles of bike lanes and paths within the city since 2001.

Greeley has a long history of valuing human services, and hosts over 70 human service agencies and organizations that provide services for special populations such as children and youth, seniors, persons with disabilities, low-income persons and families, the homeless, and migrants. A multitude of collaborative efforts have also been established in the region to improve and coordinate delivery of health and human services to the community. While the demand for these services is increasing, the funding necessary to sustain them is becoming more difficult to attain.

## LOOKING TO THE FUTURE

As the student population continues to grow in Greeley, it is essential that these institutions and their students have access to the services and programs necessary to achieve academic excellence. Working closely with the school districts, UNC, Aims Community College, and other academic institutions will be of key importance in order to foster a learning environment that will lead to the success of the students and the general community. The City will continue to encourage community health by providing residents with additional opportunities to lead healthy and active lifestyles, and continuing collaboration with Weld County and other health organizations. Existing human services and programs will also need to be maintained, and new financial resources should be identified to support Greeley's diverse population.

### WHAT ROLE DOES THE CITY PLAY?

While the City does not directly govern the local school districts and higher educational institutions in Greeley, the City still plays an important role in contributing to the success of Greeley students. This is often accomplished through the use of partnerships with local residents, schools, and businesses as demonstrated by the "G. Town Promise". This initiative provides local students with additional academic assistance to help guide and realize their own personal dreams. Programs include career planning support, local internships and mentoring programs, leadership development, opportunities to participate in after-school and extra-curricular activities and funding for post-secondary education.

Health and human services are generally provided by local health care institutions, non-profit organizations and Weld County. The City works to empower these organizations by collaborating and providing resources and assistance to enhance these services. The City also plays a strong role in encouraging healthy lifestyles by providing more recreational opportunities, and access to healthy food.



**HEALTH AND HUMAN SERVICE PROVIDERS**

**Health Service Providers**

- North Colorado Medical Center
- Monfort Children’s Clinic
- North Colorado Health Alliance

**Human Service Providers**

- Weld County
- United Way of Weld County
- Promises for Children
- Juvenile Assessment Center

**Goal EH-1: Promote community excellence related to a fully-integrated health care system.**

**Objective EH-1.1 Health Sciences Education**

Capitalize on the health sciences educational offerings at medical facilities and higher educational institutions to make Greeley into a nucleus of health education training in Colorado.

**Objective EH-1.2 Economic Development Opportunities**

Pursue economic development opportunities related to the medical field to foster continued and progressive advances in such fields and excellence in local health services delivery.

**Objective EH-1.3 Cooperation with Partners**

Cooperate with community partners to create a healthy environment where residents are able to practice healthy living, are well-nourished, and have access to affordable health care.

**Objective EH-1.4 Health Services**

Provide state-of-the-art and specialty health care services that support local residents and a larger regional population, particularly to the northeast to include Northeast Colorado, Western Nebraska, and Western Kansas.

**Goal EH-2: Integrate healthy living into community planning and development.**

**Objective EH-2.1 Community Partners**

Work with community health agencies and partners to reduce health risks and behaviors leading to chronic and infectious diseases and infant mortality, with particular emphasis on populations most affected or vulnerable to these conditions.

**Objective EH-2.2 Nutritional Services**

Encourage community efforts that support nutritional services to meet the needs of vulnerable populations.

**Objective EH-2.3 Active Living**

Encourage residents to adopt active and healthy lifestyles to improve their general health and well-being. Promote opportunities to participate in fitness and recreation activities, and provide amenities, such as trails and bike paths, that promote physical activity throughout the city.





### **Objective EH-2.4 Land Use**

Promote land use decisions that support walkability and improve access to basic needs, such as neighborhood markets or grocery stores, parks and natural areas, as well as medical and personal services. Support access to goods and services that support health and wellness in all neighborhoods.

### **Objective EH-2.5 Walkability & Bikability**

Plan and design neighborhoods so that employment, schools, shopping, parks, transit stops, and other facilities are within a 10 minute safe walk of housing wherever feasible.

### **Objective EH-2.6 Built Environment**

Encourage the construction of built environments that support health and active living, such as mixed-use centers, corridors, and neighborhoods that support walkability, providing safe options for active transportation, and considering the safety and comfort of all users when designing streets, parks, and other public spaces.

### **Objective EH-2.7 Local Food Production and Sales**

Expand opportunities for the production, sale, processing, and distribution of fresh, locally-grown foods and animal products throughout the city.

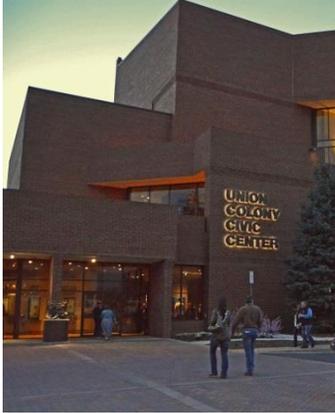
### **Objective EH-2.8 Food Access**

Coordinate with schools, food banks, local businesses, farmers, health and human service providers, and others to address community nutrition needs and expand access to healthy and affordable foods, particularly in areas, such as food deserts, where such access is limited.

#### **BENEFITS OF EARLY INTERVENTION**

Early intervention is an approach to health and human service provision that seeks to address an issue or set of issues facing an individual or family when they are still minor needs, and not major crises. Such interventions not only prevent small issues from becoming larger ones, but are also generally less expensive and easier to address.





**SCHOOL DISTRICTS  
SERVING GREELEY**

The majority of Greeley lies within the boundaries of the Greeley-Evans Weld County School District 6, which serves more than 21,000 students. In addition to primary and secondary education, District 6 is also comprised of charter schools and an online academy. Other school districts that serve areas within the Greeley city limits are the Windsor, Eaton, and Johnstown/Milliken districts.

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**Goal EH-3: Ensure that residents are aware of and have access to efficient and effective health and human services.**

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**Objective EH-3.1 Access to Services**

Work with local service providers to offer information describing health and human services in the community. Support opportunities to combine resource information and referral opportunities concerning services to enable one-stop service for those in need of assistance.

**Objective EH-3.2 Advocacy**

Collaborate with community organizations and other governmental entities to advocate for an effective health and human service system.

**Objective EH-3.3 Service Efficiency**

Promote effective ways to measure human service programs' performance and results, balancing accountability, efficiency, and efficacy with innovation in service delivery.

**Objective EH-3.4 Early Intervention**

Prioritize and direct resources to those programs that assist residents with early intervention and prevention that address issues before they develop into significant and costlier individual, family, and/or community issues.

**Objective EH-3.5 Customer-Focused Approach**

Foster a customer-focused approach to service delivery with involvement from consumers to strengthen and improve services to better serve their needs.

**Objective EH-3.6 Self-Sufficiency**

Support programs that build the strengths and abilities of an individual or family to reach self-reliance.

**Objective EH-3.7 Funding for Services**

Encourage and participate in cooperative planning, decision-making, and appropriate funding partnerships for health and human service delivery throughout the city, county, and region to establish and maintain an adequate funding base for services that support safe and healthy communities.

**Objective EH-3.8 Language Barriers**

Provide multi-lingual materials and interpretation services whenever possible and provide educational opportunities to learn English as a second language.



### **Objective EH-3.9 Vulnerable Populations**

Cooperate with local and state agencies and organizations to regularly assess whether basic services to meet the needs of special populations, especially the elderly, disabled, children and youth, low-income, and those with language barriers.

### **Objective EH-3.10 Location of Services**

Encourage siting of facilities and/or services in areas that are convenient for consumers or in facilities shared with other health, human service providers, and accessible to a range of transportation options.

### **Objective EH-3.11 Healthy Lifestyles**

Collaborate with school districts, Weld County, and other health and wellness organizations in the community to increase awareness of opportunities for healthy living including recreation options, educational programs, and events.




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## **Goal EH-4: Support and collaborate with the city's school districts.**

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### **Objective EH-4.1 Impacts of New Development**

Continue to refer proposed residential developments to the school districts for their review and encourage them to comment on the development's expected impacts on area schools. When necessary, work with the school districts and developers of residential projects to set aside sites for schools needed to serve their developments.

### **Objective EH-4.2 School Siting**

Collaborate with the school districts in developing long-range school siting plans. Encourage new schools on sites that are:

- Located near the populations they are intended to serve;
- Co-located with or near existing facilities and amenities that provide opportunities for shared use and capital improvements, such as City parks;
- Separated from potential land use hazards or nuisances;
- Served by transportation options (e.g., roadways, transit, bike paths and sidewalks) that provide safe access to and from school; and
- Sites so as to minimize impacts on the surrounding neighborhood or area and existing transportation network.



**Objective EH-4.3 Land Use and Zoning Changes**

Discourage land use changes, zoning changes, and/or new developments that will negatively impact the safety of students while attending school, travelling to and from a school, or diminish residential population in areas that are served by a neighborhood school.

**Objective EH-4.4 Safe Routes to School**

Support ways for students to safely travel to and from school along well-planned and improved routes, and, as necessary, with the support of school crossing guards. Ensure that new residential developments incorporate facilities and/or design elements that support safe walking and bicycle routes for students. Partner with parents, school administration, the Police Department, and others to implement education and encouragement programs to promote safe walking and biking.

**Objective EH-4.5 School Resource Officers**

Support school safety with the use of School Resource Officers (SROs) in area high schools.

**Objective EH-4.6 Student Safety**

Work with school personnel to provide training to students, parents, and faculty in personal safety preparedness, prevention, and response to emergency situations.





### **Objective EH-4.7 Partnerships**

Explore and develop partnerships with area school districts to support their institutional missions and objectives. Such partnerships may include, but are not limited to the following areas:

- Meeting or exceeding statewide averages for student performances on mandated state tests;
- Promoting healthy habits associated with diet and fitness activities;
- Supporting programs that facilitate constructive conflict resolution such as peer counseling and mediation programs;
- Recruiting parents and volunteers to assist in classrooms in order to improve student/teacher ratios and/or provide special learning opportunities;
- Expanding school resources, such as equipment, supplies, books, and related materials;
- Supporting school co-curricular and extra-curricular activities and events;
- Developing mentorship or internship opportunities for students;
- Promoting businesses and civic groups to participate in an “adopt-a-school” program to provide support services;
- Encouraging families to access parenting classes and early childhood development activities and programs to support child preparation and readiness to learn as they begin school; and
- Supporting service delivery to families and their children through school-linked programs and services such as after school and tutorial assistance available through City Leisure Services Programming; and
- Promoting youth leadership skills and opportunities to experience areas of increasing responsibility, community representation, and civic engagement.



**ACE (ACHIEVING  
COMMUNITY  
EXCELLENCE)**

Established in 2012 by Greeley’s City Council, ACE includes a range of programs and initiatives focusing on workforce and leadership development. One such program is the Mayor’s Workforce Initiative, started in 2014, which connects students with local businesses through internship opportunities. Through the program, students are able to explore potential careers while receiving job training and work experience.

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**Goal EH-5: Be an education center of excellence.**

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**Objective EH-5.1 Education Facilities Integration**

Work with the school districts, community college and university, as well as private schools, area libraries, cultural centers, and community organizations to link services into a seamless system that helps students of all ages maximize achievement and self-fulfillment. Where possible, encourage the co-location and joint use of such facilities to optimize the variety of services and resources available to students and instructors.

**Objective EH-5.2 Charter and Private Schools**

Consider the value of charter schools and private schools in contribution to choice and variety in the range of educational opportunities and settings in the community. Include such schools in appropriate intergovernmental dialogues.

**Objective EH-5.3 Non-Traditional Learners**

Recognize and support educational opportunities for learners who may need non-traditional educational support, such as adult literacy programs, GED programs, English as a second language programs, and cultural assimilation and/or acclimation.

**Objective EH-5.4 Climate of Innovation**

Maintain a climate conducive to new ideas and innovations that will evolve and advance educational performance and achievement and further Greeley’s reputation as an educational leader.

**Objective EH-5.5 Institutions of Higher Education**

Continue cooperation with the University of Northern Colorado and Aims Community College to coordinate campus master planning objectives to assure that students and faculty are well-served with infrastructure, housing, transportation, and related services in a manner that is safe to the college population and a complement to adjacent neighborhoods, areas, residents, and businesses.

**Objective EH-5.6 University District**

Promote the University District as a place to live, learn, work, and play where citizens are directly engaged with campus life, and where students, faculty, and university staff are wholly a part of the greater Greeley community.

**Objective EH-5.7 Life-Long Learning**

Enhance Greeley’s image as a place to live, learn, and work by supporting meaningful and abundant community educational programs that enhance enjoyment of the community and promote personal growth and development.

**Objective EH-5.8 Educational Strengths**

Promote Greeley's attractiveness as an educational and training center for specialized employment and continuing education, including, but not limited to:

- Pilot and Air Traffic Control education (Aims CC);
- Teacher preparation (UNC);
- Music and the Arts (UNC);
- Business Education (UNC);
- Nursing (UNC) and Health Sciences (Aims CC);
- Special Education and Rehabilitation Services (UNC);
- Applied Technology (UNC, Aims CC);
- Emergency Medical Services (Aims CC); and
- Entrepreneurship (UNC)

# GROWTH & CITY FORM



**GC**

## INTRODUCTION AND PERSPECTIVE

This element deals with growth and addresses how to efficiently manage both new development and redevelopment within Greeley—creating the least impact on the natural environment and enhancing the character of the community. The element also focuses on efforts that prioritize infill development and the revitalization of Downtown Greeley, encourage mixed-use development, and protect and enhance the character of Greeley’s neighborhoods.

When Greeley was incorporated in 1886, it had a population of 2,177 residents. Nathan Meeker envisioned Greeley a compact settlement, and designed the city’s street network to fit within a one square mile area. Meeker’s original plan for Greeley was, in essence, its first comprehensive plan. As the city grew, new tools were needed to help manage growth. The first zoning regulations in Greeley were adopted in 1928, and its first Planning Commission was established in 1954. Annexation of land into Greeley over the years has allowed the city to expand beyond its original boundaries, primarily to the west. As this outward growth continued, older commercial areas, such as Downtown Greeley and the 10th Street corridor declined along with many older residential neighborhoods. In 1983, pedestrian malls were created along 8th and 9th street between Lincoln Park and 8<sup>th</sup> Avenue to address this decline and help revitalize the downtown. Efforts to revitalize Downtown Greeley and its adjacent neighborhoods continue to this day.



## WHERE ARE WE TODAY?

The city limits of Greeley have expanded over time with the largest periods of annexations taking place during the early 2000s. Population density has decreased throughout time as a result of this outward growth, coupled with an emphasis on building single-family homes during the past several decades. This dispersed pattern of development has resulted in less efficient use of capital improvements and municipal services for the community. It has also placed residents further away from day-to-day services and amenities, such as retail areas and parks and led to limited transportation choices in many neighborhoods. Since 2012, however, most new residential units have been built as part of multi-family housing developments.

Furthermore, redevelopment projects have been a challenge for the City as the City's Development Code was written primarily to regulate "greenfield" development. Updated regulations that are responsive and tailored to address the unique challenges and characteristics of development in an urban context are needed. Redevelopment and assistance to neighborhoods have been led by several agencies and organizations in Greeley including the Neighborhood Resources Office, Greeley Urban Renewal Authority, and Special Improvement Districts.

## LOOKING TO THE FUTURE

Greeley's population is growing and projected to reach over 150,000 by 2038. Despite Greeley's history of outward growth, there is a growing support in the community to accommodate future growth with higher-density, mixed-use development. Residents also expressed a desire to see a greater mix of uses in existing neighborhoods to improve their access to day-to-day services. The City will use a variety of tools to guide development in a manner that's more compact and aligned with what the community envisions for its future. The City will also promote a balanced mix and distribution of uses to ensure there is an adequate supply of land to meet the community's housing and employment needs. As the City continues to grow, care will be taken to ensure that the historical and cultural integrity of Greeley and character of its established neighborhoods is not compromised, but enhanced – especially within Downtown Greeley. Neighborhood improvements will also be prioritized to enhance design, and reinforce unique physical elements, character, and identity.

### WHAT ROLE DOES THE CITY PLAY?

The City's Development Code and Comprehensive Plan are used to guide and regulate future development taking place within the City Limits. The Development Code is comprised of various regulatory tools including zoning, subdivision regulations, and other developments standards which are used to define the legal parameters for future development. The Comprehensive Plan is a roadmap for the community that provides guidance on future public and private growth, investment and development decisions. The Plan is also used to guide future regulatory changes that are necessary to achieve the goals of the Comprehensive Plan.

The City's Community Development Department is largely responsible for administering the zoning map and ordinance, reviewing development proposals, developing long-range plans, and serving as staff to the Planning Commission. The Planning Commission is made up of citizens appointed by the City Council who are responsible for amending the Comprehensive Plan and Development Code, and making recommendations to City Council on land use decisions.



**WHAT IS COMPACT GROWTH**

Compact growth, a key principle of smart growth, encourages the development of communities and neighborhoods that contain a mix of land uses, diversity of housing options, and range of transportation options. Neighborhood blocks and roads are smaller in scale which provide for a more pedestrian-friendly environment and interconnected street network. Furthermore, compact growth reduces land consumption and costs of providing public infrastructure and services. This approach to development is different than traditional forms of suburban development that tend to have segregated uses, larger blocks and residential neighborhoods of lower intensity.

**Goal GC-1: Manage growth effectively.**

**Objective GC-1.1 Growth Management**

Manage growth to maintain or improve quality of life for Greeley’s residents, minimize impacts on the natural environment, and protect or enhance natural features and other resources.

**Objective GC-1.2 Form of Growth**

Encourage a compact urban form over sprawl or leap-frog development.

**Objective GC-1.3 Adequate Public Facilities**

Restrict development to the Adequate Public Facilities Area (APFA) except where the developer provides the equivalent level, or cash-in-lieu at a rate determined by the City, to install infrastructure that would otherwise be provided by the City.

**Objective GC-1.4 Long Range Expected Growth Area**

Regularly review the Long Range Expected Growth Area (LREGA) boundary, and amend as needed. Minor amendments (those that extend the boundary ¼ mile or less in any direction) may be approved during such review; major amendments must be addressed in accordance with the following guidelines:

- No Greeley urban growth shall be planned east or south of the confluence of the Cache la Poudre and South Platte rivers;
- Political and service boundaries will be considered, as described in intergovernmental agreements that define municipal annexation boundaries;
- Annexation of land is appropriate in areas where no urban development is anticipated if another community goal is achieved, such as procurement of open lands for a community separator/buffer, or for open space or conserved farmland uses;
- Except as it relates to the Priority Employment Areas as identified in Objective ED-2.5, development within the Downtown Regional Center and areas that have a majority of Adequate Public Facilities Services (APFS) will be a priority to accommodate growth;
- A compact urban form is desirable as an alternative to linear physical growth or development patterns that promote sprawl or leap-frog development and result in less efficient use of capital improvements or municipal services; and
- Growth north of the Cache la Poudre River is desirable and efforts should be proactively pursued, such as water infrastructure and services, to expedite resolution of development challenges in this area of the community.

**Objective GC-1.5 Annexations**

When considering a proposed annexation, the City should find persuasive evidence that the inclusion of the property into the City's jurisdiction meets the goals and objectives of the Comprehensive Plan, and that the property can be developed in a manner that will be a positive addition to the city, improve the quality of Greeley's neighborhoods, and can be provided with municipal services.

**Objective GC-1.6 Transitions to Parks and Open Lands**

Ensure that new development abutting land that is intended to remain undeveloped, such as parks, open lands, environmentally sensitive areas, and agricultural land with conservation easements, provides for transitions in uses and intensity that mitigate impacts on these adjacent areas.

**Objective GC-1.7 Regional Collaboration**

Develop intergovernmental agreements with near-by jurisdictions to:

- Provide cost effective municipal services;
- Maintain community separators;
- Coordinate land uses and development in the areas surrounding Greeley in order to provide a sense of arrival and welcome to the community;
- To achieve the goals and objectives of this Comprehensive Plan; and
- To address other issues or trends that may be impediments to the effective management of Greeley's growth.

**Objective GC-1.8 Data and Trends**

Monitor demographic, economic, development, real estate, and other relevant statistics, trends, and forecasts as needed in order to anticipate needs for infrastructure development, service provision, and needs for undeveloped residential, commercial, and industrial land.



**WALKABLE BUILT ENVIRONMENTS**

Walkable built environments are created when services and amenities are easily and safely accessible by foot. The streets are designed to enable and encourage walking by providing safe and direct paths for pedestrians to travel on. The design and orientation of buildings are also important to enhance and further reinforce walkable built environments. This is largely accomplished by having the buildings front and frame the street, and creating high visual interest along the frontages of the buildings.

**Goal GC-2: Promote a balanced mix and distribution of land uses.**

**Objective GC-2.1 Land Use Guidance Map**

Maintain a land use guidance map as a guide for land use, zoning, and development within the City of Greeley and its Long Range Expected Growth Area (LREGA). See Chapter 4 for the process to amend the land use guidance map.

**Objective GC-2.2 Jobs/Housing Balance**

Support zoning and development patterns that expand opportunities for people who live in Greeley to also work in Greeley (or vice versa).

**Objective GC-2.3 Pedestrian and Bicycle-Oriented Development**

Encourage a development pattern that encourages walking and bicycling whenever possible—by locating employment, shopping, recreation, entertainment, transit, and other services within a quarter-mile of residential areas.

**Objective GC-2.4 Mixed-Use and Transit-Supportive Development**

Promote horizontal and vertical mixed-use development that integrates a variety of housing, commercial, employment, and recreational uses particularly in centers and along corridors identified on the Land Use Guidance map.

**Objective GC-2.5 Neighborhood Centers**

Promote neighborhood centers—small-scale retail areas providing basic commercial goods and services—to locate within a walkable distance of residences, usually a quarter-mile or less.






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## **Goal GC-3: Promote new development, infrastructure investments, and public improvements that enhance the character of the community.**

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### **Objective GC-3.1 Community Character**

Work with residents, businesses, and property owners to define and identify desirable characteristics of their neighborhoods or areas of the city to create neighborhood and special area plans. Reflect the community's character through the design of new developments, streetscapes, public art, landscaping, and related features.

### **Objective GC-3.2 Historic Preservation & Adaptive Reuse**

Encourage the preservation, rehabilitation, or adaptive reuse of historic structures and other notable site features as a part of future development.

### **Objective GC-3.3 Design of Public Facilities**

Lead by example in meeting or exceeding the Development Code design standards in the construction of all public facilities, including parking lots, public buildings, landscaped areas and parks, buffer yards, and related projects.

### **Objective GC-3.4 Tree City**

Reinforce the community's image as a "Tree City" by promoting the establishment and maintenance of tree-lined travel corridors throughout the community, taking into consideration water use, conservation strategies, and the natural environment.

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## **Goal GC-4: Prioritize infill and redevelopment**

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### **Objective GC-4.1 Priority Infill/Redevelopment Areas**

Following the guidance of adopted neighborhood plans and studies, use incentives and infrastructure investments to support infill development and redevelopment in priority locations (as identified on the Land Use Guidance Map):

- Downtown Center and Downtown Neighborhoods
- Multi-modal corridors
- Within or adjacent to Higher Education Hubs
- Existing activity centers (such as the Greeley Mall); and
- Designated redevelopment and urban renewal areas.

### **TYPES OF DEVELOPMENT**

While all development includes the construction of new buildings, development can be differentiated by the context in which it occurs.

- **Greenfield Development:** development that occurs on previously undeveloped land
- **Infill Development:** development that occurs on vacant or substantially vacant land that is surrounded by buildings or other development.
- **Redevelopment:** development that occurs on parcels with existing development in which all or most of the existing structures are razed and a new structure is built.



**Objective GC-4.2 Reinvestment/Adaptive Reuse**

Encourage reinvestment in established areas of Greeley to maximize the use of existing public infrastructure. Support the use of creative strategies to revitalize vacant, blighted, or otherwise underutilized structures and buildings through adaptive reuse.

**Objective GC-4.3 Infill Compatibility**

Promote the use of site design and building architecture that is sympathetic to the surrounding area and enhances the desirable character and form of the neighborhood or area.

**Objective GC-4.4 Sub-Area and Redevelopment Plans**

Implement, update, or develop sub-area plans or redevelopment plans for neighborhoods, corridors, or other parts of the city where revitalization and redevelopment is desired. Ensure such plans provide targeted guidance, based on community input, for where and how redevelopment and/or infill development should occur in those areas.

**GREELEY DOWNTOWN  
DEVELOPMENT  
AUTHORITY**

Greeley’s Downtown Development Authority (DDA) is a special purpose district, governed by a Board of Directors, with the intended purpose to foster economic development and revitalization within the downtown area. Their goal and vision statement is, “To create a thriving, urban neighborhood that is a vibrant place to live, work and play”. This is accomplished by providing supporting services and programs to residents, businesses, and non-profits of the downtown area. The DDA also leverages different financial tools to encourage new development as well as redevelopment within Downtown Greeley.

**Goal GC-5: Facilitate the rebirth of Downtown Greeley as a regional multi-use activity area while preserving and promoting the cultural aspects of the area.**

**Objective GC-5.1 Historic Preservation**

Encourage historic preservation Downtown through the use of financial, building, and other incentives for rehabilitation, restoration, and/or adaptive reuse of landmark structures and facilities.

**Objective GC-5.2 Design Standards**

Adhere to the adopted Downtown architectural and design standards to guide redevelopment efforts in the rehabilitation, replacement, and reuse of existing structures to assure compatibility with the existing character of Downtown.

**Objective GC-5.3 Unique Opportunities**

Promote mixed-use land use opportunities, such as residential lofts above stores, adaptive reuse of existing structures, and the expansion of education, art, and entertainment venues unique to Downtown.

**Objective GC-5.4 Residential Development**

Support the viability of Downtown neighborhoods by promoting housing rehabilitation, infill development, and neighborhood improvement projects. Aim to increase the overall residential density Downtown with a blend of home ownership and rental offerings.



### **Objective GC-5.5 Community Gathering Place**

Reinforce the use of Downtown as the gathering place for the celebration of important community events such as, but not limited to, Arts Picnic, Cinco de Mayo, Farmers' Market, First Fridays, Independence Day Parade, Greeley Lights the Night, Friday Fest, Oktobrewfest, and the Blues and Jazz Festivals.

### **Objective GC-5.6 Public Uses**

Reinforce Downtown as a “public service campus” with a full range of governmental, entertainment, educational, public safety, recreational, library, and civic services through enhanced pedestrian, transit, and bicycle linkages connecting Downtown to other parts of the city.

### **Objective GC-5.7 Downtown Transportation**

Promote a Downtown transportation system that creates a unique and pedestrian-friendly area while also meeting the mobility, delivery, and transportation needs of businesses and employers.

### **Objective GC-5.8 Downtown Linkages**

Improve the safety, convenience, and visibility of linkages between Downtown and other nearby activity centers through such means as design of street corridors, transit services, pedestrian enhancements, and pedestrian/transit-oriented land uses.





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**Goal GC-6: Maintain and enhance the character and inter-connectivity of Greeley’s neighborhoods.**

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**Objective GC-6.1 Complete Neighborhoods**

Foster the development of “Complete Neighborhoods” that exhibit the following characteristics:

- Contain a variety of attributes that contribute to a resident’s day-to-day living (residential, commercial, employment, mixed uses);
- Foster multi-modal connectivity (pedestrians, bicyclists, transit, drivers);
- Incorporate architectural features that are visually interesting and add to a cohesive identity, both internally and as a transition to other adjacent neighborhoods;
- Uses and design foster inclusivity through opportunities for social activities and interaction;
- Promotes community involvement and maintains a secure environment;
- Promote sustainable development practices;
- Have a memorable character or sense of place, conveyed through urban design as well as the features associated with neighborhood common areas and public spaces; and
- Integrates, where possible, small-scale retail or services.

**Objective GC-6.2 Neighborhood Connectivity**

Promote design standards and practices that improve connectivity for all modes between neighborhoods and adjacent neighborhoods, centers, corridors, and areas.

**Objective GC-6.3 Neighborhood Character**

Maintain, enhance, and protect the character of established neighborhoods while recognizing the need for established neighborhoods to evolve to meet community needs.

**Objective GC-6.4 Historic and Character Districts**

Support neighborhoods in the development of Character Overlay District designations as well as local historic districts to support the preservation of important physical features and land uses unique or characteristic of the neighborhood.

**Objective GC-6.5 Neighborhood Reinvestment**

Monitor and address conditions that contribute to distress, disinvestment and blight in older areas of the community through neighborhood plans and their implementation.



### **Objective GC-6.6 Neighborhood Retention**

Retain defined neighborhoods. Discourage “scrape-offs” and demolition of structures older than 40 years without careful evaluation in order to retain desirable and positive neighborhood identity and conserve existing resources.

### **Objective GC-6.7 Neighborhood Infrastructure**

Provide or maintain infrastructure, such as sidewalks, curbs and gutters, lighting, fire hydrants, and parks, to enhance established neighborhoods and provide them with amenities and services equivalent to newer areas of the community.

### **Objective GC-6.8 Neighborhood Plans**

Work in collaboration with residents to develop neighborhood plans which complement the goals and objectives of this Comprehensive Plan where additional policy guidance or implementation strategies are needed. In addition, neighborhood plans should address issues related to:

- Location and access to health and human services;
- Desired land uses and intensity/density of development;
- Neighborhood character, transitions to adjacent neighborhoods and areas, and compatibility of new development;
- Parks, schools, public gathering spaces, and other neighborhood amenities;
- Transportation and mobility for a range of modes (i.e., pedestrians, bicyclists, automobiles, etc.).

Neighborhood plans should include goals and objectives (or similar), as well as a list of implementation actions or strategies the City and/or neighborhood will complete in order to implement the neighborhood plan.

### **Objective GC-6.9 Suburban Subdivisions**

Promote the careful integration of “complete neighborhood” characteristics (see Objective GC-6.1) into suburban neighborhoods (as identified on the Land Use Guidance Map), typically those established between 1950 and 2000.

#### **EXISTING NEIGHBORHOOD PLANS**

Additional studies and plans have been completed for specific geographic areas of Greeley. The City Council approved two neighborhood studies in 2004 and two in 2006. These include recommendations on public infrastructure improvements and other supporting programs/services for the neighborhoods. Completed neighborhood studies include: West 10th Street Corridor, UNC, Sunrise, North Downtown, East Maplewood, and Billie Martinez/Scott-Epples. In addition, the North Greeley Rail Corridor Subarea Plan and East 8th Street Corridor Plan provide more specific goals and policies to help establish a clear vision for these areas in order to guide future decision-making and public/private investments.



# HISTORIC & CULTURAL RESOURCES



**HC**

## INTRODUCTION AND PERSPECTIVE

This element focuses on Greeley’s local historic and cultural values with efforts to identify and preserve historically significant elements of Greeley’s built environment, celebrate the rich diversity of the community and integrate arts and culture into the everyday life of residents.

Culture was important to Greeley residents from the city’s earliest stages. In 1900, a group of civic-minded women formed the Meeker Memorial Association to gather and preserve stories and materials related to the community’s development and early settlers. Between 1910 and 1919, many clubs and facilities were created to support arts and culture activities in Greeley – including a library, symphony orchestra, and an opera house. During this time, Greeley became known as the “Athens of the West” due to its many cultural and educational facilities, its expanding college, and many beautifully designed buildings. When Greeley was reorganized under a home rule charter in 1958, it became the first city in the United States to create a Department of Culture to coordinate activities of the museum, library, and recreational and educational programs for its residents. The City started a local historic preservation program in 1995 and several properties are typically designated to the Greeley Historic Register each year. These landmarks include individual buildings, houses, churches, schools, parks, the Greeley No. 3 Ditch, and a range of other culturally significant sites.



## WHERE ARE WE TODAY?

Culture in Greeley includes its historic resources and museums, performing and visual arts, celebration of important community festivals and events, and recognition of the community's racial and ethnic diversity. Many cultural activities are also offered at the University of Northern Colorado for students and residents alike. Greeley also has a number of historic buildings, structures and neighborhoods – two designated historic districts (Monroe Avenue Historic District and Downtown Historic District), and over 70 designated structures. Many of these districts and landmarks are also on the National Register of Historic Places.

## LOOKING TO THE FUTURE

Greeley has a long-standing tradition of celebrating its rich culture and diversity. It is important that Greeley continues to capitalize on this tradition by preserving its heritage through historic preservation efforts and celebrating current residents through arts and culture experiences. Such efforts help spur heritage and cultural tourism, helping support the economic goals of the City. Continuing to celebrate different cultures through festivals and events will also be important as Greeley continues to become more racially and ethnically diverse. Furthermore, it is essential that the City continues to preserve and protect important buildings, structures, and other sites so as to preserve the unique history and heritage of our community and its residents for future generations.

### ROLE OF THE CITY

The City's Historic Preservation Commission, a board of citizens appointed by the City Council, is primarily responsible for informing the community on historic preservation issues and working with property owners and the general public to preserve historic properties and areas. The Historic Preservation Commission and City Staff work to: designate properties on the Greeley's Historic Register, provide financial incentives to owners of historic properties, review projects to allow for changes while ensuring the preservation of the characteristics that make them unique, and offer educational events and resources that encourage preservation.

The City's Art Commission is made up of 12 members whose primary responsibility is to oversee the City's Public Art Programs and help find art which recognizes and fosters a broad range of social, cultural and historic values. The power and responsibility of the Art commission comes from the Public Art Ordinance which gives the Art Commission the authority to acquire artwork on behalf of the City and decide where they will be publicly displayed.

The Department of Culture, Parks and Recreation is an important cultural resource for the community, partnering with local residents to promote cultural events throughout the year and using public facilities like the Union Colony Civic Center to attract a diversity of cultural events and performances.



**HISTORIC REGISTERS**

National historic landmarks are designated by the National Park Service if deemed to be significant to the nation and its history. Designation at the national level does not obligate or restrict what a property owner may do with their property unless the owner received federal benefits such as tax credits or grants.

History Colorado administers the state's historic register. Properties listed in this register are eligible for grants provided by Colorado's State Historical Fund and state tax credits for rehabilitation projects.

The local historic register is administered by the City's Historic Preservation Commission. Financial assistance is offered in the form of low interest rate loans for properties on the local register. If designated, property owners must work with a Historic Preservation Specialist when making modifications to their property.

**Goal HC-1: Preserve and promote local heritage.**

**Objective HC-1.1 Identification of Historic Resources**

Continue the identification of historically significant elements of the built and natural environment associated with people and events important to Greeley's history and/or its diverse population through historic resource surveys or other methods.

**Objective HC-1.2 Education**

Encourage community education that facilitates a deeper awareness, understanding, and appreciation for local historic resources.

**Objective HC-1.3 City-Owned Resources**

Display leadership in the care, promotion, and use of City-owned facilities that are of historic significance and encourage other public entities to offer like stewardship.

**Objective HC-1.4 Greeley Museum**

Protect and expand the City's museum archives as a resource for documentation and preservation of the history Greeley and its residents.

**Objective HC-1.5 Historic Registers**

Encourage the designation of historically significant buildings and districts to the local, state, and national registers of historic places.

**Objective HC-1.6 Preservation Tools**

Support and implement a range of tools and approaches for protecting the City's historic resources in addition to designation on a historic register, such as design guidelines, character districts, neighborhood plans, and federal and state tax credits, among others.





**Objective HC-1.7 Heritage and Cultural Tourism**

Continue to collaborate with local and regional partners to promote heritage and cultural tourism as an essential part of Greeley’s economic development, branding, and historic preservation strategies, including partnerships established through the Northern Colorado Cultural Strategic Plan, Cache la Poudre River National Heritage Area, and other regional efforts.

**Goal HC-2: Support and celebrate the rich diversity of human experience within the community.**

**Objective HC-2.1 Cultural Events**

Plan, promote, and stage a variety of community events and festivals to provide opportunities for individuals to experience the rich diversity of the community, enhance a sense of the community culture, and facilitate understanding and appreciation of the customs, beliefs, and behaviors of different social groups and cultures in Greeley.

**Objective HC-2.2 Promoting Our Diversity**

Promote the community as a unique destination for visitors, travelers, and conferences, highlighting the city’s vitality and diversity in order to enhance its image and support economic development.

**CULTURAL EVENTS**

Greeley has a variety of festivals and activities that are held to observe important events. Key festivals and events include Cinco de Mayo/Semana Latina, the Arts Picnic, Potato Day, the Independence Stampede, Blues Fest, the Jazz Festival, and the Festival of Trees. These festivals and events celebrate the community and its diverse cultural interests. Many of the key cultural resources in the community are held in and around Downtown Greeley in venues such as the Union Colony Civic Center, the museums, the Jesus Rodarte Cultural Center, the Ice Haus, the Greeley Recreation Center and the Island Grove Event Center.





**ART IN PUBLIC PLACES**

The City's Art in Public Places program provides a means to fund, select, display and maintain artwork which becomes part of the City's permanent art collection. The funding comes from the One Percent for Art program, the Sculpture on Loan program, and through donations. The One Percent for Art program began in 1998 and requires that any capital improvement project of \$250,000 or more allocate one percent of the project cost to public art. The Greeley Art Commission, working with citizens, artists and the funding department recommend how this money will be spent. The Sculpture on Loan program began in 1995, when the Greeley Art Commission placed three pieces of sculpture in the downtown area. The selected artist receives an honorarium for the loan of their sculpture for one year.

**Objective HC-2.3 Foster Understanding**

Foster understanding between people from varied backgrounds and promote conditions that enable different people to live together without conflict and with mutual respect. Provide venues for the healthy, harmonious, and mutually-respectful discussion of dissimilar orientations, opinions, and values.

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**Goal HC-3: Develop and promote art and culture experiences.**

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**Objective HC-3.1 Greeley Creative District**

Continue to collaborate with the Greeley Creative District in order to support their mission, and the success of arts and culture initiatives in the city's downtown area.

**Objective HC-3.2 Arts and Entertainment Activities**

Provide emotional renewal and relief from normal routines through art, entertainment, and activities that add to the community's well-being and quality of life.

**Objective HC-3.3 Cultural Resources**

Strengthen, promote, and expand cultural venues and resources within the community that provide opportunities for residents to experience their community and world in an expansive manner while appreciating unique local offerings.



**Objective HC-3.4 Art in Public Places**

Support opportunities to include art installations by local artists in public infrastructure, facilities, amenities, and public spaces throughout the City.

**Objective HC-3.5 Music City, Colorado**

Promote Greeley as “Music City, Colorado” as a way to capitalize on the University of Northern Colorado’s world-renowned music program and to encourage Greeley as a music experience destination.

**Objective HC-3.6 Coordination with Other Promotional Efforts**

Ensure that other efforts to promote the city, its brand, and/or the local economy, include the city’s arts and culture venues, experiences, and other resources.





# HOUSING



HO

## INTRODUCTION AND PERSPECTIVE

This element focuses on encouraging the development of a diversity of housing options that adequately serve the needs of all Greeley residents. This diversity includes the types of housing products available and cost of housing for both renters and homeowners.

When the Union Colonists first settled in Greeley in 1870, they lived in tents. By June of that year, 150 houses were under construction. Since then, Greeley's housing stock has reflected a mix of architectural styles popular in various points in its history, including Italianate, Queen Anne, and Victorian Vernacular Housing introduced in the early 20<sup>th</sup> century and Craftsman and Bungalow designs, Colonial and English Revival styles introduced in the 1920s and early 30s. Construction in Greeley slowed during the Great Depression, but picked up again after 1937 until World War II. Residential subdivisions sprang up throughout the community from the 1950s through the 1970s, as the westward expansion of the community continued with architectural styles reflecting a more modern and utilitarian approach to design. During the Great Recession, the City experienced high vacancy rates and a number of foreclosures. The housing market has stabilized in the recent years with vacancy rates continuing to trend downwards.



## WHERE ARE WE TODAY?

Vacancy rates have continued to decline and median home values and rents have appreciated—signs of the city’s healthy economy and housing market. However, while the median home value and monthly rent have increased over time, the median household income has largely remained the same. As a result, more and more residents will be devoting an increasingly larger share of the incomes to housing costs. This trend will continue if increases in housing costs are not offset by growth in household incomes. The city’s housing stock is predominantly made up single-family housing; however the city has seen a substantial increase in the number of new multi-family units built during recent years. Despite this large increase in multi-family homes, the general mix of housing types has remained more or less the same over the last couple decades.

## LOOKING TO THE FUTURE

Despite signs of a healthy economy and real estate market, the rising cost of housing will need to be carefully addressed in order to ensure that Greeley residents have adequate access to housing that is affordable. The City will actively work to improve housing access for people of all backgrounds, particularly the special needs population who are most vulnerable to an increasingly expensive market. The adoption and implementation of a comprehensive housing strategy will be prioritized as a critical tool for Greeley to start developing more specific strategies to address ongoing housing issues. Housing diversity will also be encouraged in new residential projects to accommodate a diversity of household types and ensure that adequate supply of housing is provided to meet the needs of Greeley’s desired workforce.

### ROLE OF THE CITY

The City possesses a range of tools to address ongoing housing issues and concerns (e.g., housing diversity, affordable housing) of the community. Regulatory tools, such as zoning and other development regulations, can be used to influence the construction of affordable housing and other housing types that are desired by the community.

Housing programs are also used by the City to address housing related issues. The Greeley Urban Renewal Authority (GURA) offers financial assistance in the form of low or no interest loans to low- and moderate-income homeowners to bring their single-family home up to code. The Greeley Home Ownership Program for Employees (G-HOPE) is a recent program to promote more home ownership in Greeley’s Redevelopment District and around the University of Northern Colorado campus. Through the program, down payment assistance is available to regular full-time employees of the major employers in this area: Greeley City Government, University of Northern Colorado, School District Six, Banner Health/North Colorado Medical Center and others.



**HOUSING AFFORDABILITY**

Housing is considered “affordable” if it costs no more than 30 percent of a household’s annual income. “Affordable” housing is available for households that earn less than 80 percent of the Area Median Income (AMI). Affordable homes are built by private and nonprofit developers for middle and low income households. The City of Greeley works in partnership with Greeley-Weld Housing Authority and other community partners to ensure that affordable housing and other housing assistance programs are available to the community.

**Goal HO-1: Improve access to housing for all income-levels, ages, and physical abilities.**

**Objective HO-1.1 Housing Strategy**

Develop and implement a comprehensive housing strategy with clear goals and implementation strategies that:

- Establish priorities for the types of housing, tenure types, and populations to be targeted;
- Works with area employers to identify employee housing needs and facilitate the provision of adequate and attractive housing for the local workforce;
- Considers incentives and financing tools the City might use to encourage the construction of affordable housing;
- Considers transportation options as a mechanism to expand the affordability of housing;
- Identifies current zoning, fees, policies, and other City regulations that discourage or pose as barriers to the construction of affordable housing or other needed housing types;
- Includes strategies for encouraging the construction of affordable housing throughout the community and for preventing concentrations of affordable housing in particular areas or neighborhoods;
- Explores the potential of community land trusts as a means of maintaining affordable home ownership options for households down to 80% of the area median income;
- Encourages a range of creative housing options, including small-sized housing units (in the range of 1,000 to 1,500 square feet in size), manufactured homes, zero-lot line housing, attached housing types, and housing located above ground floor commercial uses in mixed-use areas;
- Maintain and/or improve the quality and safety of existing units; and
- Encourage the preservation of existing affordable units.

**Objective HO-1.2 Special Needs Populations**

Encourage the development of housing for special needs populations, including facilities for the elderly, the disabled, and other populations requiring group homes as a result of age, physical, or mental limitations. When considering land use proposals for such housing, evidence should be provided demonstrating that the proposed facility will be in close proximity to shopping, medical services, entertainment, and public transportation options, and good pedestrian routes before approval is granted.

**Objective HO-1.3 Homelessness**

In conjunction with other community organizations, develop and pursue a comprehensive approach to foster a decrease in homelessness, to stop recurring homelessness, and to promote long-term self-sufficiency of formerly homeless individuals or families.

**Objective HO-1.4 Coordinate Support Services**

Coordinate supportive services for housing with other health and human services provided by the City or other partners in the community.

**Objective HO-1.5 Homebuyer Education**

Support programs that provide homebuyer education and support of successful, sustained home ownership.

**Objective HO-1.6 Universal Design and Visitability**

Encourage the development of new housing units that incorporate design elements to accommodate the specific needs of the elderly and others who might have limited mobility.

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**Goal HO-2: Encourage a broad diversity of housing options.**

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**Objective HO-2.1 Diversity in New Development**

Encourage a variety of housing types, sizes, styles, and price-points of housing units within new residential projects or subdivisions. Ensure that Greeley has neighborhoods and/or development sites available and attractive to its desired workforce, including higher-end housing for executives and other high-paid workers.

**Objective HO-2.2 Rental Housing**

Foster the development of attractive, safe, and well-maintained rental properties for those who do not qualify for or desire to own property.





# INFRASTRUCTURE



**IN**

## INTRODUCTION AND PERSPECTIVE

This element recognizes one of the core functions of local government is to provide for a cohesive, efficient, and cost-sustainable physical infrastructure. While civic and social infrastructures are the heart of the city, the physical systems are the skeleton that supports the body politic.

Early streets reflected the idealism of the early colony, named after noteworthy Americans and trees. Idealism was matched with pragmatism, however, and in the early 1900's the current system of numbered streets and avenues was adopted as a systemic way to find addresses in the growing city. Early streets were exceptionally wide, even by Western standards. The persistent pejorative of a city with "wide streets and narrow minds" fails to recognize the early pioneering spirit that sought to ensure that trade wagons could adequately turn around in the streets and that broad streets allowed for generous growth in-between blocks.

Already the early water delivery system traversed from the foothills to bring water with early rights to Greeley citizens. Featuring wooden barrel-style design, these hand-crafted pipes proved reliable for decades and remained as part of the water delivery system until only a few years ago before being replaced by more modern materials.



## WHERE ARE WE TODAY?

The City has made a substantial investment in infrastructure to support its population of 105,000 people and over 2000 businesses. Here are some highlights:

- There are 373 miles of streets in the City of Greeley.
- There are over 85 miles of bike lanes, 30 miles of side paths, and 19.5 miles of off-street trails (and current bronze status)
- The City has a range of parks:
 

Parks classification	Number	Acres
Regional Parks	1	182
Community Parks	3	115
Sports Complexes	4	137
Neighborhood Parks	28	308
Pocket Parks	3	3.3
Dog Parks	2	7
<b>TOTAL</b>	<b>41</b>	<b>752.3</b>
- Miles of trails: 60
- City owned Natural Area approximately 1000 acres
- Miles of waterlines: 140 miles of transmission lines and 457 miles of distribution lines. Six mountain reservoirs with a total capacity of approximately 13,000 Acre Feet.
- Two water treatment plants: the Bellvue Plant with a capacity of 21 million gallons per day and the Boyd Lake Plant with a capacity of 38 million gallons per day
- The wastewater treatment plant has a capacity of 14.7 million gallons per day.

## LOOKING TO THE FUTURE

While this investment is substantial, it is not sufficient to accommodate future growth. In fact, to support population growth of approximately 50% the City will have to expand its infrastructure by approximately 50%. A task force is developing a capital and operations budget designed to begin the process of long range infrastructure planning that will integrate the priorities identified in the adopted master plans for community facilities.

### ROLE OF THE CITY

Public improvements to the City's infrastructure are generally administered by the Public Works Department. These capital improvements are prioritized and planned for through the Capital Improvement Plan. This plan provides for effective financial planning that is necessary to provide high-quality services to Greeley residents and businesses. The CIP allows for the City to focus its attention on long term objectives and assess its financial capacity for capital and operating needs. Construction standards related to infrastructure are also administered by the Public Works Department in order to ensure that new infrastructure investments made by private parties are supportive of and do not negatively impact the City's existing infrastructure.

Water and wastewater is managed separately by the City's Water and Sewer Department who are in charge of treating and distributing the City's water supply.



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**Goal IN-1: Ensure developed areas in Greeley are served by adequate public facilities and services.**

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**Objective IN-1.1 Adequate Public Facility Standards**

Maintain standards for the provision of adequate public facilities. At a minimum, such standards should include the following infrastructures and services: fire, parks, trails, police, sanitary sewers, water, storm water, and transportation.

**Objective IN-1.2 Determine Adequacy**

Individual development projects should be evaluated for adequate provision of public facilities based on the location of the proposed development relative to existing facilities and services, the ability of the proposed development to access those facilities and services, and the capacity of existing facilities and services to serve new development while still maintaining an acceptable level of service to existing development, as determined by the City.

**Objective IN-1.3 Fire Service**

Fire service for a given proposed development is considered adequate if the proposed development is located within a 1.38 mile radius of an existing, operational fire station. Proposed developments including land uses that pose a high risk of fire may be subject to more stringent requirements. City analysis of fire service demand generated by the proposed development and location and capacity of existing fire facilities will be required to make a final adequacy determination

**Objective IN-1.4 Park Facilities**

Park facilities for a given proposed development are considered adequate if the proposed development is located within a half-mile of a neighborhood park and within a one-mile of a community park. Regional parks, trails, natural areas, or recreational facilities are not included in this analysis unless they contain facilities equivalent to those available in neighborhood parks. City analysis of park demand generated by the proposed development and existing capacity and location of parks will be required to make a final adequacy determination.

**Objective IN-1.5 Police Service**

Adequacy for police service shall be determined according to call response times relevant to the proposed development location. City analysis of police service demand generated by the proposed development and existing capacity will be required to make a final adequacy determination.

**Objective IN-1.6 Sanitary Sewer Facilities**

Sewer facilities for a given proposed development are considered adequate if the proposed development is connected to a sewer line that is eight inches or larger in diameter with sufficient capacity as defined by the City. Confirmation of sewer capacity is required.

**Objective IN-1.7 Water Facilities**

Water facilities for a given proposed development are considered adequate if the proposed development is connected to an existing water line that is eight inches or larger in diameter. Confirmation of water supply is required.

**Objective IN-1.8 Storm Water Facilities**

Storm water facilities for a given proposed development are generally considered adequate if the site can safely convey storm water runoff to a regional storm water detention facility with sufficient capacity as defined by the City. If the City determines the proposed development cannot safely convey runoff to an adequate storm water system, adequacy requirements shall be met with detention facilities constructed on-site.





### **Objective IN-1.9 Transportation**

Transportation facilities to support new development are generally considered adequate if the proposed development is connected to a collector or arterial road or expressway (or will be connected at the time the improved arterial or collector is constructed within the two-year budget cycle), constructed to an acceptable cross-section with sufficient capacity to serve the development as defined by the City. Project-specific traffic studies to be provided by the developer and accepted by the City shall be required in order to make a final adequacy determination.

### **Objective IN-1.10 Functional Master Plans**

Ensure functional master plans for all key infrastructure systems and related services are in place. These should guide City investments in maintenance and expansion of adequate public facilities and other infrastructure and services that contribute to residents' quality of life. Such master plans should align with the vision for future growth and land uses set forth in this Comprehensive Plan.

### **Objective IN-1.11 Costs of Infrastructure Expansion**

Ensure the extension of infrastructure, services, and public facilities in a manner that does not create fiscal burdens for the City or existing residents.

### **Objective GC-6.10 Fiscal Impacts**

Measure and monitor the fiscal impact of development on municipal infrastructure and services at equivalent and appropriate levels throughout the community and adjust development fees to provide a predictable and adequate revenue source that accommodates growth.

### **Objective IN-1.12 Infrastructure Operations**

Ensure that City infrastructure is safe, well-managed, and efficiently operated.



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**Goal IN-2: Ensure the design, construction, and appearance of City infrastructure and facilities contributes to the character of the community.**

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**Objective IN-2.1 Multi-Functionality**

Incorporate deliberate and attractive multi-functionality into drainage and detention areas, open space, natural areas, pedestrian and other corridors so that infrastructure, and public investments in it, may provide multiple benefits to the community.

**Objective IN-2.2 Distinctive Design**

Provide distinctive design of public buildings and structures that represent the City's leadership and commitment to design excellence.

**Objective IN-2.3 Undergrounding of Utilities**

Continue the City standard to require all utility service lines be placed underground with new construction and major redevelopment.



# NATURAL RESOURCES & OPEN LANDS



**NR**

## INTRODUCTION AND PERSPECTIVE

This element deals with topics related to the natural environment, efforts to protect and improve the quality of Greeley’s water supply and natural areas; minimizing pollutants and their impacts on the natural environment and public health; energy and resource conservation; and engaging the community in efforts to promote good stewardship of both the built and natural environment.

The emphasis on agriculture and tree planting along city streets gave Greeley the nickname of “The Garden Spot of the West.” The City relied heavily on the use of wells to access water in the late 1890s, and, in 1903 residents voted to fund a project bringing water from the mountains to supplement the city’s existing supply. By the 1930s, a drought and the Dust Bowl led to great concerns over the quantity of water needed support growth in the region. The Colorado-Big Thompson Project (C-BT) was approved in 1937 and completed in 1957, providing water to Greeley and other cities and towns. As Greeley continued to grow, city leaders purchased high mountain reservoirs, built new treatment facilities, and pursued other avenues to acquire more water. In addition to the environmental challenges and implications caused by climate change, Greeley has encountered and dealt with local environmental issues—such as water conservation, air quality, energy efficiency, and management of waste and other sources of pollutants. Many of these challenges have been and continue to be a focus as they remain a high priority for the community.



## WHERE ARE WE TODAY?

Water is a valuable key resource, and careful planning, such as the adoption of the City's Water Conservation Plan and the Landscape Policy for Water Efficiency, has been completed to ensure that adequate water supply is provided for future residents. Cumulative efforts have been made by Greeley to conserve its water and as a result, water usage in Greeley has remained constant over the last decade despite strong population growth.

Aside from the supply of water, the residents of Greeley value the abundance of natural areas and waterways present in the community including the Cache La Poudre River, which meanders through 22 miles of Weld County, from its point of origin in the Rocky Mountains of adjacent Larimer County, to its confluence with the South Platte River east of Greeley. A cooperative effort among Greeley, Windsor, and Weld County has resulted in nearly 20 miles of trail being constructed along the river, between Windsor and Greeley.

Air quality has also improved in recent years but remains an ongoing challenge as the automobile and production of oil and gas has shown to be a major contributor to increasing ozone levels. The City has also made progress in managing resources and waste more efficiently through the use of new programs and facilities that make recycling more accessible for the community. Other City-lead efforts include a resolution adopted by City Council that showed broad City support of energy efficiency and conservation in its activities and programs.

## LOOKING TO THE FUTURE

Greeley will continue to build and expand upon existing efforts as they relate to environmental stewardship and protection of natural resources with the City continuing to take an active role in working with the community and neighboring jurisdictions to develop new ideas to preserve Greeley's open lands and resources. The use of water in the City will continue to be closely monitored to preserve its high quality and ensure that adequate supply is provided for current and future populations. Air quality will also be a focus through ongoing efforts to limit the amount of emissions and other sources of pollutants that are known to impair air quality. In addition, the City will promote renewable resources and other means to create an efficient and sustainable energy system and expand their existing recycling programs and facilities. In the face of growth, proactive measures will also be taken to ensure that meaningful public open land and other natural areas are well-preserved.

### ROLE OF THE CITY

The City prioritizes conservation of its natural resources and open lands to support agriculture, provide scenic views and ensure residents have access to nature that is seamlessly connected by public lands along river and stream corridors. This is largely accomplished by purchasing private land for preservation, and through the use of conservation and agricultural easements. The City also plays an important role in conserving and making sure that the City's water supply is being efficiently used. Greeley continues to make great progress in their water conservation efforts, establishing clear goals and programs to ensure that a healthy and sufficient water supply is provided for the community. Furthermore, waste management with focused efforts to promote recycling in the community is made by the City to protect and improve the environment.



**GREELEY'S WATER**

Greeley draws raw water from four main river basins on both sides of the Continental Divide: the Cache la Poudre (Poudre), Big Thompson, Upper Colorado, and Laramie. Greeley's water sources also include ownership in the Colorado-Big Thompson (C-BT) and Windy Gap projects, high mountain reservoirs, and rights in several irrigation companies. This diversity of sources increases the reliability and security of Greeley's supply of water.

**WATER CONSERVATION PROGRAMS**

Greeley offers various water conservation programs that are unique and targeted towards different types of users. Incentives are offered to residents through the use of rebates in order to encourage residents to install more water-efficient appliances in their homes. Water efficiency audits are also available for residents and business owners which provide free consultations on current water use and suggestions for repairs or upgrades. Water budgets are also used so residents can track their water use. Educational programs are used to inform the community on the issues of water conservation and their important role in making an impactful change.

**Goal NR-1: Protect, conserve, maintain, and improve the quality and quantity of water available to Greeley.**

**Objective NR-1.1 Anticipate Future Needs**

Secure the economic vitality of the community and its ability to support future economic and population growth by acquiring raw water commensurate with expected rates of growth tempered with expected conservation actions.

**Objective NR-1.2 Water Source Protection**

Protect the quality of water sources by meeting or exceeding all Colorado Primary Drinking Water standards and assure the integrity of drinking water supplies. Ensure that development or other human activities in watersheds surrounding water bodies or waterways supplying drinking water to the City of Greeley do not compromise the quality of these resources or their suitability to provide drinking water to residents.

**Objective NR-1.3 Water Conservation**

Promote the most efficient use of water through conservation and related practices.

**Objective NR-1.4 Non-Potable Water**

Assertively promote the use of non-potable water for irrigation as a viable and efficient alternative to treated water.

**Objective NR-1.5 Ditches**

Ensure that water delivery from ditches is sustained and protected.

**Objective NR-1.6 Regional Cooperation**

Cooperate with state and regional partners to effectively and efficiently manage water resources.

**Goal NR-2: Manage emissions, effluents, waste, and other sources of pollution that impact our quality of life and natural environment.**

**Objective NR-2.1 Air Pollution**

Reduce stationary and mobile sources of air pollutants in order to maintain full compliance with regional, state, and federal air quality standards.

**Objective NR-2.2 Outdoor Odors**

Support ongoing efforts to identify, track, manage, and reduce offensive outdoor odors.

**Objective NR-2.3 Noise Levels**

Promote acceptable noise levels throughout the community.



**Objective NR-2.4 Light Pollution**

Minimize light trespass from developed areas and reduce sky glow to maintain night sky visibility.

**Objective NR-2.5 Urban Heat Island Effect**

Promote the use of sustainable development practices that have been demonstrated to mitigate the urban heat island effect.

**Objective NR-2.6 Waste Management**

Promote the efficient and appropriate disposal and/or recycling of waste products in a manner that minimizes the public’s exposure to hazardous waste and prevents contamination of natural resources.

**Objective NR-2.7 Stormwater Management**

Promote the use of low impact development (LID) practices and design features to manage stormwater runoff and flooding, increase groundwater infiltration, and reduce the amount of sediment and other pollutants entering our surface waters.

**Objective NR-2.8 Agricultural Uses**

Promote the harmonious co-existence of agricultural uses with the natural environment. Disallow high impact agricultural land uses in locations that would create hazardous and/or obnoxious impacts to the community, such as noise, fumes, odor, health concerns, or other hazards.

**Objective NR-2.9 Groundwater Quality**

Mitigate impacts on aquifers and groundwater recharge areas from sources of groundwater pollution within Greeley watersheds.

**Objective NR-2.10 Wetlands**

Protect, enhance, and/or restore wetlands and their natural function within Greeley and its Long Range Expected Growth Area (LREGA).

**URBAN HEAT ISLAND**

Urban heat island describes a condition in which the temperature of the urban environment is higher when compared to surrounding rural areas due to heat generated by human activity, as well as heat captured by buildings and other impervious surfaces from the sun. Elevated temperatures can lead to increase energy consumption thus increasing emissions of air pollutants and greenhouse gases. Elevated temperatures can also directly increase the rate of ground-level ozone formation which can harm the local air quality.

**LOW IMPACT DEVELOPMENT**

Low impact development is a practice of stormwater management that mimic a site's natural hydrology as the landscape is developed. LID techniques generally manage stormwater by retaining and infiltrating runoff on-site rather than traditional stormwater management practices which emphasizes moving stormwater off-site with curbs, pipes, ditches and ponds.





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**Goal NR-3: Demonstrate stewardship of the environment.**

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**Objective NR-3.1 Protect Natural Features and Viewsheds**

Ensure that important natural features and viewsheds are protected or enhanced as development occurs.

**Objective NR-3.2 Public Open Lands**

Secure and protect meaningful public open lands areas within and near to the city in order to provide visual relief from the urban landscape, preserve “food sheds” and important vistas, and/or retain separation from other communities.

**Objective NR-3.3 Use of Constrained Lands**

Maximize the recreational use and preservation of areas that cannot be developed due to floodplain or storm drainage limitations.

**Objective NR-3.4 Use of Sensitive Lands**

Strategically secure and/or acquire ecologically sensitive or important lands to protect their ecological function or other natural values.

**Objective NR-3.5 Preservation of Natural Areas**

Work with land owners, developers, farmers, and environmental interests to protect important natural areas, native wildlife habitat, vistas, and other significant or environmentally sensitive lands. Develop mechanisms to ensure that natural areas are preserved as development occurs.

**Objective NR-3.6 Resource Extraction**

To the extent possible, minimize negative impacts from the extraction of sand, gravel, oil and gas, and other natural resources on the environment and surrounding land uses. Encourage the thoughtful reclamation of land that has been mined.

**Objective NR-3.7 Urban Forest**

Protect, maintain, and expand the urban forest within and around the city.

**Objective NR-3.8 Native Habitats**

Where possible, work to restore native prairie/grassland habitats on open lands or other natural areas.

**Objective NR-3.9 Wildlife Habitat**

Protect, maintain, and manage wildlife habitat in both natural and urban settings.

**Objective NR-3.10 Coordinated Management**

Optimize open space opportunities by coordinating land use management with other City functions that may offer complementary objectives (e.g., drainage areas, water acquisitions, Poudre Trail, parks, and trail system).

**Objective NR-3.11 Oil and Gas Operations**

Encourage the co-location of oil and gas facilities, where possible, to minimize the overall footprint of affected areas and impacts on adjacent land uses and the environment.

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**Goal NR-4: Use resources efficiently and sustainably.**

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**Objective NR-4.1 Lead By Example**

Provide community leadership through example by maximizing energy and water efficiency in all City operations, facilities, programs, and equipment.

**Objective NR-4.2 Energy Efficiency**

Encourage the efficient use and conservation of energy.

**Objective NR-4.3 Landscaping and Plant Species**

Promote the use of landscaping with species appropriate to the local climate conditions.

**Objective NR-4.4 Renewable Resources**

Promote the incorporation of renewable resources throughout the community.

**Objective NR-4.5 Energy Waste Capture**

Expand opportunities to capture waste energy to supply local utility needs and drive the local economic development engine.

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**Goal NR-5: Engage all members of the community in the process of supporting the stewardship of our natural and built environments.**

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**Objective NR-5.1 Education**

Promote education of the public about issues of local and regional environmental concern.

**Objective NR-5.2 Recognition**

Recognize and celebrate environmental stewardship in all aspects of community life.



# PARKS & RECREATION



**PR**

## INTRODUCTION AND PERSPECTIVE

This element deals with the planning and maintenance of parks and other recreational facilities with the intended purpose of creating a more inter-connected parks, trails and recreation system that provides better access for residents, creates opportunities for healthy and active lifestyles, and supports the environmental goals of the community.

Parks are one of the most visible quality of life aspects associated with a community. Parks are where people go to relax, socialize, enjoy their solitude, play, exercise, and come together to celebrate community events. Public places for outdoor recreation can also provide an important focal point and identity for a neighborhood, offering something for persons of every age, ability, and culture.

The early residents of Greeley knew the importance of parks and recreational activities, as the original plat of Greeley included three park sites. Island Grove Park, one of the city's first parks, has hosted a variety of different events and activities throughout our history. It became home to the Greeley Spud Rodeo in 1922, which was the forerunner to the Greeley Stampede, the world's largest July 4th rodeo. In the 1920s and 30s, events and activities included motorcycle races, indoor roller skating rink, and outdoor swimming. Now many activities including the Greeley Stampede are hosted annually at the park.



## WHERE ARE WE TODAY?

Today, the City of Greeley has over 900 acres of developed parkland that are administered and maintained by the Parks Division of the City's Culture, Parks, and Recreation Department. The majority of parklands are found in neighborhood parks, with Island Grove being the only regional park in Greeley. Despite strong population growth, the amount of parkland per capita has remained fairly consistent throughout recent years, reflecting the City's commitment to provide all residents with access to parks.

Public recreational facilities are available in Downtown Greeley at the Recreation Center, Senior Activity Center, Ice Haus and, just north at the Rodarte Cultural Center, which also houses the Youth Enrichment Program. West Greeley is served by the Greeley Family FunPlex. In addition to the parks and recreational facilities in Greeley, significant recreational opportunities may be found in Greeley's trail system, including the Poudre River Trail. This concrete trail runs just over 20 miles along the Cache la Poudre River, and supports a range of activities. . The City's long-term vision for its parks and open lands has been established in *Greeley's Parks, Trails, and Open Lands Master Plan*, which provides more detailed recommendations and implementation strategies to help realize that vision.

## LOOKING TO THE FUTURE

As Greeley's population continues to grow and become more diverse, the City will continue to plan for and build new parks and recreational facilities, as well as to offer recreational programs that serve residents of all ages, abilities, and interests. New parks, facilities, and trails will be added and seamlessly integrated into the existing parks and recreational system. Conscious efforts will be made to ensure that all neighborhoods have access to a park, trail, or recreational facility. All of these efforts will help improve the quality of life for residents and ensure that the proper services and facilities are available to supporting a growing and healthy population.

Careful considerations will be made by the City to ensure that any new parks, trails, and recreational facilities, or improvements to existing ones, align and support other environmental goals and objectives of the community such as water conservation, the preservation of environmentally sensitive areas, and planting of native species.

### ROLE OF THE CITY

The Parks Division and Recreation Division of the Culture, Parks, and Recreation Department are tasked with making improvements and keeping up with the maintenance of Greeley's existing parks, trails, and recreational facilities, as well as planning for future facilities that will serve the growing population. In addition to planning and design of new parks, the City has a parkland dedication policy to ensure that new development provides an adequate amount of parks to serve new residents. The types of parks, trails, recreational facilities, and programs offered throughout Greeley are also prioritized by these Divisions ensure that a diversity of recreational opportunities exist for all types of residents. The community goals and priority action items for parks and recreation facilities in Greeley are found in the *Parks, Trails, and Open Lands Master Plan (PTOL)*.



**PTOL PLAN**

The *Parks, Trails, and Open Lands Master Plan (PTOL)* provides a framework for decision-making and guidance to the Culture, Parks and Recreation Department (CPRD), to ensure the City’s parks, trails and open lands reflect community values and vision, meet the needs of a growing population, and enhance residents’ quality of life. Recommendations are provided for physical improvements and enhancements, facilities and programs, operations, maintenance, staffing and funding strategies. The plan is periodically updated to reflect the changing values, vision and trends of the community, and the work plan used to achieve these outcomes.



**Goal PR-1 Develop and maintain an inter-connected system of parks, trails, and recreational facilities.**

**Objective PR-1.1 Parks & Recreation System**

Develop a system of parks, trails, and recreational facilities which:

- Ensure residents have the opportunity to enjoy nature;
- Includes trail offerings that improves access to the overall system;
- Expands as necessary to maintain a high level of service, even as the City’s population grows;
- Adapts to meet the evolving needs and desires of residents of all ages, abilities, and interests; and
- Is adequately maintained, staffed, and funded.

**Objective PR-1.2 Parks, Trails, and Open Lands Master Plan**

Continue to implement, and update when necessary, the City’s *Parks, Trails, and Open Lands Master Plan*.

**Objective PR-1.3 Levels of Service**

Strive to meet and maintain levels of service for park and recreational facilities set forth in the *Parks, Trails, and Open Lands Master Plan*:

- **Neighborhood Parks:** 3.25 acres per 1,000 residents
- **Community Parks:** 3.5 acres per 1,000 residents
- **Sports Complexes:** 1.5 acres per 1,000 residents

**Objective PR-1.4 Underserved Areas**

Prioritize the construction of new parks and recreational facilities in underserved areas, as identified in the gap analysis completed for the *Park, Trails, and Open Lands, Master Plan*.

**Objective PR-1.5 Trail System**

Connect and expand the trail system in a manner that broadens access, diversifies recreational trail offerings, creates continuity throughout the system, and enhances safety and usability.

**Objective PR-1.6 Regional Connections**

Collaborate with regional partners to create connections between the City of Greeley’s trail system and systems developed by other jurisdictions or regional efforts, such as the Colorado Front Range Trail.

**Objective PR-1.7 Recreational Programs and Facilities**

Provide a diversity of recreational facilities and programs that meet the needs and desires of the community.

**Objective PR-1.8 Streetscapes and Greenways**



Design streetscapes, linear parks, greenways, and other green spaces within the city as integral elements of the park system.

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**Goal PR-2 Ensure the City’s system of parks, trails, and recreational facilities align with and support other community goals.**

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**Objective PR-2.1 Water Conservation**

Ensure that new parks support best practices in water conservation and irrigation efficiency including reducing irrigated bluegrass areas unless needed for a specific activity. Integrate such strategies into existing park facilities as opportunities arise.

**Objective PR-2.2 Planting and Landscaping**

Incorporate native vegetation, natural grasslands, and low water-use plants and landscaping approaches into the design of parks, trails, and recreational facilities.

**Objective PR-2.3 Maintenance Practices**

Maintain vegetation through the application of “best management practices” including mechanical, chemical, biologic, grazing, and fire among others.

**Objective PR-2.4 Stormwater Management**

Incorporate stormwater management and other low-impact development features into the design of parks, trails, and other recreational facilities, as possible.

**Objective PR-2.5 Education & Interpretation**

Pursue opportunities to integrate educational or interpretive experiences into Greeley’s parks, trails, and recreational facilities.





# PUBLIC SAFETY



**PS**

## INTRODUCTION AND PERSPECTIVE

This element deals with public safety as it relates to crime, natural hazards, and the built environment with focused efforts to prevent and be well-prepared for natural hazards, improve the City’s emergency response services, and create a safe and attractive community.

Greeley’s first law enforcement officer, Samuel. B. Wright, served from 1871 – 1873 and created the city’s first Fire Department in 1913. The Fire Department has continued to expand to a total of 108 full time positions with the growing city .

The Police Department was founded in 1900 and has also grown with the City to a total staff of 208 full time employees of which 154 are sworn officers and 54 are civilians.

In terms of vulnerabilities to natural hazards, Greeley is prone to flooding and has experienced a number of major floods in the past (1905, 1922, 1965 and 1983). On May 21, 1904, the “big flood” of the Cache la Poudre River hit Greeley. A bridge across 8th Street was washed out, as were the railroad tracks in town. Crops suffered extensive damage as water flowed through town reaching one foot in depth. Estimated losses from this flood were \$1 - \$3million – the approximate equivalent to \$150 - \$450 million today.



## WHERE ARE WE TODAY?

The Greeley Police Department has grown to just over 200 sworn and non-sworn positions, made up of three divisions: Patrol, Support Services, and Information Management. The Greeley Fire Department has over 100 employees and is responsible for an area nearly 50 square miles in size. Crime rates have decreased in recent years, but remain somewhat higher than in neighboring communities.

In regards to natural hazards, the City has completed a number of floodplain mapping mitigation projects in an attempt to better protect the community from the impacts of future flood events along the Cache la Poudre and South Platte Rivers. Drainage basins in the community have also been studied and mapped to better plan for development in proximity to these areas. Emergency and disaster preparedness is coordinated between the City of Greeley and Weld County in a variety of ways, including a regional hazard mitigation plan, the joint housing of offices, shared “table-top” training exercises with local officials, and a host of related activities. This close coordination proved invaluable following a tornado in 2008 that impacted west Greeley and the Town of Windsor and the floods of 2013 and 2015.

## LOOKING TO THE FUTURE

The City will strive to ensure that emergency services will continue to be delivered in an efficient and collaborative manner as Greeley’s population grows over time. The City will also attempt to direct new growth and development to areas safe from hazards and natural disasters, and implement mitigation strategies to reduce the risks to life and property where hazards are present in the community. Education and public awareness about natural hazards and the proper protocol for response during natural disasters will continue to be a top priority. Beyond hazards, and emergency services, public improvements will be made and other features of Greeley’s built environment will be enhanced to improve public safety. Internal coordination between various City Departments and regional partners, as well as the use of public/private partnerships will be of key importance to keep Greeley as a safe and attractive place to live.

### ROLE OF THE CITY

It is the responsibility of the City to provide efficient and reliable emergency services to ensure public safety. In addition to these services, the City is also responsible for mitigating natural and man-made hazards, and assisting in recovery from these unexpected events. Hazards in Greeley range from floods, fires, and tornados.

In addition to funding a Police and Fire Department, the City meets its responsibilities through regulatory amendments to the City’s Development Code, the adoption of building and fire codes, and careful planning between City departments and community partners to address the most prevalent safety issues and concerns of the community.

Improvements to the City’s built environment such as sidewalks, lighting, street furniture, intersections, and other features are also an important responsibility for the City as it increases the perception of safety and attractiveness of the community.



**WELD COUNTY  
HAZARD MITIGATION  
PLAN**

The Weld County Office of Emergency Management (Weld OEM), in coordination with other county departments, assumed the lead role in the development of the 2016 *Weld County Multi-Jurisdictional Hazard Mitigation Plan*. Working with local jurisdictions of Weld County, goals and objectives were developed to guide future mitigation policies and project administration, along with a list of detailed action items that are necessary to realize those goals. These Mitigation Action Guides (MAGs) link jurisdiction-specific mitigation actions to locally assigned implementation mechanisms. It is intended to make the plan more strategic and functional through the identification of both long-term goals and near-term actions that will guide day-to-day decision-making and project implementation.

**Goal PS-1: Minimize loss of life and property from hazards.**

**Objective PS-1.1 Flood Hazards**

Fully enforce floodplain regulations within areas of the community subject to a one-percent or greater chance of flooding in any given year (i.e., the 100-year floodplain). To the extent possible, development within the floodplain should be compatible with the natural tendencies of these areas, such as open space and recreation. Development in floodways shall not be permitted.

**Objective PS-1.2 Wildfire**

Identify and mitigate wildfire risks within and surrounding the city.

**Objective PS-1.3 Steep Slopes**

When possible, natural slopes in excess of fifteen percent should not be developed. When such development occurs, it shall comply with all hillside development regulations in order to ensure soil and structure stability and safety.

**Objective PS-1.4 Hazard Mitigation Planning**

Participate in the implementation and periodic updates to the *Weld County Multi-Jurisdictional Hazard Mitigation Plan* and other regional or statewide hazard mitigation planning processes.

**Objective PS-1.5 Public Awareness**

Promote a well-informed public related to the presence of hazards in the community, and to local and regional emergency response protocols and services.

**Objective PS-1.6 Hazardous Materials**

Minimize citizen exposure to hazardous materials.

**Objective PS-1.7 Building and Fire Codes**

Regularly review and maintain building and fire codes that address fire and structural safety consistent with insurance rating standards.





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## **Goal PS-2: Maintain high-quality public safety and emergency response services.**

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### **Objective PS-2.1 Fire Services**

Locate fire stations to service a nine-square mile area or in such a way to achieve emergency response within a six minutes or less from the time of dispatch, with the area served dependent upon the density of land use or fire hazard potential.

### **Objective PS-2.2 Police Services**

Maintain a system that prioritizes calls for service in terms of threat and imminent danger or harm and set goals for response times based upon such priority. Sustain the most visible element of police protection through patrol officers and beats. Develop measurable thresholds that estimate when additional resources will be needed to sustain the community's expected future level of service.

### **Objective PS-2.3 Community Policing**

Continue to engage community residents and businesses in crime prevention and outreach partnerships through "community policing" initiatives, such as Neighborhood Watch, Neighborhood Building Blocks, youth recreational and educational clinics, and related programs.

### **Objective PS-2.4 Emergency Medical Response**

Continue to provide a seamless continuum of basic and advance life support services.





**Objective PS-2.6 Coordinated Responses**

Foster continued relationships with adjacent jurisdictions and other government entities, such as the University of Northern Colorado, Aims Community College, and Greeley-Evans School District Number 6, to provide coordinated response to emergencies and other high impact events.

**Objective PS-2.7 Duplication of Efforts**

Where cost effective and mutually beneficial for all parties, pursue intergovernmental agreements and contracts for services with other jurisdictions and government entities where duplication in emergency services, capital improvements, or equipment can be avoided and/or where the unique capabilities of the service or equipment needed is more effectively provided through a coordinated source or partnership.

**Objective PS-2.8 Maintaining Service with Growth**

Identify City needs for funding and development related to safety through the Capital Improvements Plan in order to maintain and keep pace with growth and redevelopment. Periodically review fees to assure they keep pace with the actual costs of serving new development.





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**Goal PS-3: Develop and maintain a safe, aesthetically pleasing, and livable community.**

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**Objective PS-3.1 Urban Design**

Enhance public safety through the use of public improvements, urban design, street furniture, lighting, and other features of the built environment.

**Objective PS-3.2 Code Enforcement**

Address behaviors that disregard public safety of others or property. When necessary, take actions to minimize more serious conditions as needed to address threats that impede community and individual safety.

**Objective PS-3.3 Citizen Responsibility**

Promote activities and programs that reinforce citizen responsibility for community and personal well-being.

**Objective PS-3.4 Signage and Lighting**

Enhance public safety through the use of signage, information kiosks, lighting and other means to inform and direct the public to destinations in a straightforward and efficient manner.

**Objective PS-3.5 Safe Built Environment**

Support development patterns that foster constructive interactions with others to promote the opportunity for neighbors and businesses to mutually support common neighborhood interests such as hazard and crime prevention.

**Objective PS-3.6 Public Perceptions**

Increase a positive public perception of Greeley as a safe place to live, work, and play and deter opportunities for minimal and undesirable actions.



# TRANSPORTATION & MOBILITY



**TM**

## INTRODUCTION AND PERSPECTIVE

This element deals with all modes of travel that make up the city’s transportation system, including automobiles, buses, bikes, pedestrians, trains, and airplanes and efforts to increase safety and efficiency; to provide access to a diversity of transportation options; to coordinate future land use patterns and decisions with those for transportation; and to promote efficient means of moving goods and services through the city and between Greeley and the region.

The community’s early growth largely influenced by the railroad. Rail offered inexpensive transportation for produce, livestock, and other materials and goods needed to supply the Union Colony given its then remote location. The first railroad line, built by the Denver Pacific Railway and Telegraph Company, was privately financed in 1868 by Gov. John Evans and several Denver businessmen. This line was built to encourage a resurgence of Denver by linking it with Cheyenne and included a stop in Greeley.

The Denver and Greeley Railroad (DGR) began operation in 1910 as the only electric mass transit system, or street car system, serving the city. A car barn fire in 1917 and the rise of automobiles led the DGR to close by 1922, making Greeley the last city in Colorado to get street cars and the first to abandon them. By 1926, there were seven private bus companies operating in town. Private operators were replaced with a City-run transit system, known as “G.E.T.” – Greeley-Evans-Transit starting January 1, 1960 using buses bought from the private bus companies.



## WHERE ARE WE TODAY?

Today, automobiles are the primary mode of transportation for Greeley residents. Indeed, residents of Weld County drive more miles per day per person than residents of other counties along the Front Range. While increased daily travel is a sign of a strong economy, it also leads to traffic congestion and reduced air quality. The City of Greeley has pursued transportation demand management strategies to encourage alternative modes of travel and reduce the community's dependency on the automobile, along with the negative externalities automobile travel creates. Despite these efforts, progress has been slow as the City and County's long history of low-density development and disconnected street networks have proven to be a challenge for transit and transportation demand management strategies.

The City has placed a high priority on its bicycle infrastructure in recent years, building over 120 miles of bike lanes and paths since 2001. Connectivity of the network is a concern, and future improvements to the bicycle network and public right-of-way will be necessary in order to make cycling and walking more safe and viable modes of transportation for the community. Transit is also a priority. The City has recently completed a strategic plan, built a new Transit Center, and replaced several buses.

## LOOKING TO THE FUTURE

The City will continue to improve its roadways, transit system, bicycle network, pedestrian infrastructure, and pursue other transportation demand management strategies in order to establish a multi-modal transportation system that provides a variety of transportation options to serve the needs of all residents in the community. Future transportation services, strategies and investments will be coordinated with and complementary of future land use planning, maximizing public benefits of transportation spending. The experiential components of mobility, such as the design of Greeley's streetscape and trails, will continue to be enhanced in order to make the city's transportation system more attractive, safe, and enjoyable. Creating a more inter-connected network for pedestrians and cyclists will also be important in order to provide these users with a more direct and efficient way of travel. The City's *Comprehensive Transportation Plan*, *Bikeways Master Plan*, *Complete Streets Policy* and *Transit Strategic Plan* will continue to be updated and implemented to advance the goals and objectives of the *Comprehensive Plan* by establishing more detailed policies, priorities, and actions.

### ROLE OF THE CITY

The planning, construction, maintenance and operations of the transportation systems and public streets are administered by the Department of Public Works. Improvements to the City's transportation infrastructure are critical in providing safe and efficient movement of pedestrians, traffic, goods and emergency services.

Public transit services are provided by Greeley-Evans Transit (GET) and serves cities of Greeley, Evans and Garden City. Coordination between the City, GET, and other community partners ensures that proper services and programs are being provided to meet the different needs of the community. The City is also responsible for the long-term planning of future services and improvements as demonstrated by the City's *Comprehensive Transportation Plan* and *Bicycle Master Plan*.



**Goal TM-1: Develop and maintain an accessible, integrated, safe, and efficient transportation system.**

**Objective TM-1.1 Multi-Modal Transportation System**

Design, construct, and maintain a multi-modal transportation system that:

- Meets the unique needs of each mode of travel;
- Integrates all modes of travel into a comprehensive system;
- Ensures that the system provides efficient links between each mode of travel;
- Provides networks for pedestrians and bicyclists that are equal in priority, design and construction to the system provided to motorists;
- Is accessible, safe, and inviting to all members of the community; and
- Anticipates future modes of travel, such as autonomous vehicles.

**Objective TM-1.2 Pedestrian Movements**

Ensure pedestrian movement and accessibility is considered in the design and construction of all public and private development projects. Ample and safe sidewalks and other pedestrian pathways within and between developments should be provided.

**Objective TM-1.3 Streetscape Design**

Develop attractive, safe, accessible, and efficient public rights-of-way, including roadways and sidewalks. The design of such rights-of-way should vary depending on the modes accommodated, the surrounding land uses, and the character of the area or neighborhood through which it passes.

**TRANSPORTATION MASTER PLANS**

Master Plans have been developed to help define a long-range vision for the City's multi-modal transportation system. These plans provide both technical and policy direction to guide future transportation investments and decisions. Adopted Transportation Master Plans include:

- **2035 Comprehensive Transportation Plan:** The plan aims to improve the relationship between City's transportation and land use systems. The Plan identifies future transportation needs of specific geographic areas, estimates costs, and identifies short-term and long-term improvements for roads, transit, bicycle, and pedestrian facilities. The plan provides future guidance for all modes of transportation to ensure that these systems work together and provide a balanced multi-modal system that serves all users in the community.
- **Bicycle Master Plan:** This Plan aims to make Greeley a Gold Level Bike Friendly Community by creating an efficient and safe bicycling network for the community that serves both a transportation and recreational purpose. The Plan is comprised of goals and objectives to help guide the City move towards this vision and discusses recommendations that range from physical improvements on the network connectivity level, to programs and policies that will help move Greeley forward as a bicycle friendly community.



### **Objective TM-1.4 Traffic Calming**

Support the use of traffic calming methods that prevent accidents and improve safety for all users.

### **Objective TM-1.5 Emergency Response**

Accommodate transportation needs associated with emergency response and the movement of hazardous materials through the city. Maintain City standards and procedures related to the effective method of roadway, rail, and air traffic management related to emergency and weather conditions.

### **Objective TM-1.6 Transportation Demand Management**

Endeavor to fully implement a Transportation Demand Management (TDM) program that provides incentives to encourage alternatives to single-occupancy vehicle trips. Collaborate with regional and community partners to establish TDM programs at:

- Employment centers;
- Educational facilities;
- Recreational facilities;
- Large residential complexes or dense residential communities; and
- Large retail and community commercial centers.

### **Objective TM-1.7 Parking**

Develop and implement parking regulations and management programs that result in the efficient development and use of parking resources.





**GREELEY-EVANS  
TRANSIT (GET)**

Greeley Evans Transit is operated by the City of Greeley's Transit Services Division and provides transit services in Greeley, Evans and Garden City. The service includes seven fixed-route bus lines, paratransit service and a supplementary Call-N-Ride service. As part of the G'Town Promise, GET also provides free rides to all elementary, middle and high school students within the region. Future enhancements to their current service are guided by their Strategic Plan which provides near-, mid-, and long-term service recommendations.

**Objective TM-1.8 Functional Classifications**

Maintain a roadway system that encourages the use of arterial streets for cross-town and regional traffic, the use of collector streets to channel traffic from the neighborhoods to arterial streets, and discourages the use of local streets for through-traffic.

**Objective TM-1.9 Level-of-Service Standards**

Adopt and implement target level-of-service standards for all components of the transportation system. Incorporate such standards into the development review process to ensure the impacts of new development can be evaluated and mitigated.

**Objective TM-1.10 Energy Efficiency**

Incorporate energy efficiency into the transportation system and facilities.

**Objective TM-1.11 System Construction and Maintenance**

Support and expand ongoing programs related to roadway construction and maintenance. Ensure that new growth does not negatively impact the City's ability to maintain the transportation system or create a fiscal burden for the City.

**Objective TM-1.12 Traffic Enforcement**

Pursue aggressive enforcement against accident-causing traffic violations, and other threats to the health and safety of all users of the City's transportation system.

**Objective TM-1.13 Street Patterns**

Promote street and pathway patterns and configurations that foster interconnectivity between subdivisions and commercial development in order to move all users in direct routes and limit extraneous travel on collector and arterial streets.

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**Goal TM-2: Provide residents with a range of transportation choices and options.**

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**Objective TM-2.1 Complete Streets**

Plan and program rights-of-way that fully integrate the needs of bicyclists, pedestrians, transit users, commercial vehicles and trucks, emergency service vehicles, and passenger vehicles.

**Objective TM-2.2 Bikeway System**

Encourage bicycle travel and an effective bikeway system. Develop standards for bikeway facilities and infrastructure with input from local commuter bicyclists and other users.

**Objective TM-2.3 Trail Opportunities**

Explore the use of abandoned railroad rights-of-way, drainageways, and canals for opportunities to serve alternative modes of transportation, such as pedestrian or bicycle trails.

**Objective TM-2.4 Residents with Disabilities**

Ensure the transportation system effectively serves people with disabilities.

**Objective TM-2.5 Public Transit**

Promote an efficient, effective, and comprehensive transit system for public use.

**Objective TM-2.6 Regional Transit**

Foster regional transit through intergovernmental agreements and other collaborative efforts with neighboring communities and state and regional entities.

**Objective TM-2.7 Network Gaps and Barriers**

Address existing gaps and other barriers in the transit, pedestrian, and bicycle networks.





**GREELEY-WELD COUNTY AIRPORT**

Operating since 1994, the Greeley-Weld County Airport is a general aviation airport that provides air service to the Greeley area. The airport is owned and operated by the Greeley-Weld County Airport Authority, which includes members of the Greeley City Council and the Weld County Board of Commissioners. A variety of aviation services are offered at the airport including corporate aircraft services, crop dusters, air med/air ambulance, and flight training. In addition to these services, the airport remains as one of the largest employers in Greeley and continues to contribute to the local economy.

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**Goal TM-3: Ensure that land use and transportation decisions, strategies, and investments are coordinated and complementary.**

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**Objective TM-3.1 Transportation/Land Use Connections**

Develop a transportation system that anticipates and supports planned land uses and development intensities in the city and its Long Range Expected Growth Area (LREGA).

**Objective TM-3.2 Supportive Development**

Ensure that all proposed development projects demonstrate the ability to accommodate pedestrian and bicycle travel.

**Objective TM-3.3 Transit-Oriented Development**

Require all new development and redevelopment near (within ¼ mile) of an existing or planned transit line, or located along a multi-modal corridor (as identified on the Land Use Guidance Map) to incorporate transit-oriented design into projects.

**Objective TM-3.4 Balance Impacts**

Support land use proposals that seek to balance, mitigate, and distribute transportation impacts in order to maintain or improve current levels of mobility.

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**Goal TM-4: Promote the orderly movement of goods and services throughout the city and region.**

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**Objective TM-4.1 Truck Routes**

Establish and enforce appropriate truck routes to and through the city, including for hazardous materials. Encourage the co-location of oil and gas facilities in order to minimize the impacts of transporting these resources on the community.

**Objective TM-4.2 Railroads**

Promote the safe, compatible, and effective use of rail to, from, and through the city.

**Objective TM-4.3 North Greeley Rail Corridor**

Ensure new development along the North Greeley Rail Corridor preserves the functionality and future use of the existing railroad line in support of the vision established with Weld County for this area to develop as a rail-centric hub for industrial and commercial uses.

**Objective TM-4.4 Greeley-Weld County Airport**

Support the ability of the Greeley-Weld County Airport to reach its full potential in providing competitive air transportation and freight services.



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# 04. GROWTH FRAMEWORK



## ZONING VS. LAND USE GUIDANCE

The Land Use Guidance Map and the community building blocks differ from the City's zoning code in that they establish a vision for the types of uses, densities of development, building types, and transportation networks within particular areas of Greeley, along with providing other policy guidance related to land use (in addition to the guidance provided in Chapter 3). Zoning, on the other hand, establishes the specific regulations that govern how land uses and development are built and regulated by the City.

It can be helpful to think of the relationship between the two this way: the Land Use Guidance Map provides the vision for how we want to see our community grow and develop, while zoning is the primary tool with which the City can implement this vision. As such, a number of zoning and code updates are recommended as implementation actions in Chapter 5 of the Plan to align the City's current regulations to the Land Use Guidance Map.

## ABOUT THE GROWTH FRAMEWORK

The Growth Framework of the Comprehensive Plan provides an overall vision for how the City of Greeley will grow and evolve in the future. As with the goals and objectives of Chapter 3, which provide guidance on a range of topics, this Growth Framework is a tool that helps City staff, elected and appointed officials, developers, residents, and others to plan for, anticipate, evaluate, and make decisions regarding the types, design, and intensity of land uses throughout the city and its Long Range Expected Growth Area (LREGA). Such guidance is found throughout this chapter, which includes:

**Land Use Guidance Map:** Identifies locations within Greeley and its LREGA where different types of places, as defined by the community building blocks, are desired and/or expected to occur in the future.

**Community Building Blocks:** Provides a description of and more detailed policy direction for the types of places depicted on the Land Use Guidance Map. The building blocks are organized under four broader categories: Neighborhoods, Areas, Centers, and Corridors.

**Annexations:** Provides guidance on the conditions under which land located within Greeley's LREGA but outside of its municipal limits (i.e., in unincorporated Weld County) will be annexed into the city. This component, supported by the previous two, also serves as the Three-Mile Plan for Greeley, as required under state statutes.

While a separate chapter, the Growth Framework is intended to complement the guidance provided in Chapter 3 of the Comprehensive Plan, reflecting how the goals and objectives will influence the spatial development and growth of Greeley.

### How to Use This Chapter

The guidance provided in the chapter provides direction to City staff, decision-makers, and the community when development applications, zoning changes, or other land use-related choices arise. The Land Use Guidance Map should be consulted to determine which community building block applies to any given property within the city, and the description of that building block should be referred to by developers, property owners, City staff, elected and appointed officials to understand the types of land uses and intensity of development the community desires in that part of Greeley. Descriptions and special considerations for each building block should be considered in addition to applicable goals and objectives set forth in Chapter 3 of this Plan.

Hard boundaries or delineations of building blocks on a parcel-by-parcel basis are not provided on the Land Use Guidance Map. This is intentional, and provides both property owners and the City with a degree of flexibility in implementing the community's vision for future development. Likewise, the density ranges provided for each building block should be viewed as guidelines rather than regulatory requirements. More specific, detailed, and parcel-based regulations on land uses, density and intensity, types of development, and other urban design or architectural considerations are found in the City's Development Code and zoning regulations, and will continue to be used by the City when reviewing development proposals.

### **Amendments**

Amendments to the Growth Framework (including the Land Use Guidance Map and community building blocks) are considered Comprehensive Plan amendments, and should follow the process for amendments established in Chapter 1.

## **FACTORS INFLUENCING GROWTH**

A number of factors have influenced and will continue to influence growth in Greeley. Some of these factors, such as population growth or geographic constraints, represent factors over which the City has little to no control, while others, such as compact development, reflect community preferences expressed during the *Imagine Greeley* process. Not listed in any order of importance, the following factors most heavily influenced the development of the Land Use Guidance Map and community building blocks: population growth; compact development; infill and redevelopment; mixed-use development; housing; adequate public facilities; constraints and environmentally sensitive lands, and parks and open lands.

### **Population Growth**

The City of Greeley's population hit a milestone this past decade, exceeding 100,000 residents for the first time in the City's history. Our city's population is expected to continue to grow in the future, increasing by at least 50,000 residents over the next 20 years. As such, this Growth Framework provides guidance on where new housing and employment areas will be encouraged in different parts of the city to meet our anticipated future needs. This growth will be located in undeveloped areas or occur as infill development or redevelopment within already developed areas.

### **Compact Development**

Based on past policy directions and confirmed through the *Imagine Greeley* process, the Land Use Guidance Map, in addition to the goals and policies found in Chapter 3, encourages a compact footprint for Greeley, limiting sprawl into undeveloped areas, encouraging infill and redevelopment in existing areas, and preserving open lands and other environmentally sensitive areas. Community building blocks reflect this, by encouraging a range of housing types and densities that use less land per housing unit, by encouraging the preservation of community separators around the city's periphery, and by encouraging clustered development and the integration of open space into larger planned communities and subdivisions.

### **Mixed-Use Development**

During the *Imagine Greeley* process, residents expressed a strong desire to see a greater mix of uses throughout the city in the future. To support this desire, a mix of land uses is envisioned in almost all of the community building blocks, depending on the location and intensity of surrounding uses. Although some mixed-use development may occur within existing neighborhoods and employment areas, the Growth Framework focuses on encouraging mixed-use development in important centers, such as Downtown Greeley and UNC, and along major transportation corridors, such as 10<sup>th</sup> Street and 8<sup>th</sup> Avenue as these redevelop in the future.

### **Housing**

Housing affordability and access were two issues discussed frequently during the *Imagine Greeley* process. In general, residents like that Greeley is an affordable community, and would like to maintain this reputation moving forward. However, a growing population, low residential vacancy rates, stagnating wages, and other factors have caused housing costs to increase in recent years and led to more and more of households' income going towards housing costs. The Growth Framework seeks to encourage a wider diversity of housing types in the city as a means to increase the available supply of housing, maintain a compact pattern of development, and make efficient use of land and public investments in infrastructure and services. A more diverse housing stock is also adaptable, and can more easily accommodate changes in residents and their needs—allowing current residents to stay in the community as they age or start families, for example.

### **Adequate Public Facilities**

Much of Greeley's Long Range Expected Growth Area (LREGA) is undeveloped. While this provides tremendous opportunities for imagining how these areas could develop in the future, most will need to be served with infrastructure and services before new development can occur. While the City, through its budget and Capital Improvement Plan, is working to expand necessary infrastructure to support new growth, its resources are limited. In many cases, the areas indicated for development on the Land Use Guidance Map will not develop within the next 10 to 20 years, especially those designated as urban reserve. However, the map and community building blocks allow the City to plan ahead and prepare for the kinds, sizes, and location of new infrastructure that will be needed to serve particular areas of Greeley and the uses envisioned. While in most cases it will be the responsibility of developers and property owners to provide for infrastructure and services needed to support their developments, in certain circumstances the City may proactively work to provide services to a particular area as a means of catalyzing development that supports community goals, such as for affordable housing or economic development.

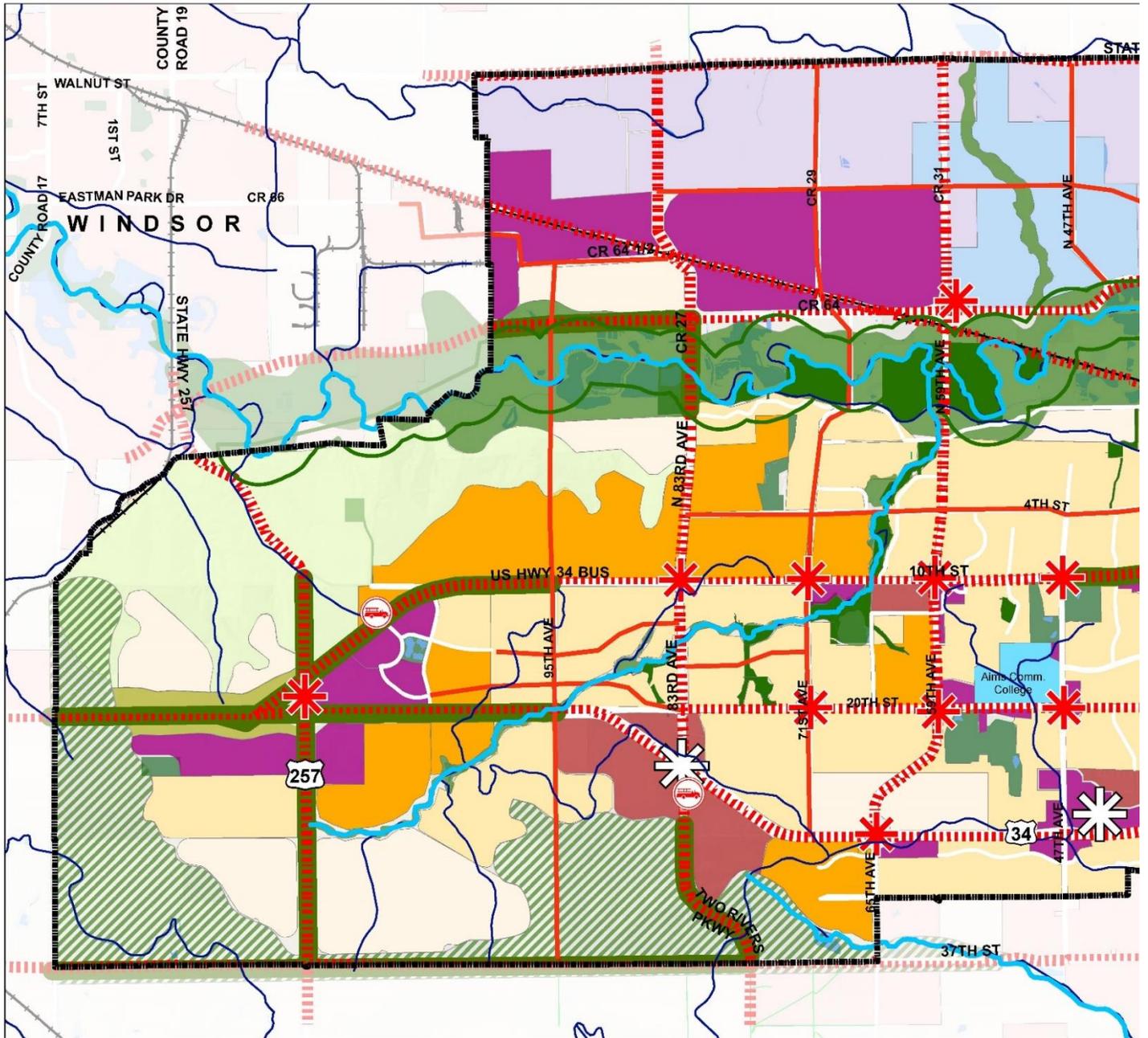
### **Constraints & Environmentally-Sensitive Lands**

New development is not anticipated uniformly throughout Greeley and its LREGA. Certain locations are anticipated to remain undeveloped in the future due to the ecological functions they provide, their value to the community, the presence of natural hazards, or a range of other reasons. These areas include those with steep slopes, within mapped floodplains, that support wildlife habitat and/or movements, etc.

### **Parks & Open Lands**

Access to parks and open lands is an important aspect of Greeley residents' quality of life. Moving forward, the Land Use Guidance Map and community building blocks support both the protection of open lands within the community and at its peripheries (as community separators), and support the preservation and interconnection of open lands within larger developments and subdivisions. The Growth Framework also references the *Parks, Trails, and Open Lands Master Plan* as a guide for where future parks and trail amenities will be built in the future to ensure that new growth is planned in coordination with these investments.

# Community Building Blocks: Neighborhoods



## LEGEND

### CENTERS

-  Downtown Center
-  Regional Center
-  Neighborhood Center

### CORRIDORS

-  Multi-Modal Corridor
-  Special Multi-Modal Corridor Landscaping
-  Poudre River Greenway

### SPECIAL RECOMENDATIONS

-  Potential Fire Station Locations

### AREAS

-  Airport Area
-  Higher Education Hubs
-  Employment, Industrial, and Commercial Areas
-  North Annexation Area
-  Mixed Use High Intensity
-  Urban Reserve
-  Long Range Expected Growth Area







# COMMUNITY BUILDING BLOCKS: NEIGHBORHOODS

## COMPLETE NEIGHBORHOODS

The Comprehensive Plan supports the development of “complete neighborhoods” throughout the City of Greeley, regardless of the type or location of the neighborhood. Complete neighborhoods are those that include:

- A range of supporting non-residential uses (commercial, retail, employment, civic, etc.);
- An interconnected and multi-modal transportation network that supports automobiles, pedestrians, bikers, and transit;
- Visually interesting architectural features and urban design elements that contribute to a cohesive neighborhood identity, both internally and as a transition to other adjacent neighborhoods;
- Amenities and areas that encourage human contact and social interactions in safe and secure environments;
- Considerations and supports for sustainability and environmental protection; and
- Memorable character and sense of place conveyed through design as well as the features associated with its common areas and public spaces.

## OVERVIEW

Neighborhoods are those areas of Greeley where residents live, currently or in the future. However, they are more than just a collection of homes. Complete neighborhoods, which contain a variety of attributes and amenities that contribute to residents’ day-to-day living, enjoyment, and quality of life, are encouraged. The following community building blocks provide guidance for the creation of new neighborhoods in undeveloped, or greenfield, contexts, as well as for the revitalization and evolution of Greeley’s existing neighborhoods in established areas of the city.

## TYPES OF NEIGHBORHOODS

-  **Rural Neighborhoods**
-  **Suburban Neighborhoods**
-  **Legacy Urban Neighborhoods**
-  **Mixed Use Neighborhoods**
-  **Downtown Neighborhoods**

## Rural Neighborhoods



**Range of Densities:** Varies; typically up to 2 dwelling units/acre.

**Description:** Rural neighborhood encourage opportunities for ex-urban or rural lifestyles as a transition to agricultural lands in unincorporated Weld County or to natural areas or open lands within Greeley. While the range of residential densities found within rural neighborhoods is low, lots may be smaller and clustered in order to maximize the preservation of open space or working agricultural lands. Large lots or ranchettes are also supported, allowing for small-scale agricultural or ranching uses where desired by property owners. Rural neighborhoods may support certain small-scale commercial or retail uses so long as these uses do not detract from the rural character of the neighborhood.

**Street Pattern and Mobility:** Streets within rural neighborhoods provide access to individual lots within the neighborhood from adjacent, larger streets. While existing roadways within these neighborhoods generally follow a large grid pattern (based on the Public Land Survey System), new streets may be more curvilinear depending on topography within the neighborhood, the overall layout of the neighborhood, or the need to preserve existing features, such as environmentally sensitive areas or irrigation ditches. Pedestrian and bicycle pathways connect rural neighborhoods to adjacent neighborhood and areas of the city, while also providing recreational opportunities.

### SPECIAL CONSIDERATIONS

Although these neighborhoods are rural in character, new neighborhoods must conform with the City's adequate public facilities requirements. As such, septic systems, private wells, and other infrastructure features typical of more rural areas are not supported. Where such systems are in use in established rural neighborhoods, efforts should be made to extend City services (such as sewer) to these areas. If city infrastructure already exists, property owners should be encouraged to connect to the City's systems.

## Suburban Neighborhoods



### SPECIAL CONSIDERATIONS

While the types of housing found in suburban neighborhoods is largely limited to single-family detached homes, there are opportunities to create a wider range of housing options. Accessory dwelling units (ADUs), or second units built in a backyard of an existing single-family home are an example of how these neighborhoods could accommodate additional housing types while still retaining their character. These housing units can then be rented out to tenants, or kept within a family and used to house family members, such as aging parents.

**Range of Densities:** Varies; typically between 2 and 5 dwelling units/acre, but may include densities up to 10 dwelling units/acre in some locations.

**Description:** Neighborhoods and residential subdivisions primarily made up of single-family detached homes. Other housing types are supported in certain locations, but will be limited primarily to low-density attached housing types, such as townhouses or duplexes, that are designed to fit-in with the surrounding neighborhood. Accessory dwelling units (ADUs) provide additional housing options. Some non-residential supporting uses may be found within these neighborhoods; however, most are likely to be located along adjacent commercial corridors or within neighborhood or regional centers. Services and amenities within the neighborhood, such as parks, schools, recreational facilities, and religious institutions are encouraged where they do not exist already in order to create more complete neighborhoods.

**Street Pattern and Mobility:** Streets in established neighborhoods are primarily curvilinear and, in many cases, are not well-connected. In such instances, pedestrian or bicycle paths should be developed to create additional connections that improve walkability and access for residents. Streets in new low-density suburban neighborhoods should be aligned on a modified grid, or designed to maximize connectivity within the neighborhoods/subdivision as well as to adjacent areas, such as neighborhood centers. Most block faces are a maximum of 600 feet long and intersections are crossroads to facilitate walkability. While these neighborhoods may be served with transit in the future, their street networks and the prevalence of low-density development may make service unfeasible.

**Legacy Urban Neighborhoods**



**Range of Densities:** Varies; typically between 4 and 20 dwelling units per acre.

**Description:** In general, urban legacy neighborhoods were developed prior to the second World War. They support a mix of housing types, including single-family detached homes, single-family detached homes converted to multi-family homes, duplexes, townhomes, small multi-family buildings, and a few large multi-family complexes. On single-family lots, accessory dwelling units are encouraged to provide additional housing options to residents. These neighborhoods contain many mature trees, although, due to age, trees and a significant portion of the tree canopy have been lost. Renewal of the urban forest should be encouraged. In addition to supporting residential uses, urban legacy neighborhoods also contain a number of smaller commercial uses, such as neighborhood grocery stores. Amenities such as schools, parks, and religious institutions are encouraged.

**Street Pattern and Mobility:** Legacy urban neighborhoods are served by Greeley’s traditional street grid and most blocks include alleys. Due to the frequency of intersections and the presence of detached sidewalks, these neighborhoods are highly walkable. Wide parkway strips along many streets accommodate large shade trees. Many of these streets are wide, and have the potential to support bicycle lanes.

**SPECIAL CONSIDERATIONS**

Given these neighborhoods tend to contain Greeley’s oldest homes, historic preservation and the adaptive reuse of existing structures should be pursued as means of protecting their unique character and history. In addition, infill and redevelopment projects in these neighborhoods should seek to fit in with the size, scale, and design of adjacent homes in order to preserve and maintain the existing character of the neighborhood. Design guidelines, standards, and other development regulations are supported as tools to reinforce this.

While the neighborhood supports a range of housing densities, higher-density housing types should be sited adjacent to centers (such as Downtown) and major corridors, or in transition areas between higher-density neighborhoods.

## Mixed Use Neighborhoods



### SPECIAL CONSIDERATIONS

In established neighborhoods, infill and redevelopment should be consistent with the character of the existing neighborhood and respect the scale and mass of surrounding buildings. Where needed or desired by residents, design guidelines, design standards, and other development regulations should be considered as tools to preserve neighborhood character (while still allowing for the diversification of housing types and reinvestment).

New neighborhoods should support a range of housing types. Where feasible, different housing types should be integrated throughout the neighborhood rather than segregated into clusters.

**Range of Densities:** Varies; typically between 4 and 10 dwelling units/acre but may include densities up to 20 dwelling units/acre.

**Description:** While single-family detached homes are the predominant housing type in established mixed neighborhoods, higher-density housing types such as duplexes, townhomes/row homes, and smaller-scale apartment buildings, as well as accessory dwelling units, are encouraged to provide a range of housing options for residents. Supporting small-scale commercial, retail, and service uses are also encouraged, though most are likely to be located within neighborhood centers or in adjacent corridors. Amenities such as schools, parks, and religious institutions are encouraged.

**Street Pattern and Mobility:** Established neighborhoods contain streets with a mix of curvilinear and modified grid patterns. New neighborhoods may contain a mix of both street patterns, but should focus on maximizing connectivity and avoid the use of cul-de-sacs. Off-street pedestrian and bicycle connections should be provided where street connections are not possible or feasible to support greater connectivity within the neighborhood, and between the neighborhood and adjacent neighborhoods, areas, centers, and corridors. Most block faces are a maximum of 600 feet long and intersections are crossroads to facilitate walkability.

**Downtown Neighborhoods**



**Range of Densities:** 5 to 20 dwelling units/acre

**Description:** Encourages a mix of housing types at a range of densities, such as single-family detached, single family attached/duplexes, townhomes/row homes, and multi-family apartment buildings. Downtown Greeley neighborhoods support a range of supporting non-residential uses, such as retail, restaurants, and smaller-scale office employment uses (such as medical offices). Supporting uses can be integrated into a mixed-use development (e.g., on the ground floor of a residential apartment building) or as stand-alone uses. Neighborhood amenities, such as parks and elementary schools are also encouraged.

**Street Pattern and Mobility:** Downtown Greeley neighborhoods are characterized by their gridded-street pattern with blocks broken up by alleyways. Streets include sidewalks and are landscaped with street trees. Streets may also include multi-modal facilities, such as bike lanes, where feasible. Most block faces are a maximum of 600 feet long and intersections are crossroads to facilitate walkability.

**SPECIAL  
CONSIDERATIONS**

While redevelopment and infill development are encouraged within established Downtown Greeley neighborhoods, special care should be given towards ensuring new development is designed in a manner that is compatible with surrounding buildings and uses. Given these tend to be the oldest neighborhoods in the City, historic preservation is also an important consideration. Adaptive reuse of historic structures is encouraged as a way to preserve historic structures, as well as the overall character of the neighborhoods.



# COMMUNITY BUILDING BLOCKS: AREAS

## OVERVIEW

Areas are locations or districts within Greeley that are not neighborhoods (i.e., are not comprised primarily of residential uses). Each is unique in its character and the functions it provides to residents and visitors of Greeley. Certain areas support a wide range of land uses while others are dedicated to a single use or purpose.

## TYPES OF AREAS

-  **Airport**
-  **Education Areas**
-  **Mixed-Use High Intensity**
-  **Employment and Industrial Areas**
-  **Urban Reserve**
-  **Open Lands**
-  **Community Separators**
-  **North Annexation Area**

**Airport**



**Range of Densities:** N/A

**Description:** The Greeley-Weld Airport is a General Aviation Airport (i.e., non-commercial) owned jointly by the City of Greeley and Weld County. Aside from uses associated with the operation of the airport, this area also supports a restaurant and a mix of industrial uses. One unique use of the area is the Greeley Air National Guard Base where over 300 military and civilian personnel are stationed.

**Street Pattern and Mobility:** East 8<sup>th</sup> Street and Fern Avenue provide access to the Airport. They now carry a high volume of vehicles, including oversized trucks, raising safety and structural concerns. There is a strong desire for increased bicycle access along East 8<sup>th</sup> Street. Streets within and adjacent to the airport should provide safe and efficient access for users.

**SPECIAL CONSIDERATIONS**

Land uses and developments adjacent to the airport near flight paths, approaches, and take-offs should be designed in such a way as to not negatively impact or threaten the safe and efficient operation of the airport or aircraft using the airport. Vegetation that attracts animals and birds, reflective building materials, tall buildings should be avoided. Residential uses, schools, recreational facilities, and other facilities visited by a larger number of people should be discouraged in order to prevent the establishment of uses incompatible with the airport and associated uses.

## Education Areas



### SPECIAL CONSIDERATIONS

Development within educational areas is largely governed by the master plans of UNC and Aims Community College, not the City's zoning code. As such, it is important that the City work with these institutions to ensure that their master plans incorporate larger community concerns, and address topics such as transitions to adjacent neighborhoods. Working with educational institutions also provides them with an opportunity to work with the City to express concerns, overcome challenges, and identify areas for future collaboration.

### Range of Densities: N/A

**Description:** Greeley is home to two notable institutions of higher education, the University of Northern Colorado (UNC) and Aims Community College, which have large campuses within the City. Not only do these institutions employ a large number of residents, but they also provide an incredible asset and resource to the community through the educational services and programs they provide. In addition, UNC hosts a resident student population which adds to the vibrancy of adjacent areas, including Downtown Greeley. The growth and development of the campuses of both institutions, which vary in their size and composition, are governed by institution-developed Master Plans. These education areas include a range of uses, from classrooms and student housing to cultural venues and sports facilities.

**Street Pattern and Mobility:** Streets, bike and pedestrian paths provide for internal circulation within education areas. Connectivity to adjacent neighborhoods and areas are important, and are considered by both the City and institutions when making investments and improvements in their respective transportation networks.

## Mixed-Use High Intensity



### Range of Densities: 5 to 20 units per acre

**Description:** Mixed-use high intensity areas are distinctly urban in character; however, the density and intensity of development varies depending on location. Higher density and intensity development is encouraged along existing and planned transit routes, particularly adjacent to transit stations. Such areas contain a mix of uses that are either located next to each other (on one site or across multiple sites, also referred to as horizontal mixed-use) or found within the same building (also referred to as vertical mixed-use). Supported uses include residential, commercial, retail, office, and civic/institutional uses (such as schools, recreational facilities, parks, religious institutions, etc.). Building facades, entry-ways oriented towards the street, public spaces, street trees and street furniture are prominent features of the public realm which help these areas to be vibrant and walkable places. Parking areas are located behind buildings where they are less visible from the public right-of-way, and signs are appropriately sized to be visible to pedestrians, bicycles, and other slow-moving traffic rather than being large elevated signs or billboards.

**Street Pattern and Mobility:** Circulation networks within these areas give priority to pedestrians and bicyclists. While automobiles are accommodated, they do not dominate the landscape (particularly on local streets). When located along multi-modal corridors, development should be transit-oriented or transit-supportive. In new mixed-use high intensity areas, block sizes are designed to be no longer than around 600 feet, and street networks aim to maximize connectivity to facilitate walkability and permeability for pedestrians. Within individual developments, connectivity to adjacent mixed-use high intensity properties is maximized to the extent possible.

### SPECIAL CONSIDERATIONS

Existing development within mixed-use high intensity areas are likely to contain a single use or a narrow range of uses (such as a mall or strip commercial center). As such, redevelopment of these areas should be encouraged to include a wider range of uses, particularly when these areas are located along existing transit lines. Introducing residential uses in such areas should be a particular focus, either as stand-alone uses, or as part of a mixed-use building (e.g., ground-floor retail uses with apartments above).

## Employment and Industrial Areas



### SPECIAL CONSIDERATIONS

The needs of employers (in terms of the size, configuration, and location of their space) is rapidly changing thanks to technological advances and new models of employment. As such, it will be important that the types of development allowed within these areas offers a range of options that are adequate to the needs of the types of industries and employers targeted by the City's economic development strategy.

High impact heavy industrial land uses that generate excessive noise, fumes, odors, or other impacts should be sited so as to minimize those impacts on immediately adjacent uses and surrounding neighborhoods.

### Range of Densities: Varies

**Description:** Areas dedicated to industrial, manufacturing, and other employment uses, such as research and development, office parks, and distribution and logistics centers. Uses in these areas vary in intensity and potential impacts on surrounding land uses. Commercial uses and other support services (such as restaurants and retail) are also encouraged in order to serve the needs of workers and others commuting to and from these areas. In certain instances, residential uses are supported but only where the adjacent employment or industrial use is compatible and would not negatively impact residents' quality of life or safety.

**Street Pattern and Mobility:** Street patterns in employment areas vary by location, purpose, and age. Some are integrated into the gridded streets platted in the original Union Colony Plat of Greeley, while others are curvilinear and disconnected from the larger street network, focused instead on serving individual uses or structures within a larger planned development or campus. Mobility of goods, both as inputs and outputs, is another important consideration, and many employment areas occupy locations with good access to rail or air transportation, and/or along high capacity roadways. Transit service is a priority in areas with a high concentration of employees, and new developments are designed to maximize the potential for transit service. Connectivity to existing pedestrian and bicycle pathways and trails are provided to allow employees a range of commuting options other than driving.

**Urban Reserve**



**Range of Densities:** N/A

**Description:** Urban reserve areas are not anticipated to support urban development within the next twenty years. The dominant use in many existing urban reserve areas is irrigated agriculture with some confined animal feeding operations (CAFOs). There are also isolated rural subdivisions within these areas. In general, urban reserve areas lack the adequate public facilities needed to support urban-level development.

**Street Pattern and Mobility:** The Urban Reserve Area is served by the traditional County Road system along section and quarter section lines. Any interim development at densities of less than two units per acre must maintain sufficient connectivity, ensuring that block faces of future urban level development will not exceed 660 feet. While the complete urban street system need not be constructed at the time of initial development at a rural phase of development, rights-of-way for the future development to urban densities should be dedicated.

In addition, Highway 392 provides a major east-west commuter and truck route. It is anticipated that traffic will increase requiring turn lanes in the near term and additional lanes during the long term. It will be important to include alternate modes in the planning for these improvements.

**SPECIAL CONSIDERATIONS**

While it is not anticipated that urban reserve areas will support urban development in the next 20 years, the possibility for such development exists and is not precluded by this designation. Before extending infrastructure and approving zoning designations within these areas, the City should consult with property owners, developers, and residents to complete sub-area plans detailing how adequate public facilities will be provided and paid for, as well as the types of land uses that are desired by property owners and Greeley residents in these locations.

Intergovernmental agreements (IGAs) with Windsor and Severance prevent these municipalities from annexing urban reserve lands that are within Greeley’s Long Range Expected Growth Area (LREGA), as shown on the Land Use Guidance Map. Similar IGAs should be pursued with Eaton and Kersey in the future.

## North Annexation Area



### SPECIAL CONSIDERATIONS

There is a need for a sub-area plan for this area to examine the potential for interim development of ranchettes and other uses that require limited urban services until such time as adequate facilities for urban development becomes available.

**Range of Densities:** 1 dwelling unit per 10 acres

**Description:** The North Annexation Area was added to Greeley's municipal limits in the early 1980s. The primary land uses in this area are irrigated agriculture and oil and gas development. The area largely lacks adequate public facilities to support urban development.

**Street Pattern and Mobility:** The North Annexation Area is served by the traditional County Road system along section and quarter section lines. Any interim development that takes place must maintain sufficient connectivity that block faces of future urban level development will not exceed 660 feet. While the complete urban street system need not be constructed at the time of initial development at a rural phase of development, rights-of-way for the future development to urban densities should be dedicated.

**Community Separators**



**Range of Densities:** Less than two units per acre

**Description:** Community separators are rural areas between Greeley and surrounding cities and towns. They provide opportunities for each community to maintain a separate identity and create a sense of welcome and arrival. While the predominant uses within community separators is agriculture or open lands, very low-density residential uses are supported provided the units are clustered to maximize open space preservation. Small commercial uses are also appropriate provided they have unobtrusive signage and are compatible with the rural character of these areas. Parks and recreational uses are also encouraged within community separators.

**Street Pattern and Mobility:** Community Separators are served by the traditional County Road system along section and quarter section lines. New development is served by a more curvilinear street system to fit the topography. Trails and other paths serving pedestrians and bicyclists expand mobility options for residents living in community separators, as well as recreational opportunities for all residents of Greeley.

**SPECIAL  
CONSIDERATIONS**

Community separators are a concept also supported in the *City's Parks, Trails, and Open Lands (PTOL) Master Plan*. Additional policy guidance concerning community separators, appropriate uses and development within separators, and other considerations are included in that plan.

## Open Lands



### SPECIAL CONSIDERATIONS

Open lands are a valuable resource to the City of Greeley and its residents, providing a range of benefits. In order to be good stewards of open lands owned and/or managed by the City of Greeley, management plans should be developed for each open land or natural area, providing for the types of recreational uses that are allowed within each as well as how the City will work to preserve or restore their ecological functioning and integrity.

In addition, a number of other plans, including the *Parks, Trails, and Open Lands Master Plan* and the *Poudre River Greenway Master Plan*, provide guidance for how Greeley's system of open spaces will develop and be managed. All of these plans should be referenced when considering development proposals to ensure the new development does not negatively impact the area, or conflict with the vision for the area set forth in adopted plans.

**Range of Densities:** N/A

**Description:** Open Lands include riparian lands and bluffs that have high ecological value and opportunities for recreation and wildlife observation. In many instances, these areas contain features that serve as constraints for urban development, such as steep slopes and floodplains. Where not preserved, floodplains are used for agriculture and sand and gravel mining. However, uses must be balanced with the preservation and/or restoration of the ecological value of habitats found within open lands, as this is important in maintaining wildlife and their contribution to quality of life in Greeley. The City of Greeley currently manages approximately 1,000 acres of City-owned property as Natural Areas, of which approximately 360 acres was recently acquired through the Poudre Initiative. The recently completed *Comprehensive Cache la Poudre Greenway Guide* recommends the acquisition of significant additional riparian land along the Greeley-Windsor reach of the Poudre River. The Lower Poudre River and South Platte corridor also provide substantial opportunities for riparian habitat protection and trails.



# COMMUNITY BUILDING BLOCKS: CENTERS

## OVERVIEW

Centers are concentrated nodes of activity within the City of Greeley. While all support a mix of uses, they vary in overall size, the range of supported uses, and the density and intensity of development. Generally, all centers should be designed to be cohesive and walkable places, emphasizing pedestrian and bicycle connectivity both within the center and between the center and adjacent neighborhood or areas. The Land Use Guidance Map shows the location of existing centers. Future centers have not been shown as these will develop based on market forces.

## TYPES OF CENTERS



**Downtown Center**



**Regional Center**



**Neighborhood Center**

## Downtown Center



### SPECIAL CONSIDERATIONS

While redevelopment and infill development are encouraged within Downtown Greeley, special care should be given towards ensuring new development is designed in a manner that is compatible with the character of the area. As in the Downtown Greeley neighborhoods, the preservation and adaptive reuse of historic structures is encouraged as a way to preserve our community's history and heritage, as well as the overall character of the downtown area.

In addition, a number of other local organizations, including the Creative District and Downtown Development Authority, work to revitalize Greeley's downtown. Such groups should be consulted when considering new development in this center to ensure it aligns with ongoing efforts in the community.

### Range of Densities: Varies

**Description:** Downtown Greeley acts as the heart of the community. It provides a mix of art, entertainment, dining, and shopping opportunities, as well as hosting numerous community events. It includes a number of important civic uses such as the Union Colony Civic Center, Lincoln Park, the Greeley Ice Haus, and the centers of government for both the City of Greeley and Weld County. Residential uses are also present in Downtown, and the construction of additional higher, density housing is encouraged. New development (infill or redevelopment) is designed in manner which contributes to the walkability and vibrancy of this center.

**Street Pattern and Mobility:** Downtown Greeley is characterized by a gridded-street pattern with blocks broken up by alleyways. Streets include sidewalks and are landscaped with street trees. Streets may also include multi-modal facilities, such as bike lanes, where feasible, and many feature public art. Most block faces are a maximum of 600 feet long and intersections are crossroads to facilitate walkability.

## Regional Center



### Range of Densities: Varies

**Description:** Regional centers provide retail and commercial services that attract customers from across the city as well as the wider region. Larger retail or commercial enterprises are accommodated, such as department stores, movie theaters, and big box retailers. As new regional centers are built, or existing centers are renovated, opportunities to include higher-density housing options, office uses, and/or public facilities and services are encouraged to promote a mix of uses, particularly if the center is served with public transit. New and redeveloped regional centers encourage walkability, and minimize the dominance of surface parking lots by placing it behind buildings, breaking large parking lots up into smaller lots, and/or using structured or underground parking. Plazas, parks, and other public spaces provide social spaces that add to the vitality of regional centers while also serving as venues for hosting smaller community events than those found in Downtown Greeley.

**Street Pattern and Mobility:** Regional centers are walkable in nature, and circulation networks within them give priority to pedestrians and bicyclists. Street networks maximize connectivity to facilitate walkability and access for pedestrians and bicyclists both within the center and between the center and adjacent locations. Within individual developments, connectivity to adjacent properties within the regional center is maximized to the extent possible in order to create a cohesive and well-connected “place”. However, since their success depends on attracting visitors from across the region, regional centers have good access to highways, arterial roads, and other high capacity roadways in addition to being served with public transit.

### SPECIAL CONSIDERATIONS

While the design and layout of each regional center in Greeley will vary, the following should be considered as new centers are built or existing centers redeveloped to encourage more walkable, vibrant areas:

- **Human Scale:** Buildings and all aspects of the public realm should be scaled for pedestrians.
- **Public Space:** Plazas, town squares, parks, and other community gathering places which can accommodate a variety of uses and events should be central to the center.
- **Density:** Taller and higher-density buildings should be encouraged in regional centers in order to create a higher concentration and mix of people and uses.
- **Blocks:** Large, uninterrupted blocks should be avoided in order to facilitate pedestrian movement.
- **Transitions:** Transitions to adjacent neighborhoods and areas should ensure compatibility between the uses and densities found in the center. Stepping down building heights, using trees as buffers, and other similar techniques should be considered.

## Neighborhood Center



### SPECIAL CONSIDERATIONS

Since many neighborhood centers are or will be located adjacent to neighborhoods, considerations must be made to ensure compatibility between the uses and densities support in the center to the uses and densities of the surrounding neighborhood. This is particularly true when the adjacent neighborhood is predominantly single-family homes. Transition strategies such as stepping down building heights or using trees and other features to create buffers between uses, among other techniques, should be considered.

### Range of Densities: Varies

**Description:** Neighborhood centers offer opportunities for smaller-scale commercial nodes that serve the surrounding neighborhood. They support a range of commercial, retail, and service uses, as well as opportunities for housing types that may be of higher densities than housing types found in the surrounding neighborhood (e.g., townhomes if the center is surrounded by a suburban neighborhood). They also support public spaces such as small plazas and parks that allow for outdoor dining or hosting of neighborhood events. There is no uniform size or design of neighborhood centers, as each varies depending on its location within a neighborhood and surrounding land uses.

**Street Pattern and Mobility:** Neighborhood centers may be served by public transit, but all should be accessible to residents of the surrounding areas via walking or bicycling.



# COMMUNITY BUILDING BLOCKS: CORRIDORS

## OVERVIEW

Corridors are generally found along the city’s major roadways. Some support a range of travel choices, such as transit, while others are more limited. Development adjacent to corridors varies by location, from a high-density mix of uses to landscaped buffers.

## TYPES OF CENTERS



**Multi-Modal Corridors**



**Special Multi-Modal Corridor Landscaping**

## Multi-Modal Corridors



### SPECIAL CONSIDERATIONS

The character, mix of uses, and intensity of development should vary along multi-modal corridors. Higher intensity development and a greater mix of uses should be encouraged along corridors already served by public transit, particularly near transit stops and major intersections. Lower-density development characterized by a horizontal mixing of uses is appropriate along corridors without transit service, or in areas where the surrounding neighborhood context is characterized by low-density single-family homes. However, in these locations development should be transit-supportive, meaning it is designed in such a way to support transit service should it be extended along the corridor in the future. Development should also seek to encourage walkability and safe environment for pedestrians and cyclists.

### Range of Densities: Varies

**Description:** Multi-modal corridors are located along major arterial corridors within the City. They provide opportunities to support a broad mix of high-density development and a mix of land uses, including commercial, retail, office, service, and other employment uses, in addition to higher-density residential housing types. Such uses can be either mixed vertically within a single building, or mixed horizontally across a site or block. Corridors are served by public transportation, and incorporate pedestrian and bicycle facilities supporting these modes of transportation both along the corridor, and between the corridor and adjacent neighborhoods. While densities along corridors will vary, higher density uses are generally found adjacent to transit stops. Along established corridors, infill and redevelopment are encouraged as strategies to support transit, for revitalization, and to introduce a wider mix of uses. New or emerging corridors encourage walkability through an inviting and interesting public realm, wider sidewalks, and by placing parking in the rear of buildings, among other strategies.

**Special Multi-Modal Corridor Landscaping**



**Description:** As major City streets are developed, the standard practice is to incorporate walkways, street trees, bike lanes, and lighting. In certain areas, different treatment is appropriate. Adding medians, incorporating special lighting, special curb and sidewalk details, sculptural elements, or way finding signage, among other treatments is appropriate in urban areas. In more rural areas, incorporating vegetation native to the foothills on drip irrigation systems with native ground covers, among other treatments is appropriate. In all areas, the design of the corridor fits into the character, scale, and context of surrounding development and land uses.

**SPECIAL CONSIDERATIONS**

Plantings within landscaping along these special multi-modal corridors should use native vegetation or plant species that require little irrigation to thrive. Opportunities to incorporate low-impact development elements into such corridors should be explored as a means to help manage stormwater and mitigate flooding during rain events.

## STATE STAUTE REQUIREMENTS FOR ANNEXATIONS

Colorado state statutes require that any property considered for annexation have at least one-sixth of its perimeter contiguous with the annexing municipality (CRS § 31-12-104). Other considerations set forth in state law that must be considered in addition to the criteria listed in this section include:

- 1) A community interest exists between the area proposed to be annexed and the annexing municipality;
- 2) The area is urban or will be urbanized in the near future; and
- 3) The area is integrated with or is capable of being integrated with the annexing municipality

## ANNEXATIONS

In the future, the City of Greeley will face decisions regarding the expansion of its municipal boundaries. Incorporating lands into the city can be an important strategy for achieving the vision, goals, and objectives set forth in this Comprehensive Plan. However, there are certain circumstances where the City would not consider annexations, such as when an annexation will create a fiscal burden to the City or conflict with another goal or objective of this Plan. Generally, when considering a proposed annexation, the City should find persuasive evidence that the inclusion of the property into the City's jurisdiction meets the Comprehensive Plan's goals and objectives, and that the property can be developed in a manner which will be a positive addition to the city, improve the quality of Greeley's neighborhoods, and can be served with municipal infrastructure and services.

### Annexation Considerations

Generally, the following will be considered when evaluating annexation proposals:

- The proposed annexation meets state requirements for annexations;
- The proposed annexation meets the requirements for annexations set forth in the City of Greeley's Municipal Code;
- The proposed annexation is in conformance with this Comprehensive Plan;
- The proposed annexation promotes a geographic balance of land uses;
- The proposed annexation increases the city's supply of developable employment land or other future land use requirements;
- Adequate services are or will be available to support the development expected to result from the proposed annexation;
- The proposed annexation provides for a continuous and rational municipal boundary, and at least one-sixth of the annexation's perimeter is contiguous with the city's current boundary; and
- The area is urban or will be urbanized in the near future. However, annexation of undeveloped land is appropriate if another community goal is achieved, such as procurement of open land for a community separator, for open space, or for the conservation of farmland.

Other criteria besides the ones provided here may be considered when evaluating annexations, depending on the proposed annexation

and any unique circumstances that may exist related to the property or its annexation into the City of Greeley.

### **Impact Reports**

For each proposed addition of land, an annexation impact report will be completed by the City which discusses the appropriateness and potential impacts of the proposed annexation. Impact reports shall include discussion of:

- Impacts of the annexation to taxing districts;
- Financial implications to provide services to the new site or sites, including capabilities, timing, and costs;
- Environmental impacts or impacts to environmentally sensitive lands;
- Existing and proposed land uses, and their conformance with the Comprehensive Plan and the Future Land Use Guidance Map; and
- Impacts of the annexation and proposed development upon the local school system, including the number of students expected from the proposed development and the capital construction costs required to educate such students if they cannot be accommodated in existing school district facilities.

Additional materials may be included in annexation impact reports at the discretion of City staff or as required by the Municipal Code.

### **Zoning**

Annexed areas shall be included in the City's zoning ordinance and map within ninety days of annexation. The City will consider applying zoning to newly annexed areas based on that area's designation on the Future Land Use Guidance Map and the description of applicable community building blocks. If development of a newly annexed area is not pending, if the area is in a transitional state, or it is in the best interest of the City to not assign a more specific zoning district to the property or properties, the area will be placed within an appropriate holding zoning district. However, future rezoning of the property should refer to the Future Land Use Guidance Map.



# 05. ACTION PLAN



## **ABOUT THE ACTION PLAN**

The Comprehensive Plan for the City of Greeley serves as a guide for the City and community as both work over the next ten to twenty years towards a shared vision for the future. While the vision and goals set forth in the Plan are aspirational in nature, progress can be made in achieving them through a commitment to adhering to the directions established by the objectives and through implementing the actions outlined in this Action Plan over time. To further focus the efforts of the City and its partners, actions to implement the Comprehensive Plan are organized under the ten plan elements set forth in Chapter 3:

- Economic Health & Diversification (ED)
- Education, Health, and Human Services (EH)
- Growth & City Form (GC)
- Historic & Cultural Resources (HC)
- Housing (HO)
- Infrastructure (IN)
- Natural Resources & Open Lands (NR)
- Parks & Recreation (PR)
- Public Safety (PS)
- Transportation & Mobility (TM)

### **How to Use the Action Plan**

The Action Plan should be used by City departments in developing annual work plans for staff and to inform the development of the City's budget and Capital Improvement Plan. It should also be used as a reference for community partners who are interested in supporting the implementation of the Comprehensive Plan and wish to collaborate with the City on particular efforts. To aid in the prioritization of actions and the identification of those who should be involved in the implementation of an action, the Action Plan provides guidance on responsibilities, types of action, and the timeframe for its completion.

#### ***Responsibility***

**Lead:** For each action, a lead department or organization is identified as the party responsible for initiating and coordinating the implementation of the action.

**Partner:** Supporting departments, organizations, citizen boards, and other groups are identified as key partners that should work with or be consulted by the lead during the action's implementation

### ***Type of Action***

**Plans:** The Comprehensive Plan serves as an overarching policy guide for a number of other plans adopted by the City. In some cases, these actions will result in the creation of new plans. In others, the action will result in changes or updates to existing plans in order to ensure alignment with the Comprehensive Plan.

**Policies and Programs:** Actions recommended by the plan may require changes to the way decisions are made within the City of Greeley, as well as changes or additions to existing programs run, funded, and/or managed by the City.

**Public Investments:** These actions recommend direct investments by the City and/or its partners in facilities, infrastructure, or staff capacity. While all of the actions are likely to require allocations of City funds and staff time, these particular actions will result in capital projects or new expenditures above and beyond those likely budgeted for by the City.

**Regulatory Revisions:** These actions will result in changes to the Development Code, the Municipal Code, or other regulations that influence growth, development, and the design and provision of infrastructure within Greeley.

### ***Timeframe***

**Near-Term:** These actions will be considered by the identified leads over the next one to five years following the adoption of the Comprehensive Plan.

**Long-Term:** These actions will be considered by the identified lead starting approximately five years following the adoption of the Comprehensive Plan.

**Ongoing:** These actions do not have firm start and end dates, but will be implemented over the entire planning horizon of the Comprehensive Plan. In some cases, these actions recommend the continuation of current City actions, while others will be implemented as needed.

While timeframes for actions have been identified, actions may be implemented sooner than what is recommended in the Action Plan should the opportunity to do so arise or as community priorities or needs change over time.

### **Updates to the Action Plan**

This Action Plan is intended to be the most dynamic chapter of the Comprehensive Plan. It should be reviewed and updated on an annual basis in order to monitor the City's progress in implementing the Plan,

to remove actions the City has completed, to add new actions that will further support the vision and goals of the Plan, and to refine anticipated timing of actions or the partners involved in the implementation of an action.



## ECONOMIC HEALTH & DIVERSIFICATION (ED)

IMPLEMENTATION ACTION	RESPONSIBILITY	TYPE	TIMEFRAME
<b>Goal ED-1: Promote a healthy, progressive, and competitive local economy.</b>			
<p><b>IMP ED-1.1</b> Conduct a market analysis of the Greeley trade area to:</p> <ul style="list-style-type: none"> <li>– Determine which products and/or services are sought by consumers;</li> <li>– Identify segments of the Greeley market that are experiencing sales tax leakage to other communities; and</li> <li>– Analyze market or other local conditions to identify impediments to the attraction of desired goods and services to the area.</li> </ul>	<p><b>Lead</b> Economic Development</p> <p><b>Partners</b> Chamber of Commerce</p>	Policies and Programs	Ongoing
<p><b>IMP ED-1.2</b> Conduct “business retention visits” to facilitate communication and resource sharing in support of local business expansion.</p>	<p><b>Lead</b> Economic Development</p> <p><b>Partners</b> Chamber of Commerce SBDC Northern Colorado Economic Alliance Update Colorado Economic Development</p>	Policies and Programs	Ongoing
<p><b>IMP ED-1.3</b> Follow-up with new and expanding businesses to offer support and a personal contact for questions in the early stages of business development.</p>	<p><b>Lead</b> Economic Development</p> <p><b>Partners</b> Chamber of Commerce</p>	Policies and Programs	Ongoing
<p><b>IMP ED-1.4</b> Evaluate existing codes, ordinances, regulations, taxes and fees, and permit processes to identify opportunities to streamline these processes and reduce costs of doing business in Greeley, balancing these considerations with the City’s fiscal needs and the health and welfare of residents.</p>	<p><b>Lead</b> Economic Development</p> <p><b>Partners</b> Community Development Finance</p>	Regulatory Revision	Near-Term



IMPLEMENTATION ACTION	RESPONSIBILITY	TYPE	TIMEFRAME
<p><b>IMP ED-1.5</b> Develop informational guides for businesses and employers describing:</p> <ul style="list-style-type: none"> <li>– Available local resources;</li> <li>– Relevant municipal codes and regulations;</li> <li>– Incentive programs;</li> <li>– A checklist of things to consider when starting, relocating, and expanding a business in Greeley; and</li> <li>– A “Frequently Asked Question” guide for start-ups, expanding businesses, and businesses looking to relocate to Greeley.</li> </ul>	<p><b>Lead</b> Economic Development</p> <p><b>Partners</b> Community Development Communication &amp; Engagement Chamber of Commerce SBDC Northern Colorado Economic Alliance Update Colorado Economic Development</p>	Policies and Programs	Near-Term
<p><b>IMP ED-1.6</b> Identify areas where the use of Enterprise Zones, Urban Renewal Areas, and other similar tools to encourage business use and development in established areas. Pursue the use or adoption of these tools as needed.</p>	<p><b>Lead</b> Economic Development</p> <p><b>Partners</b> Community Development Greeley Urban Renewal Authority</p>	Policies and Programs	Near-Term
<p><b>IMP ED-1.7</b> Evaluate needs for reinvestment in and improvements to public infrastructure in existing employment areas, commercial centers, and other retail areas and prioritize those which are most necessary for improving the economic vitality of these areas.</p>	<p><b>Lead</b> Public Works</p> <p><b>Partners</b> Economic Development Community Development</p>	Public Investments	Long-Term
<p><b>IMP ED-1.8</b> Develop a process and/or platform for making demographic, market, and related City information readily available to those seeking such information for use in the management and growth of their business.</p>	<p><b>Lead</b> Economic Development</p> <p><b>Partners</b> Community Development Information Technology Communication &amp; Engagement</p>	Policies and Programs	Long-Term
<b>Goal ED-2: Promote desired economic sectors.</b>			
<p><b>IMP ED-2.1</b> Maintain an inventory of vacant commercial and industrial land within Greeley and its LREGA that is suitable to support development of desired industries.</p>	<p><b>Lead</b> Community Development</p> <p><b>Partners</b> Economic Development</p>	Policies and Programs	Ongoing
<p><b>IMP ED-2.2</b> Develop an economic development strategy for the City.</p>	<p><b>Lead</b> Economic Development</p> <p><b>Partners</b> Community Development Finance Public Works Chamber of Commerce Communication &amp; Engagement</p>	Plans	Near-Term



IMPLEMENTATION ACTION	RESPONSIBILITY	TYPE	TIMEFRAME
<p><b>IMP ED-2.3</b> Review, and modify as appropriate, the City’s zoning code to ensure that zoning and development regulations applied to employment areas identified on the Land Use Guidance Map support desired uses and industries envisioned in those areas.</p>	<p><b>Lead</b> Community Development <b>Partners</b> Planning Commission Economic Development Chamber of Commerce Public Works</p>	<p>Regulatory Revision</p>	<p>Near-Term</p>
<p><b>IMP ED-2.4</b> Finalize a scope of work and timeline for developing a coordinated economic development strategy. Once finished, work to develop the strategy. Ensure the strategy includes guidance on those elements identified in Objective EC-2.1.</p>	<p><b>Lead</b> Economic Development <b>Partners</b> Finance City Manager’s Office Community Development Chamber of Commerce SBDC Northern Colorado Economic Alliance Update Colorado Economic Development</p>	<p>Plans</p>	<p>Near-Term</p>
<p><b>IMP ED-2.5</b> Review, and revise as needed, existing economic development incentives and programs to ensure such efforts support and encouraged economic development in desired industries.</p>	<p><b>Lead</b> Economic Development</p>	<p>Regulatory Revisions</p>	<p>Near-Term</p>
<p><b>IMP ED-2.6</b> Develop and disseminate marketing materials advertising Greeley’s incentive programs, amenities, quality of life, and other aspects of the city/community that will help attract businesses in desired industries to Greeley.</p>	<p><b>Lead</b> Economic Development <b>Partners</b> Communication &amp; Engagement</p>	<p>Policies and Programs</p>	<p>Near-Term</p>
<p><b>IMP ED-2.7</b> Identify staff and resources needed to support the economic activities and programs identified in this Comprehensive Plan or a more detailed economic development strategy. Allocate resources as possible to address identified needs.</p>	<p><b>Lead</b> Economic Development <b>Partners</b> City Manager’s Office City Council Finance</p>	<p>Public Investments</p>	<p>Near-Term</p>
<p><b>Goal ED-3: Attract and maintain an employed, skilled, and adaptable workforce.</b></p>			
<p><b>IMP ED-3.1</b> Regularly review and report the City’s performance in its service delivery by meeting with and/or surveying business consumers as to their customer satisfaction level. Use this review to identify areas for improvement.</p>	<p><b>Lead</b> Economic Development <b>Partners</b> Finance Communication &amp; Engagement Office</p>	<p>Policies and Programs</p>	<p>Ongoing</p>



IMPLEMENTATION ACTION	RESPONSIBILITY	TYPE	TIMEFRAME
<p><b>IMP ED-3.2</b> Work with the school district, University of Northern Colorado, Aims Community College, and local businesses to identify and promote internship opportunities for students.</p>	<p><b>Lead</b> City Manager’s Office <b>Partners</b> All City Departments Chamber of Commerce</p>	<p>Policies and Programs</p>	<p>Near-Term</p>
<p><b>IMP ED-3.3</b> Develop and maintain an inventory of emerging employment needs and skills necessary to successfully perform such jobs in order to cultivate education and training programs for students and/or workers.</p>	<p><b>Lead</b> Economic Development <b>Partners</b> Chamber of Commerce University of Northern Colorado Aims Community College School District</p>	<p>Policies and Programs</p>	<p>Long-Term</p>
<p><b>IMP ED-3.4</b> Promote employee association networks that foster interest, growth, and satisfaction related to business activities, such as with the Young Professionals group.</p>	<p><b>Lead</b> Economic Development <b>Partners</b> Chamber of Commerce Communication &amp; Engagement</p>	<p>Policies and Programs</p>	<p>Long-Term</p>
<p><b>IMP ED-3.5</b> Monitor community-wide employee workplace services and amenities, such as childcare, in order to proactively address gaps in facilities and/or services needed to attract and support a diversified work force.</p>	<p><b>Lead</b> Economic Development</p>	<p>Policies and Programs</p>	<p>Long-Term</p>
<p><b>IMP ED-3.6</b> Support and recognize efforts by local business organizations to provide affordable and competitive employee benefit options.</p>	<p><b>Lead</b> Economic Development <b>Partners</b> Communication &amp; Engagement Chamber of Commerce</p>	<p>Policies and Programs</p>	<p>Long-Term</p>
<p><b>IMP ED-3.7</b> Develop and disseminate marketing materials advertising Greeley, its amenities, quality of life, and advantages compared to other Front Range communities to potential workers/residents.</p>	<p><b>Lead</b> Economic Development <b>Partners</b> Communication &amp; Engagement</p>	<p>Programs and Policies</p>	<p>Long-Term</p>



IMPLEMENTATION ACTION	RESPONSIBILITY	TYPE	TIMEFRAME
<b>Goal ED-4: Facilitate intergovernmental and public/private partnerships which foster successful economic development.</b>			
<p><b>IMP ED-4.1</b> Develop programs, informational materials, and other methods to support:</p> <ul style="list-style-type: none"> <li>- Special financing programs to increase access to capital;</li> <li>- Research and develop referral systems;</li> <li>- Training and support programs;</li> <li>- The availability of suitable business facilities and/or sites;</li> <li>- Development of appropriate initiatives and innovative programs;</li> <li>- Home occupations and/or</li> <li>- Provide business incubation support.</li> </ul>	<p><b>Lead</b> Economic Development</p> <p><b>Partners</b> Chamber of Commerce SBDC University of Northern Colorado Aims Community College Northern Colorado Economic Alliance Update Colorado Economic Development</p>	Policies and Programs	Ongoing
<p><b>IMP ED-4.2</b> Promote Greeley’s quality local convention space to attract events and visitors.</p>	<p><b>Lead</b> Economic Development</p> <p><b>Partners</b> Chamber of Commerce Communication &amp; Engagement University of Northern Colorado Aims Community College</p>	Policies and Programs	Long-Term
<p><b>IMP ED-4.3</b> Explore opportunities with local educational institutions to expand their roles in providing research, professional, and technical assistance to industrial and economic development projects, including programs which involve the implementation of technology transfer programs.</p>	<p><b>Lead</b> Economic Development</p> <p><b>Partners</b> Chamber of Commerce University of Northern Colorado Aims Community College</p>	Policies and Programs	Long-Term



## EDUCATION, HEALTH, AND HUMAN SERVICES (EH)

IMPLEMENTATION ACTION	RESPONSIBILITY	TYPE	TIMEFRAME
<b>Goal EH-1: Promote community excellence related to a fully-integrated health care system.</b>			
<b>IMP EH-1.1</b> Develop programs and promotions which provide basic safety and first-aid training, including CPR, first aid, life guard training and other related programs.	<b>Lead</b> Fire Department <b>Partners</b> Culture, Parks, and Recreation Police Department Communication & Engagement	Policies and Programs	Ongoing
<b>IMP EH-1.2</b> Develop and disseminate promotional and marketing materials advertising Greeley’s exceptional medical services, such as those provided by North Colorado Medical Center and its affiliated service providers as a method for attracting top health care professionals to Greeley.	<b>Lead</b> Communication & Engagement <b>Partners</b> Economic Development	Policies and Programs	Long-Term
<b>IMP EH-1.3</b> Evaluate the City’s zoning code and map to identify any barriers to the development of a full continuum of health care services, clinics, and facilities ranging from neighborhood clinics, emergency response and urgent care facilities to fully-equipped and staffed hospital care. Also consider zoning changes to encourage the development of health care service facilities in areas where gaps in the continuum of service exist.	<b>Lead</b> Community Development <b>Partners</b> Planning Commission	Regulatory Revisions	Long-Term
<b>Goal EH-2: Integrate healthy living into community planning and development.</b>			
<b>IMP EH-2.1</b> Identify and address safety issues within neighborhoods that are perceived by residents as a barrier to active lifestyles, such as sidewalk gaps, busy street intersections, or narrow sidewalks.	<b>Lead</b> Neighborhood Resource Office <b>Partners</b> Culture, Parks, and Recreation Community Development Public Works Communication & Engagement	Public Investments	Near-Term



IMPLEMENTATION ACTION	RESPONSIBILITY	TYPE	TIMEFRAME
<b>IMP EH-2.2</b> Evaluate the feasibility of providing healthy food and drink choices through vendors and vending machines in City facilities.	<b>Lead</b> Culture, Parks, and Recreation	Policies and Programs	Near-Term
<b>IMP EH-2.3</b> Develop a marketing/informational campaign to encourage greater participation in the City's employee wellness program.	<b>Lead</b> Human Resources <b>Partners</b> Culture, Parks, and Recreation Communication & Engagement	Policies and Programs	Near-Term
<b>IMP EH-2.4</b> Encourage development proposals and site plans to include considerations for supporting healthy living and providing access to nearby services, particularly food retailers and health and human service providers, for a range of modes.	<b>Lead</b> Community Development <b>Partners</b> Planning Commission	Policies and Programs	Near-Term
<b>IMP EH-2.5</b> Identify and address gaps in transportation systems and services in order to effectively link residents with community recreational facilities and essential health services.	<b>Lead</b> Community Development <b>Partners</b> Public Works Greeley-Evans Transit	Public Investments	Long-Term
<b>IMP EH-2.6</b> Explore the feasibility of, and opportunities for integrating community gardens and/or food and nut trees into parks, neighborhoods, or other locations where irrigation can be provided using existing facilities, and formal maintenance agreements can be established, such as with a homeowners association or neighborhood organization.	<b>Lead</b> Neighborhood Resources Office <b>Partners</b> Public Works Sewer and Water Community Development	Public Investments	Long-Term
<b>Goal EH-3: Ensure that residents are aware of and have access to efficient and effective health and human services.</b>			
<b>IMP EH-3.1</b> Assess special population and service needs and opportunities to coordinate response through the City's Neighborhood Building Blocks program.	<b>Lead</b> Neighborhood Resource Office <b>Partners</b> Culture, Parks, and Recreation	Policies and Programs	Ongoing
<b>IMP EH-3.2</b> Regularly convene meetings of the Urgent Responders Coalition of area emergency, human service and related service providers to share information, service challenges and strategies to optimize service response and encourage self-sufficiency of community members.	<b>Lead</b> City Manager's Office <b>Partners</b> Neighborhood Resource Office	Policies and Programs	Ongoing



IMPLEMENTATION ACTION	RESPONSIBILITY	TYPE	TIMEFRAME
<p><b>IMP EH-3.3</b> Create a single online platform where residents can easily access information on all of City services and programs.</p>	<p><b>Lead</b> City Manager's Office <b>Partners</b> All Departments</p>	<p>Policies and Programs</p>	<p>Near-Term</p>
<p><b>IMP EH-3.4</b> Regularly update the City's contact and program information on directory resources, such as the United Way 211 Information and Referral Line, to facilitate the effective referral of service request questions to appropriate City departments. Ensure such information is readily available, particularly on the City's website.</p>	<p><b>Lead</b> Neighborhood Resource Office <b>Partners</b> Communication &amp; Engagement Information Technology</p>	<p>Policies and Programs</p>	<p>Near-Term</p>
<p><b>IMP EH-3.5</b> Explore the feasibility of establishing a 311 line to provide ready access to residents needing to access government services.</p>	<p><b>Lead</b> City Manager's Office <b>Partners</b> Communication &amp; Engagement</p>	<p>Policies and Programs</p>	<p>Near-Term</p>
<p><b>IMP EH-3.6</b> Promote resident involvement in the City's "Neighbor Labor" program which works with United Way to match volunteers with special needs residents to address property care issues that may limit quality of life and impact neighborhood well-being.</p>	<p><b>Lead</b> Neighborhood Resource Office <b>Partners</b> Communication &amp; Engagement</p>	<p>Policies and Programs</p>	<p>Long-Term</p>
<p><b>IMP EH-3.7</b> Develop a survey or other feedback mechanism to allow customers or other participants in health and human service-related programs managed or funded by the City of Greeley to provide input on the service and/or provide recommendations for improvements.</p>	<p><b>Lead</b> Neighborhood Resource Office <b>Partners</b> Communication &amp; Engagement</p>	<p>Policies and Programs</p>	<p>Long-Term</p>
<p><b>IMP EH-3.8</b> Develop a set of performance measures or metrics that allows the City to gauge the performance and results of health and human service programs managed or funded by the City.</p>	<p><b>Lead</b> Neighborhood Resource Office <b>Partners</b> Communication &amp; Engagement</p>	<p>Policies and Programs</p>	<p>Long-Term</p>
<p><b>Goal EH-4: Support and collaborate with the city's school districts.</b></p>			
<p><b>IMP EH-4.1</b> Review and provide comments on new academic facilities being developed as they relate to site design, architectural elements and related improvements in order to complement neighborhood features.</p>	<p><b>Lead</b> Community Development <b>Partners</b> Culture, Parks, and Recreation</p>	<p>Policies and Programs</p>	<p>Ongoing</p>



IMPLEMENTATION ACTION	RESPONSIBILITY	TYPE	TIMEFRAME
<p><b>IMP EH-4.2</b> Assess the feasibility of adopting school site dedication requirements as part of subdivision requests.</p>	<p><b>Lead</b> Community Development <b>Partners</b> City Manager's Office Culture, Parks, and Recreation</p>	<p>Regulatory Revision</p>	<p>Near-Term</p>
<p><b>IMP EH-4.3</b> Explore the feasibility of creating a land dedication or 'cash-in-lieu' fee to support land acquisition for school sites commensurate with new residential growth. Such a fee should be universally applied within all school districts serving Greeley residents.</p>	<p><b>Lead</b> Community Development <b>Partners</b> City Manager's Office Finance</p>	<p>Policies and Programs</p>	<p>Long-Term</p>
<p><b>Goal EH-5: Be an education center of excellence.</b></p>			
<p><b>IMP EH-5.1</b> Develop and promote a consolidated list or online calendar of educational programs, classes, and other offerings for persons of all ages and abilities.</p>	<p><b>Lead</b> Culture, Parks, and Recreation <b>Partners</b> Communication &amp; Engagement Information Technology</p>	<p>Policies and Programs</p>	<p>Ongoing</p>
<p><b>IMP EH-5.2</b> Develop intergovernmental agreements with area educational institutions which define a coordinated approach to such matters as school location and construction, facility maintenance and joint use objectives.</p>	<p><b>Lead</b> City Manager's Office <b>Partners</b> Culture, Parks, and Recreation Community Development</p>	<p>Policies and Programs</p>	<p>Near-Term</p>
<p><b>IMP EH-5.3</b> Research and promote the expanded use of communication and creative technologies for off-site educational learning and community information access.</p>	<p><b>Lead</b> Information Technology <b>Partners</b> Communication &amp; Engagement Culture, Parks, and Recreation</p>	<p>Policies and Programs</p>	<p>Long-Term</p>
<p><b>IMP EH-5.4</b> Stimulate opportunities for access to educational resources for all age groups, ranging from early childhood development programs to "Elder-garden" settings.</p>	<p><b>Lead</b> Culture, Parks, and Recreation</p>	<p>Policies and Programs</p>	<p>Long-Term</p>



### GROWTH & CITY FORM (GC)

IMPLEMENTATION ACTION	RESPONSIBILITY	TYPE	TIMEFRAME
<b>Goal GC-1: Manage growth effectively.</b>			
<p><b>IMP GC-1.1</b> Update the Community Indicators report at 5-year intervals as a means to monitor trends that have an impact on Greeley’s quality of life. Work with community agencies and organizations to formulate a strategic response to correct the conditions leading to the negative trend.</p>	<p><b>Lead</b> Community Development</p>	<p>Policies and Programs</p>	<p>Ongoing</p>
<p><b>IMP GC-1.2</b> Consider interim development opportunities within the North Annexation Area in the near-term, provided the uses and development configurations proposed will not preclude the viability of future development and/or transportation networks needed to serve adjacent areas.</p>	<p><b>Lead</b> Community Development <b>Partners</b> Planning Commission</p>	<p>Policies and Programs</p>	<p>Ongoing</p>
<p><b>IMP GC-1.3</b> Develop land use tools to assist in the preservation of important natural features, farmland, community separators, and open space in targeted areas.</p>	<p><b>Lead</b> Community Development <b>Partners</b> Culture, Parks, and Recreation Planning Commission</p>	<p>Policies and Programs</p>	<p>Near-Term</p>
<p><b>IMP GC-1.4</b> Amend the Development Code to formalize the method of establishing the APFA by:</p> <ul style="list-style-type: none"> <li>- Establishing a system that graduates the development fees due by the development, in addition to the infrastructure expansion, proportionate to its distance from the APFA; and</li> <li>- Developing a mechanism for subsequent developers who benefit from the new infrastructure to reimburse a pro-rata share of the cost of the new infrastructure if subsequent development occurs within ten years of its initial installation or expansion.</li> </ul>	<p><b>Lead</b> Community Development <b>Partners</b> Planning Commission</p>	<p>Regulatory Revisions</p>	<p>Near-Term</p>



IMPLEMENTATION ACTION	RESPONSIBILITY	TYPE	TIMEFRAME
<b>IMP GC-1.5</b> Develop a method the City can use to anticipate, monitor and respond to the cumulative fiscal impacts of new development as build-out occurs.	<b>Lead</b> Community Development <b>Partners</b> Finance	Policies and Programs	Near-Term
<b>IMP GC-1.6</b> Conduct a sub-area plan process for urban reserve lands within Greeley’s Long Range Expected Growth Area (LREGA), to engage property owners, the community, and other stakeholders in a discussion regarding future land uses and adequate public facilities, for these areas.	<b>Lead</b> Community Development <b>Partners</b> Planning Commission	Policies and Programs	Near-Term
<b>IMP GC-1.7</b> Work with Windsor, Severance, Eaton, Kersey, and other regional partners to develop IGAs for urban reserve lands within Greeley’s Long Range Expected Growth Area (LREGA), as shown on the Land Use Guidance Map.	<b>Lead</b> Community Development <b>Partners</b> City Manager’s Office City Council Adjacent municipalities	Policies and Programs	Near-Term
<b>IMP GC-1.8</b> Review and update, as appropriate, Development Code provisions associated with sand and gravel mining to assure that reasonable mitigation and accommodation of potential impacts to adjacent land uses, such as from transportation, environmental quality, and nuisance conditions, are provided.	<b>Lead</b> Community Development <b>Partners</b> Planning Commission	Regulatory Revisions	Long-Term
<b>Goal GC-2: Promote a balanced mix and distribution of land uses.</b>			
<b>IMP GC-2.1</b> Update the Development Code and/or amend the zoning map so that zoning districts that are consistent with the Land Use Guidance Map.	<b>Lead</b> Community Development <b>Partners</b> Planning Commission	Regulatory Revisions	Near-Term
<b>IMP GC-2.2</b> Develop and adopt a mixed-use zone--or amend existing zoning districts--to support a greater mix of uses in Greeley. Review Development Code standards to utilize parking standards to promote mixed-use developments with joint use and opportunity for parking space reduction.	<b>Lead</b> Community Development <b>Partners</b> Planning Commission	Regulatory Revisions	Near-Term
<b>Goal GC-3: Ensure new development, infrastructure investments, and public realm improvements enhance the character of the community.</b>			
<b>IMP GC-3.1</b> Update the City’s Development Code to include additional design standards that will encourage more innovative and high-quality design that reflect contemporary, progressive and sustainable building design trends.	<b>Lead</b> Community Development <b>Partners</b> Planning Commission	Regulatory Revisions	Near-Term



IMPLEMENTATION ACTION	RESPONSIBILITY	TYPE	TIMEFRAME
<p><b>IMP GC-3.2</b> Update the City’s design standards to require new development to offer unique physical elements or improvements that contribute to the area’s character and identity including:</p> <ul style="list-style-type: none"> <li>– Distinct site elements or architecture;</li> <li>– Historic or cultural resources;</li> <li>– Amenities such as views, open space, water courses, varied topography, or connectivity to existing or new trails; or</li> <li>– A central gathering place for residents of the neighborhood or subdivision.</li> </ul>	<p><b>Lead</b> Community Development</p> <p><b>Partners</b> Planning Commission Historic Preservation Commission</p>	Regulatory Revisions	Near-Term
<p><b>IMP GC-3.3</b> Explore the feasibility of re-establishing the citizen Architectural Review Advisory Committee, which would acts as a technical and community resource to City staff and applicants in evaluating and trouble- shooting specific project design issues, as requested.</p>	<p><b>Lead</b> Community Development</p> <p><b>Partners</b> Planning Commission</p>	Policies and Programs	Near-Term
<p><b>IMP GC-3.4</b> Update the City’s Sign Code to reflect contemporary design elements and construction options and promote the attractive appearance of commercial corridors through functional and appealing property and business identification that is well- integrated into other site improvements.</p>	<p><b>Lead</b> Community Development</p> <p><b>Partners</b> Planning Commission</p>	Regulatory Revisions	Long-Term



IMPLEMENTATION ACTION	RESPONSIBILITY	TYPE	TIMEFRAME
<b>Goal GC-4: Prioritize infill and redevelopment</b>			
<p><b>IMP GC-4.1</b> Assess and amend as needed the Development Code and other City regulations related to infill development and redevelopment to protect the existing neighborhood areas. Regulations (or lack thereof) that address, among other issues:</p> <ul style="list-style-type: none"> <li>- Site design and building massings and forms that are compatible with or complimentary of the surrounding neighborhood;</li> <li>- Mitigation of any compatibility issues (such as parking, noise, hours of operation) that could arise from non-residential land uses/developments;</li> <li>- Transitions between higher-intensity development and lower-intensity development (particularly single-family neighborhoods);</li> <li>- The development of a diverse range of higher-density housing types, not just multi-family apartment buildings;</li> <li>- The development of accessory dwelling units; and</li> <li>- Protection, preservation, and adaptive re-use of historic buildings or other structures.</li> </ul>	<p><b>Lead</b> Community Development</p> <p><b>Partners</b> Planning Commission Historic Preservation Commission Public Works Greeley Urban Renewal Authority</p>	Regulatory Revisions	Near-Term
<p><b>IMP GC-4.2</b> Amend municipal, building, and fire codes to eliminate barriers which would prevent, or place unreasonable costs on property-owners looking to rehabilitate and/or re-use older structures.</p>	<p><b>Lead</b> Community Development</p> <p><b>Partners</b> Historic Preservation Commission Fire</p>	Regulatory Revisions	Near-Term
<p><b>IMP GC-4.3</b> Where the adoption of regulations are not possible, or not desired by the neighborhood, explore developing non-regulatory design guidelines, or other materials that provide guidance to developers on how their projects can best complement the existing qualities and characteristics of that neighborhood.</p>	<p><b>Lead</b> Community Development</p> <p><b>Partners</b> Planning Commission Historic Preservation Commission</p>	Policies and Programs	Long-Term
<p><b>IMP GC-4.4</b> Explore the feasibility of establishing a financial resource whereby existing buildings may be improved to comply with or meet the intent of building and fire code standards through low interest-rate loans or similar incentives.</p>	<p><b>Lead</b> Community Development</p> <p><b>Partners</b> Fire</p>	Policies and Programs	Long-Term



IMPLEMENTATION ACTION	RESPONSIBILITY	TYPE	TIMEFRAME
<p><b>Goal GC-5: Facilitate the rebirth of Downtown Greeley as a regional multi-use activity area while preserving and promoting the cultural aspects of the area.</b></p>			
<p><b>IMP GC-5.1</b> Explore expanding existing programs or establishing new programs which encourage the development of attainable housing, particularly “to own” housing, for Downtown workers, such as with the Urban Homesteader program.</p>	<p><b>Lead</b> Neighborhood Resources Office</p> <p><b>Partners</b> Community Development Downtown Development Authority Greeley Urban Renewal Authority</p>	<p>Policies and Programs</p>	<p>Near-Term</p>
<p><b>IMP GC-5.2</b> Update the menu of incentives available to Downtown landowners and provide information about such resources in broad formats and in a timely manner.</p>	<p><b>Lead</b> Community Development</p> <p><b>Partners</b> Downtown Development Authority Historic Preservation Commission</p>	<p>Policies and Programs</p>	<p>Long-Term</p>
<p><b>IMP GC-5.3</b> Explore regulatory amendments to the Model Traffic Code which would allow for multiple, alternative and special forms of transportation to be allowed in a defined Downtown area, such as Smart cars, horse drawn carriages, trolley, and other similar devices.</p>	<p><b>Lead</b> Public Works</p> <p><b>Partners</b> Community Development Downtown Development Authority</p>	<p>Regulatory Revisions</p>	<p>Long-Term</p>
<p><b>Goal GC-6: Maintain and enhance the character and inter-connectivity of Greeley’s neighborhoods.</b></p>			
<p><b>IMP GC-6.1</b> Continue to work with the University of Northern Colorado and its affiliated off-campus student organizations (such as fraternities/sororities) to educate students on how to be a respectful tenant and maintain “good neighbor conduct” in order to ensure that residences occupied by students are well-maintained and compatible with surrounding properties.</p>	<p><b>Lead</b> Neighborhood Resources Office</p> <p><b>Partners</b> University of Northern Colorado</p>	<p>Policies and Programs</p>	<p>Ongoing</p>



IMPLEMENTATION ACTION	RESPONSIBILITY	TYPE	TIMEFRAME
<p><b>IMP GC-6.2</b> Review, and update as needed, the Subdivision Regulations and Development Code to assure:</p> <ul style="list-style-type: none"> <li>– Aesthetics are well- integrated in public places, roadways, adjacent uses;</li> <li>– Natural land features or forms are well integrated into the overall design of the subdivision;</li> <li>– Inclusion of a range of housing types is encouraged;</li> <li>– The integration of non-residential uses are encouraged;</li> <li>– New subdivisions provide for a range of transportation options (such as bike and pedestrian pathways) within the development; and</li> <li>– Connections to adjacent neighborhoods and/or non-residential areas (such as neighborhood centers) are provided.</li> </ul>	<p><b>Lead</b> Community Development</p> <p><b>Partners</b> Planning Commission Public Works Culture, Parks, and Recreation</p>	Regulatory Revisions	Near-Term
<p><b>IMP GC-6.3</b> Work with the community to explore the possibilities of establishing a “character overlay district” to support neighborhood driven covenants or design characteristics to protect the distinctiveness of an area. Also explore the establishment of local historic districts in neighborhoods that contain a preponderance of historic resources and such a designation is supported by property owners.</p>	<p><b>Lead</b> Community Development</p> <p><b>Partners</b> Planning Commission Historic Preservation Commission</p>	Policies and Programs	Near-Term
<p><b>IMP GC-6.4</b> Review and update Development Code standards related to the redevelopment of land lease or manufactured home communities to promote homeownership and a stable neighborhood setting.</p>	<p><b>Lead</b> Community Development</p> <p><b>Partners</b> Neighborhood Resources Office</p>	Regulatory Revisions	Long-Term
<p><b>IMP GC-6.5</b> Review and update as appropriate the requirement for perimeter landscape treatment plans for new subdivisions in order to better link neighborhood via complimentary perimeter treatment schemes.</p>	<p><b>Lead</b> Community Development</p> <p><b>Partners</b> Planning Commission</p>	Regulatory Revisions	Long-Term
<p><b>IMP GC-6.6</b> Prohibit the siting of residential uses immediately adjacent to medium- or high-intensity industrial uses and/or zoning districts without a Development Concept Master Plan or a neighborhood area master plan (within the Redevelopment District).</p>	<p><b>Lead</b> Community Development</p> <p><b>Partners</b> Planning Commission</p>	Regulatory Revisions	Ongoing



**HISTORIC & CULTURAL RESOURCES (HC)**

IMPLEMENTATION ACTION	RESPONSIBILITY	TYPE	TIMEFRAME
<b>Goal HC-1: Preserve and promote local heritage.</b>			
<b>IMP HC-1.1</b> Implement, and regularly update, the Greeley Historic Preservation Plan.	<b>Lead</b> Historic Preservation Commission <b>Partners</b> Community Development	Plans	Ongoing
<b>IMP HC-1.2</b> Periodically research and publicize other financial sources of support for historic preservation activities, including state, federal and private foundation sources.	<b>Lead</b> Community Development <b>Partners</b> Historic Preservation Commission Communication & Engagement	Policies and Programs	Ongoing
<b>IMP HC-1.3</b> Catalogue and promote places in the community which have special significance to the development of the area, such as the Cache la Poudre River, the Union Pacific Railroad, irrigation ditches and improvements, and similar features which provide an important context of community identity. Seek grants and other resources to provide markers, plaques and other identification, as appropriate.	<b>Lead</b> Culture, Parks and Recreation <b>Partners</b> Historic Preservation Commission Poudre Heritage Alliance Visit Greeley	Policies and Programs	Near-Term
<b>IMP HC-1.4</b> Identify and prioritize areas of the city that may contain historic resources that have yet to be surveyed. In addition, identify and prioritize areas or neighborhoods that need to be re-surveyed or have completed surveys updated.	<b>Lead</b> Community Development <b>Partners</b> Historic Preservation Commission	Policies and Programs	Near-Term
<b>IMP HC-1.5</b> Produce materials which describe and illustrate elements associated with historic structures, architectural styles, the care or maintenance of historic structures, provide interpretive displays and exhibits, and other related topics.	<b>Lead</b> Community Development <b>Partners</b> Historic Preservation Commission Communication & Engagement Culture, Parks, and Recreation	Policies and Programs	Near-Term



IMPLEMENTATION ACTION	RESPONSIBILITY	TYPE	TIMEFRAME
<p><b>IMP HC-1.6</b> Explore technological opportunities to expose the public to historic preservation programs and resources.</p>	<p><b>Lead</b> Community Development <b>Partners</b> Historic Preservation Commission Information Technology</p>	<p>Policies and Programs</p>	<p>Near-Term</p>
<p><b>IMP HC-1.7</b> Explore ways in which the City of Greeley can facilitate the availability of private loans at attractive rates and terms through local lenders for landowners seeking financial support in the renovation, rehabilitation, or restoration of an historic structure.</p>	<p><b>Lead</b> Community Development <b>Partners</b> Historic Preservation Commission Culture, Parks, and Recreation Finance</p>	<p>Policies and Programs</p>	<p>Long-Term</p>
<p><b>Goal HC-2: Support and celebrate the rich diversity of human experience within the community.</b></p>			
<p><b>IMP HC-2.1</b> Continue to fund the Greeley Unexpected campaign as a means to promote the city’s diversity and unique cultural offerings.</p>	<p><b>Lead</b> City Manager’s Office</p>	<p>Policies and Programs</p>	<p>Ongoing</p>
<p><b>IMP HC-2.2</b> Solicit citizen participation on City boards and commissions which represents a broad geographic, cultural, gender, age, and ability cross-section of the community.</p>	<p><b>Lead</b> City Clerk’s Office <b>Partners</b> All Boards and Commissions</p>	<p>Policies and Programs</p>	<p>Ongoing</p>
<p><b>IMP HC-2.3</b> Continue efforts to achieve a City workforce which is a reflection of the cultural and demographic population of the community.</p>	<p><b>Lead</b> All City Departments</p>	<p>Policies and Programs</p>	<p>Ongoing</p>
<p><b>IMP HC-2.4</b> Continue support for the Community Mediation program and explore new programs, venues, or opportunities to support residents, businesses, and government work through differences and resolve conflicts in an amicable and mutually respectful way. Publicize existing and future programs to build awareness within the community.</p>	<p><b>Lead</b> Neighborhood Resources Office <b>Partners</b> Human Relations Commission Communication &amp; Engagement</p>	<p>Policies and Programs</p>	<p>Ongoing</p>
<p><b>IMP HC-2.5</b> Develop and expand resources, exhibits, and programs through the city’s museums, libraries, and other public venues which educate residents in a thoughtful manner about the diverse cultures within the community.</p>	<p><b>Lead</b> Culture, Parks and Recreation <b>Partners</b> High Plains Library District University of Northern Colorado Model Railroad Museum</p>	<p>Policies and Programs</p>	<p>Near-Term</p>



IMPLEMENTATION ACTION	RESPONSIBILITY	TYPE	TIMEFRAME
<p><b>IMP HC-2.6</b> Explore new opportunities to increase the involvement of diverse groups of residents in community issues and City-sponsored events.</p>	<p><b>Lead</b> Communication &amp; Engagement</p> <p><b>Partners</b> All City Departments Human Relations Commission</p>	<p>Policies and Programs</p>	<p>Near-Term</p>
<p><b>IMP HC-2.7</b> Explore venues, events, and ongoing programs to expand knowledge, understanding, and appreciation of differences between people in order to diminish stereotypes and reduce intolerance and disparities between various community populations.</p>	<p><b>Lead</b> Culture, Parks and Recreation</p> <p><b>Partners</b> Human Relations Commission Area Non-Profit Organizations Neighborhood Resources Office Communication &amp; Engagement</p>	<p>Policies and Programs</p>	<p>Long-Term</p>
<p><b>Goal HC-3: Develop and promote art and culture experiences.</b></p>			
<p><b>IMP HC-3.1</b> Promote the City’s One Percent for Art Program which incorporates artistic design and art works installation as component of its capital construction projects, thereby enriching the interest, quality and relevance of public improvements and the community areas in which they are located.</p>	<p><b>Lead</b> Culture, Parks and Recreation</p> <p><b>Partners</b> Greeley Art Commission Communication &amp; Engagement</p>	<p>Policies and Programs</p>	<p>Ongoing</p>
<p><b>IMP HC-3.2</b> As the city grows, promote and expand local museum facilities and/or programming to provide a context for residents to understand those who preceded them in the development of the community, as well as to provide a mechanism to document key events, people and community features to help bring history alive for area residents and visitors.</p>	<p><b>Lead</b> Culture, Parks and Recreation</p> <p><b>Partners</b> Communication &amp; Engagement</p>	<p>Public Investments</p>	<p>Ongoing</p>
<p><b>IMP HC-3.3</b> Retool the City’s art program to expand community awareness, experience, and involvement through hands-on demonstrations and outreach by bringing artwork out into various parts of the community through the use of a “mobile gallery.”</p>	<p><b>Lead</b> Culture, Parks and Recreation</p> <p><b>Partners</b> Greeley Art Commission Greeley Creative Arts District School Districts Aims Community College</p>	<p>Policies and Programs</p>	<p>Long-Term</p>



IMPLEMENTATION ACTION	RESPONSIBILITY	TYPE	TIMEFRAME
<p><b>IMP HC-3.4</b> Evaluate the City’s Development Code to assess whether current regulations limit or create barriers to the creation of arts and culture venues or hosting of arts and culture events. Address any such barriers in order to expand access to arts and culture venues and events throughout the city.</p>	<p><b>Lead</b> Community Development</p> <p><b>Partners</b> Planning Commission Greeley Art Commission Greeley Creative Arts District</p>	<p>Regulatory Revisions</p>	<p>Long-Term</p>
<p><b>IMP HC-3.5</b> Explore locations in West Greeley for the establishment of a commercial regional outdoor amphitheater.</p>	<p><b>Lead</b> Culture, Parks, and Recreation</p> <p><b>Partners</b> Community Development</p>	<p>Policies and Programs</p>	<p>Long-Term</p>
<p><b>IMP HC-3.6</b> Continue to promote music-focused events, such as the UNC Jazz Festival, the Blues Jam, and FridayFests</p>	<p><b>Lead</b> Economic Development</p>	<p>Policies and Programs</p>	<p>Ongoing</p>



## HOUSING (HO)

IMPLEMENTATION ACTION	RESPONSIBILITY	TYPE	TIMEFRAME
<b>Goal HO-1: Improve access to housing for all income-levels, ages, and physical abilities.</b>			
<b>IMP HO-1.1</b> Conduct and maintain an inventory of public, deed-restricted, subsidized, Section 8 or other types of designated affordable housing units in Greeley. Include if the units are rental or ownership units, the size (including number of bedrooms and bathrooms), and the population/income range to which the unit is affordable. Monitor to understand how the supply of affordable housing in the city is changing over time.	<b>Lead</b> Greeley Urban Renewal Authority <b>Partners</b> Greeley-Weld Housing Authority Community Development	Policies and Programs	Near-Term
<b>IMP HO-1.2</b> Conduct an inventory of City-owned properties and identify parcels that could be used to support the City’s housing goals (e.g., for disposition to an affordable housing developer).	<b>Lead</b> Community Development <b>Partners</b> City Manager’s Office	Policies and Programs	Near-Term
<b>IMP HO-1.3</b> Following the development of a comprehensive housing strategy (see Objective HO-2.1), assess the need to increase staff capacity and/or resources to implement the strategy’s recommended actions. Increase capacity as needed.	<b>Lead</b> Community Development <b>Partners</b> City Manager’s Office	Public Investments	Long-Term
<b>IMP HO-1.4</b> Explore public/private partnerships to encourage home ownership through services like first-time home buyer’s assistance programs, and other home ownership incentive programs.	<b>Lead</b> Greeley Urban Renewal Authority <b>Partners</b> Neighborhood Resource Office	Policies and Programs	Long-Term
<b>IMP HO-1.5</b> Provide new and prospective home buyers with information concerning property maintenance, budgeting, community resources and related areas to support a successful transition from renting to ownership.	<b>Lead</b> Greeley Urban Renewal Authority <b>Partners</b> Neighborhood Resource Office	Policies and Programs	Long-Term



IMPLEMENTATION ACTION	RESPONSIBILITY	TYPE	TIMEFRAME
<b>Goal HO-2: Encourage a broad diversity of housing options.</b>			
<p><b>IMP HO-2.1</b> Monitor the local housing market in order to evaluate trends, identify gaps in types of housing or price-points, adjust housing-related programs and policies, and understand the effectiveness and impact of the City’s housing strategy, once determined. Trends to be monitored should include:</p> <ul style="list-style-type: none"> <li>– The types of housing units built in the city each (including tenure and housing type);</li> <li>– Number of public, subsidized, or deed restricted (for purposes of affordable housing) housing units;</li> <li>– The composition (by tenure and housing type) of the city’s housing stock;</li> <li>– The cost of housing, home sales prices and rents;</li> <li>– Vacancy rates; and</li> <li>– Area median income and the housing affordable to varying AMI levels (e.g., 80% AMI, 60% AMI, etc.).</li> </ul>	<p><b>Lead</b> Community Development</p> <p><b>Partners</b> Greeley Urban Renewal Area University of Northern Colorado Colorado Housing Division</p>	Policies and Programs	Ongoing
<p><b>IMP HO-2.2</b> Review and update, as appropriate, Development Code standards to update zoning districts or adopt new zoning districts that are consistent with the Land Use Guidance Map in order to allow for a greater diversity of housing options.</p>	<p><b>Lead</b> Community Development</p> <p><b>Partners</b> Planning Commission</p>	Regulatory Revisions	Near-Term
<p><b>IMP HO-2.3</b> Develop and adopt an accessory dwelling unit (ADU) ordinance.</p>	<p><b>Lead</b> Community Development</p> <p><b>Partners</b> Planning Commission</p>	Regulatory Revisions	Near-Term
<p><b>IMP HO-2.4</b> Explore modifications to existing programs or establishing new programs which provide information and resources to renters and landlords on topics such as maintenance and safety of rental properties, rights and responsibilities of tenants and landlords, evictions, and crime prevention.</p>	<p><b>Lead</b> Neighborhood Resource Office</p> <p><b>Partners</b> Community Development Greeley Urban Renewal Authority Greeley Police Department</p>	Policies and Programs	Long-Term



## INFRASTRUCTURE (IN)

IMPLEMENTATION ACTION	RESPONSIBILITY	TYPE	TIMEFRAME
<b>Goal IN-1: Ensure developed areas in Greeley are served by adequate public facilities and services.</b>			
<b>IMP IN-1.1</b> Annually review and update the City’s Adequate Public Facilities Area (APFA) concurrent with annual growth and development projections to assist in the planning and funding of municipal infrastructure to accommodate growth. Prepare maps depicting the boundaries of existing and budgeted service areas for infrastructure included in the APFA requirements.	<b>Lead</b> Community Development <b>Partners</b> Planning Commission Public Works Police Fire Water and Sewer Culture, Parks, and Recreation	Policies and Programs	Ongoing
<b>IMP IN-1.2</b> Continue to support timely and effective development in the Long Range Expected Growth Area as it relates to 208 Wastewater planning and treatment. Where possible and practical, look for opportunities to share and/or coordinate such capital improvements with other jurisdictions to efficiently use public resources.	<b>Lead</b> Water and Sewer <b>Partners</b> Community Development	Policies and Programs	Ongoing
<b>IMP IN-1.3</b> Through the annual Population Growth and Projections and Capital Improvements Plan, identify the location for new fire stations, parks and other public facilities commensurate with the City’s expected growth.	<b>Lead</b> Community Development <b>Partners</b> Culture, Parks, and Recreation Police Department Fire Department	Policies and Programs	Ongoing
<b>IMP IN-1.4</b> Complete and implement a basin-wide study that addresses drainage improvements through larger, shared, facilities which could also achieve an attractive, functional community or regional park use.	<b>Lead</b> Public Works <b>Partners</b> Culture, Parks, and Recreation	Plans	Near-Term



IMPLEMENTATION ACTION	RESPONSIBILITY	TYPE	TIMEFRAME
<p><b>IMP IN-1.5</b> Evaluate existing capacity within established areas of the city to understand where investments in expanding infrastructure will be needed in order to support the type and/or intensity of development envisioned in the Land Use Guidance Map</p>	<p><b>Lead</b> Water and Sewer</p> <p><b>Partners</b> Public Works Culture, Parks, and Recreation Community Development</p>	<p>Policies and Programs</p>	<p>Near-Term</p>
<p><b>IMP IN-1.6</b> Update existing functional master plans for infrastructure and services as needed to account for changes in land uses and intensities that result from the adoption of this Comprehensive Plan and completion of implementation actions.</p>	<p><b>Lead</b> All City Departments</p>	<p>Policies and Programs</p>	<p>Near-Term</p>
<p><b>IMP IN-1.7</b> Develop functional master plans detailing the maintenance, operation, and expansion of infrastructure and public facilities where such documents do not currently exist.</p>	<p><b>Lead</b> All City Departments</p>	<p>Plans</p>	<p>Near-Term</p>
<p><b>IMP IN-1.8</b> Consider the extension of water lines to serve larger groups of users and along primary roadways to provide non-potable water to landscaped medians and parkways.</p>	<p><b>Lead</b> Water and Sewer</p> <p><b>Partners</b> Culture, Parks, and Recreation Community Development</p>	<p>Public Investments</p>	<p>Long-Term</p>
<p><b>Goal IN-2: Ensure the design, construction, and appearance of City infrastructure and facilities contributes to the character of the community.</b></p>			
<p><b>IMP IN-2.1</b> Evaluate current best practices in designing, developing, and constructing green infrastructure and incorporate appropriate practices into the City's approach to stormwater management.</p>	<p><b>Lead</b> Public Works</p> <p><b>Partners</b> Culture, Parks, and Recreation Community Development</p>	<p>Policies and Programs</p>	<p>Near-Term</p>
<p><b>IMP IN-2.2</b> Evaluate, and update as needed, existing design guidelines for infrastructure and public facilities to ensure aesthetics and considerations for the visual or quality of life impacts on surrounding neighborhoods are considered.</p>	<p><b>Lead</b> Public Works</p> <p><b>Partners</b> Water and Sewer Culture, Parks and Recreation Community Development</p>	<p>Regulatory Revisions</p>	<p>Long-Term</p>



## NATURAL RESOURCES & OPEN LANDS (NR)

IMPLEMENTATION ACTION	RESPONSIBILITY	TYPE	TIMEFRAME
<b>Goal NR-1: Protect, conserve, maintain, and improve the quality and quantity of water available to Greeley.</b>			
<b>IMP NR-1.1</b> Develop and maintain incentive programs which induce water conservation installations and practices, including irrigation systems.	<b>Lead</b> Water and Sewer <b>Partners</b> City Manager’s Office Finance	Policies and Programs	Ongoing
<b>IMP NR-1.2</b> Develop and maintain a water rate structure that provides incentives for the efficient use of water and reflects actual costs for service.	<b>Lead</b> Water and Sewer <b>Partners</b> Finance	Policies and Programs	Ongoing
<b>IMP NR-1.3</b> Monitor and comment on development proposals, land uses, or other activities within the Cache la Poudre, Big Thompson, or Upper Colorado watersheds which may impact or threaten the quality of water obtained by Greeley from these sources. Include those proposals outside of the City of Greeley.	<b>Lead</b> Community Development <b>Partners</b> Water and Sewer	Policies and Programs	Ongoing
<b>IMP NR-1.4</b> Audit water use associated with City facilities and review options to convert to xeric landscape treatments or strategically redesign sites for water conservation.	<b>Lead</b> Water and Sewer <b>Partners</b> Public Works Culture, Parks and Recreation	Policies and Programs	Near-Term
<b>IMP NR-1.5</b> Develop incentives to encourage use of non-potable water in landscape irrigation and other appropriate applications.	<b>Lead</b> Water and Sewer <b>Partners</b> Community Development Finance	Policies and Programs	Near-Term
<b>IMP NR-1.6</b> Implement and periodically update the City’s <i>Water Master Plan</i> to ensure that the City’s future needs for raw water are estimated and planned for.	<b>Lead</b> Water and Sewer	Plans	Near-Term



IMPLEMENTATION ACTION	RESPONSIBILITY	TYPE	TIMEFRAME
<p><b>IMP NR-1.7</b> Review Development Code standards, and updated as needed, to assure regulations encourage the sensitive, effective and desirable incorporation of water and irrigation elements into the design of the site in such a way as to protect water quality, promote conservation and efficiency, and create more natural and appealing development design and function.</p>	<p><b>Lead</b> Community Development <b>Partners</b> Planning Commission</p>	<p>Regulatory Revisions</p>	<p>Long-Term</p>
<p><b>Goal NR-2: Manage emissions, effluents, waste, and other sources of pollution that impact our quality of life and natural environment.</b></p>			
<p><b>IMP NR-2.1</b> Identify and employ methods to minimize and mitigate noise impacts generated from existing and planned traffic corridors, transit operations, and other capital improvements.</p>	<p><b>Lead</b> Public Works <b>Partners</b> Community Development CDOT North Front Range MPO Weld County</p>	<p>Policies and Programs</p>	<p>Ongoing</p>
<p><b>IMP NR-2.2</b> Minimize the exposure to excessive and disturbing noise through the enforcement of daytime and nighttime noise ordinances, as well as through assertive traffic enforcement actions.</p>	<p><b>Lead</b> Community Development <b>Partners</b> Police Department</p>	<p>Policies and Programs</p>	<p>Near-Term</p>
<p><b>IMP NR-2.3</b> Update, as appropriate, Development Code standards to limit impacts caused by errant light on adjacent properties and rights-of-way (such as requirements for downward directed lighting), and create standard illumination levels for various types of development.</p>	<p><b>Lead</b> Community Development <b>Partners</b> Planning Commission Public Works</p>	<p>Regulatory Revisions</p>	<p>Near-Term</p>
<p><b>IMP NR-2.4</b> Consider and provide comment on land use applications which may generate ground and surface water pollution from point and non-point sources, such as from industrial or manufacturing uses, practices associated with agriculture, and landscape maintenance and seasonal roadway treatments (e.g., pest control, fertilizers, de-icing applications). Develop appropriate management and mitigation strategies or requirements to address areas of concern.</p>	<p><b>Lead</b> Community Development <b>Partners</b> Planning Commission Public Works Culture, Parks and Recreation</p>	<p>Policies and Programs</p>	<p>Near-Term</p>
<p><b>IMP NR-2.5</b> Explore the feasibility of adopting local design standards for future construction and major redevelopment projects to reduce impervious surfaces and the heat emitted from the completed development.</p>	<p><b>Lead</b> Community Development <b>Partners</b> Planning Commission</p>	<p>Regulatory Revisions</p>	<p>Near-Term</p>



IMPLEMENTATION ACTION	RESPONSIBILITY	TYPE	TIMEFRAME
<p><b>IMP NR-2.6</b> Evaluate Low-Impact Development techniques and best practices to determine which are most appropriate to Greeley, its climate, and soils. Develop informational materials and guidelines for LID practices and features, and consider incorporating some or all into the Development Code.</p>	<p><b>Lead</b> Community Development <b>Partners</b> Public Works Water and Sewer Culture, Parks and Recreation</p>	<p>Policies and Programs</p>	<p>Near-Term</p>
<p><b>IMP NR-2.7</b> Work with community partners to assess the effects of household hazards in the form of lead-based paint, radon, asbestos, carbon monoxide, mold, and other potential indoor hazards; and support continued efforts to educate residents on the identification and management of such household hazards.</p>	<p><b>Lead</b> Community Development <b>Partners</b> Weld County Department of Public Health and Environment Communication &amp; Engagement</p>	<p>Policies and Programs</p>	<p>Near-Term</p>
<p><b>IMP NR-2.8</b> Evaluate and implement best practices for mitigating the impacts of air pollution generated from road sanding and other snow/ice treatments, wood burning fireplaces and stoves, and agricultural and ditch burning practices.</p>	<p><b>Lead</b> Community Development <b>Partners</b> Public Works</p>	<p>Policies and Programs</p>	<p>Long-Term</p>
<p><b>IMP NR-2.9</b> Identify and encourage crop management practices that limit air quality impacts.</p>	<p><b>Lead</b> Community Development <b>Partners</b> Farm Bureau Colorado State University Extension</p>	<p>Policies and Programs</p>	<p>Long-Term</p>
<p><b>IMP NR-2.10</b> Monitor traffic-related noise levels throughout the community to establish baseline standards and evaluate noise ‘hot spots’ to ascertain mitigation or management alternatives to address noise pollution from transportation activity.</p>	<p><b>Lead</b> Public Works <b>Partners</b> Community Development Neighborhood Resources Office</p>	<p>Policies and Programs</p>	<p>Long-Term</p>
<p><b>Goal NR-3: Demonstrate stewardship of the environment.</b></p>			
<p><b>IMP NR-3.1</b> Work with neighborhoods, community facilities, and institutions to define the character of neighborhoods by the types and locations of trees and major vegetation in order to provide guidance and incentives for replacing in-kind when such trees and vegetation must be removed.</p>	<p><b>Lead</b> Community Development <b>Partners</b> Culture, Parks and Recreation</p>	<p>Policies and Programs</p>	<p>Long-Term</p>



IMPLEMENTATION ACTION	RESPONSIBILITY	TYPE	TIMEFRAME
<p><b>IMP NR-3.2</b> Develop promotional materials to build awareness of the City’s Backyard and Natural Areas Certification Program.</p>	<p><b>Lead</b> Culture, Parks, and Recreation</p> <p><b>Partners</b> Community Development Communication &amp; Engagement</p>	<p>Policies and Programs</p>	<p>Ongoing</p>
<p><b>IMP NR-3.3</b> Provide on-going education to the public, area plant nurseries, and landscape businesses about noxious weeds, their threat to local habitats and wildlife, and regulatory provisions and fines related to the presence of such weeds on property.</p>	<p><b>Lead</b> Culture, Parks, and Recreation</p> <p><b>Partners</b> Community Development Communication &amp; Engagement</p>	<p>Policies and Programs</p>	<p>Ongoing</p>
<p><b>IMP NR-3.4</b> Periodically review and revise the location and extent of wetland resources to ensure accuracy in the identification and preservation of these natural resources.</p>	<p><b>Lead</b> Culture, Parks and Recreation</p> <p><b>Partners</b> Community Development</p>	<p>Policies and Programs</p>	<p>Ongoing</p>
<p><b>IMP NR-3.5</b> Develop intergovernmental agreements or similar arrangements with other jurisdictions and conservation organizations to preserve open space areas, either through acquisition, conservation easements, or other approach.</p>	<p><b>Lead</b> Culture, Parks and Recreation</p> <p><b>Partners</b> Community Development Town of Windsor City of Evans Colorado Division of Parks and Wildlife Colorado Open Lands Trust for Public Lands</p>	<p>Policies and Programs</p>	<p>Near-Term</p>
<p><b>IMP NR-3.6</b> Develop minimum standards for acceptance of land for natural areas, public open space, greenways, or parks. Consider a requirement for establishment of native vegetation for such areas.</p>	<p><b>Lead</b> Community Development</p> <p><b>Partners</b> Culture, Parks and Recreation Planning Commission Parks &amp; Recreation Advisory Board</p>	<p>Regulatory Revisions</p>	<p>Near-Term</p>



IMPLEMENTATION ACTION	RESPONSIBILITY	TYPE	TIMEFRAME
<p><b>IMP NR-3.7</b> Establish a multi-departmental Open Space Team, including representation by companion citizen boards and community at large members to provide comprehensive interface and coordinated attention to oversee open space planning and management.</p>	<p><b>Lead</b> Culture, Parks and Recreation</p> <p><b>Partners</b> Community Development Public Works City Manager’s Office Parks &amp; Recreation Advisory Board Planning Commission</p>	<p>Policies and Programs</p>	<p>Near-Term</p>
<p><b>IMP NR-3.8</b> Identify and secure a range of funding sources and other financial mechanisms that will enable the implementation of the Open Lands and Natural Areas program and community separator concept in a way that balances individual property interests while securing important visual and natural areas for public enjoyment and/or protection of habitat and other environmentally sensitive areas.</p>	<p><b>Lead</b> Culture, Parks and Recreation</p> <p><b>Partners</b> City Manager’s Office Finance Community Development</p>	<p>Policies and Programs</p>	<p>Near-Term</p>
<p><b>IMP NR-3.9</b> Develop intergovernmental agreements with Weld County to assure that the manner of mineral extraction and reclamation is consistent with City standards within its Long Range Expected Growth Area. Such an agreement should address the provision of buffer areas from existing development and sensitive natural areas.</p>	<p><b>Lead</b> Community Development</p> <p><b>Partners</b> Weld County</p>	<p>Policies and Programs</p>	<p>Near-Term</p>
<p><b>IMP NR-3.10</b> Develop and implement management plans for all open lands or natural areas in the city. Management plans should focus primarily on sustaining and enhancing the natural and ecological functions of the area, but should seek opportunities to promote and support low-impact recreation opportunities when possible.</p>	<p><b>Lead</b> Culture, Parks and Recreation</p> <p><b>Partners</b> Community Development</p>	<p>Plans</p>	<p>Near-Term</p>
<p><b>IMP NR-3.11</b> Work with the property owner early in the aggregate mining land use permitting process to establish expectations for reclamation of the site upon completion. Incorporate these standards into the initial land use permitting process.</p>	<p><b>Lead</b> Community Development</p> <p><b>Partners</b> Planning Commission</p>	<p>Regulatory Revisions</p>	<p>Long-Term</p>



IMPLEMENTATION ACTION	RESPONSIBILITY	TYPE	TIMEFRAME
<p><b>IMP NR-3.12</b> Review and revise as appropriate, local regulations related to the extraction of subsurface aggregate material to create mitigation requirements to protect the natural environment, surrounding neighborhoods and properties, and provide for the review of reclamation plans.</p>	<p><b>Lead</b> Community Development <b>Partners</b> Planning Commission</p>	<p>Regulatory Revisions</p>	<p>Long-Term</p>
<p><b>IMP NR-3.13</b> Undertake a study of the Poudre River sand and gravel mining corridor to establish a comprehensive design scheme for this important reclaimed mining area and identify means by which to ensure its accomplishment.</p>	<p><b>Lead</b> Culture, Parks and Recreation <b>Partners</b> Community Development Water and Sewer</p>	<p>Plans</p>	<p>Long-Term</p>
<p><b>IMP NR-3.14</b> Review various community master plans including the <i>Parks, Trails, and Open Lands Master Plan</i>, <i>Poudre River Trail Master Plan</i>, and the <i>Comprehensive Drainage Master Plan</i> to ascertain areas to develop a prioritized list of parcels that could be protected as open lands. Higher priority should be given to parcels or areas that help implement or advance the greatest number of plans.</p>	<p><b>Lead</b> Community Development <b>Partners</b> Culture, Parks and Recreation Water and Sewer Planning Commission</p>	<p>Policies and Programs</p>	<p>Long-Term</p>
<p><b>IMP NR-3.15</b> Evaluate the feasibility of establishing a program to aid in the protection, enhancement or development of wetland areas in order to restore natural habitats, improve water quality, or provide flood protection. Consider the merits of the development of a “wetlands bank” as part of this evaluation in order to provide additional options for mitigating wetland destruction (when permitted).</p>	<p><b>Lead</b> Culture, Parks and Recreation <b>Partners</b> Community Development</p>	<p>Policies and Programs</p>	<p>Long-Term</p>
<p><b>Goal NR-4: Use resources efficiently and sustainably.</b></p>			
<p><b>IMP NR-4.1</b> Provide the public and the building community with information about the short- and long-term return on investment (monetarily and environmentally) associated with the use of energy-wise products, water-conserving products, and other green building practices.</p>	<p><b>Lead</b> Community Development <b>Partners</b> Communication &amp; Engagement</p>	<p>Policies and Programs</p>	<p>Near-Term</p>
<p><b>IMP NR-4.2</b> Evaluate the feasibility of standardizing the use of energy-efficient lights, such as LEDs, in City facilities, street and other outdoor lights maintained by the City, and in other municipal applications in new facilities or devices, or through upgrades to existing facilities and devices.</p>	<p><b>Lead</b> Public Works <b>Partners</b> Culture, Parks, and Recreation City Manager’s Office</p>	<p>Policies and Programs</p>	<p>Near-Term</p>



IMPLEMENTATION ACTION	RESPONSIBILITY	TYPE	TIMEFRAME
<p><b>IMP NR-4.3</b> Periodically review and consider adoption of the most current edition of the International Energy Conservation Code.</p>	<p><b>Lead</b> Community Development <b>Partners</b> Public Works Water and Sewer</p>	<p>Regulatory Revisions</p>	<p>Near-Term</p>
<p><b>IMP NR-4.4</b> Periodically update the Greeley <i>Natural Resources and Wildlife Master Plan</i> to keep it relevant and up-to-date in order to address emerging issues and incorporate best management practices into the Plan.</p>	<p><b>Lead</b> Community Development <b>Partners</b> Culture, Parks, and Recreation Colorado Division of Parks and Wildlife</p>	<p>Plans</p>	<p>Near-Term</p>
<p><b>IMP NR-4.5</b> Encourage agencies which develop housing for lower income residents to maximize energy efficient installations to help reduce housing costs as it relates to energy consumption.</p>	<p><b>Lead</b> Community Development <b>Partners</b> Greeley-Weld Housing Authority</p>	<p>Policies and Programs</p>	<p>Long-Term</p>
<p><b>IMP NR-4.6</b> Consider requiring all new or renovated City buildings and facilities to meet green building standards, such as LEED, Energy Star, or the International Green Construction Code. In addition, evaluate and consider adoption of a green building program and/or develop incentives to encourage the incorporation of green building techniques and practices into private development.</p>	<p><b>Lead</b> Public Works <b>Partners</b> Community Development</p>	<p>Policies and Programs</p>	<p>Long-Term</p>
<p><b>Goal NR-5: Engage all members of the community in the process of supporting the stewardship of our natural and built environments.</b></p>			
<p><b>IMP NR-5.1</b> Prepare an annual report to the community that provides an inventory of environmental resources, their use, considerations, and emerging stewardship accomplishments, needs, and opportunities.</p>	<p><b>Lead</b> Community Development <b>Partners</b> Culture, Parks and Recreation Communication &amp; Engagement</p>	<p>Policies and Programs</p>	<p>Ongoing</p>
<p><b>IMP NR-5.2</b> Catalogue the trees and plantings which carry such significance and share such information with land owners and the public to enhance the protection and appreciation of such natural elements.</p>	<p><b>Lead</b> Culture, Parks and Recreation <b>Partners</b> Community Development Historic Preservation Commission</p>	<p>Policies and Programs</p>	<p>Ongoing</p>



IMPLEMENTATION ACTION	RESPONSIBILITY	TYPE	TIMEFRAME
<p><b>IMP NR-5.3</b> Continue tree planting and replacement incentive programs accompanied by educational materials to support a successful establishment of the new installations.</p>	<p><b>Lead</b> Culture, Parks, and Recreation</p> <p><b>Partners</b> Community Development Communication &amp; Engagement</p>	<p>Policies and Programs</p>	<p>Near-Term</p>
<p><b>IMP NR-5.4</b> Explore and develop programs which cultivate citizen stewardship and responsibility for the care and protection of special natural areas in the community, such as an Adopt-a-Trail program..</p>	<p><b>Lead</b> Culture, Parks, and Recreation</p> <p><b>Partners</b> Community Development Communication &amp; Engagement</p>	<p>Policies and Programs</p>	<p>Long-Term</p>



## PARKS & RECREATION (PR)

IMPLEMENTATION ACTION	RESPONSIBILITY	TYPE	TIMEFRAME
<b>Goal PR-1: Develop and maintain an inter-connected system of parks, trails, and recreational facilities.</b>			
<p><b>IMP PR-1.1</b> Periodically review and update the functional organization structure of the Parks Division set forth in the <i>PTOL Master Plan</i>, and validate recommended staffing levels.</p>	<p><b>Lead</b> Culture, Parks and Recreation</p> <p><b>Partners</b> City Manager’s Office Finance</p>	Policies and Programs	Ongoing
<p><b>IMP PR-1.2</b> Periodically survey the city’s residents to gauge whether current park amenities, recreational facilities, and recreation programing meet their needs. Adjust amenities, facilities, and programing as needed to address gaps or shifts in residents’ preferences.</p>	<p><b>Lead</b> Culture, Parks and Recreation</p> <p><b>Partners</b> Parks and Recreation Advisory Board Communication &amp; Engagement</p>	Policies and Programs	Ongoing
<p><b>IMP PR-1.3</b> Create a Recreation Facility Master Plan to address the opportunities and needs for indoor recreation.</p>	<p><b>Lead</b> Culture, Parks and Recreation</p> <p><b>Partners</b> Parks and Recreation Advisory Board</p>	Plans	Near-Term
<p><b>IMP PR-1.4</b> Develop outreach and marketing materials advertising Greeley’s parks, trails, recreational facilities, and programs targeted to active seniors, minority populations, and persons with disabilities.</p>	<p><b>Lead</b> Culture, Parks and Recreation</p> <p><b>Partners</b> Parks and Recreation Advisory Board Communication &amp; Engagement</p>	Policies and Programs	Near-Term
<p><b>IMP PR-1.5</b> Review City-owned parcels and explore opportunities to use such parcels for public recreation, as appropriate. Parcels considered should include public rights-of-way, streets, utility easements, and stormwater retention sites.</p>	<p><b>Lead</b> Culture, Parks and Recreation</p> <p><b>Partners</b> Community Development Public Works Water and Sewer City Manager’s Office</p>	Policies and Programs	Near-Term



IMPLEMENTATION ACTION	RESPONSIBILITY	TYPE	TIMEFRAME
<p><b>IMP PR-1.6</b> Review subdivision requirements and the Development Code to ensure that new development is required to provide quality streetscape improvements and connections to parks and trails.</p>	<p><b>Lead</b> Community Development</p> <p><b>Partners</b> Culture, Parks and Recreation Public Works Planning Commission</p>	<p>Regulatory Revisions</p>	<p>Near-Term</p>
<p><b>IMP PR-1.7</b> Identify opportunities to co-locate or develop parks through reviewing development plans of other entities, such as University of Northern Colorado or the school district.</p>	<p><b>Lead</b> Culture, Parks and Recreation</p> <p><b>Partners</b> Community Development University of Northern Colorado Aims Community College School Districts Parks and Recreation Advisory Board</p>	<p>Policies and Programs</p>	<p>Long-Term</p>
<p><b>IMP PR-1.8</b> Develop a plan to implement the vision for the Cache la Poudre set forth in the <i>Comprehensive Cache la Poudre Greenway Guide – Greeley-Windsor Reach</i>.</p>	<p><b>Lead</b> Culture, Parks and Recreation</p> <p><b>Partners</b> Community Development</p>	<p>Plans</p>	<p>Long-Term</p>
<p><b>Goal PR-2: Ensure the City’s system of parks, trails, and recreational facilities align with and support other community goals.</b></p>			
<p><b>IMP PR-2.1</b> Evaluate the feasibility of providing non-potable water for irrigation of parks.</p>	<p><b>Lead</b> Water and Sewer</p> <p><b>Partners</b> Culture, Parks and Recreation</p>	<p>Policies and Programs</p>	<p>Near-Term</p>
<p><b>IMP PR-2.2</b> Assess existing parks, recreation areas, trails, and open lands for opportunities to incorporate interpretive elements which provide educational information on the environment, history, or other notable aspects of the site.</p>	<p><b>Lead</b> Culture, Parks and Recreation</p> <p><b>Partners</b> Parks and Recreation Advisory Board Historic Preservation Commission</p>	<p>Policies and Programs</p>	<p>Long-Term</p>



## PUBLIC SAFETY (PS)

IMPLEMENTATION ACTION	RESPONSIBILITY	TYPE	TIMEFRAME
<b>Goal PS-1: Minimize loss of life and property from hazards</b>			
<b>IMP PS-1.1</b> Provide regular education and training to citizens and businesses to enable educated lay parties to initiate appropriate emergency and medical response until professional response is on scene.	<b>Lead</b> Police Department <b>Partners</b> Fire Department Communication & Engagement	Policies and Programs	Ongoing
<b>IMP PS-1.2</b> Regularly and proactively update floodplain data and, as necessary, modify designated boundaries and classifications to minimize potential for property damage.	<b>Lead</b> Community Development	Policies and Programs	Ongoing
<b>IMP PS-1.3</b> Publish and distribute an annual Emergency Response Community Guide and expand current home and safety guides to educate residents and businesses on the emergency protocol in the event of an area emergency.	<b>Lead</b> Police Department <b>Partners</b> Fire Department Communication & Engagement	Policies and Programs	Ongoing
<b>IMP PS-1.4</b> Evaluate the impacts of prohibiting or severely limiting new development in flood hazard areas and consider the possibility of dedicating floodplains as a wetlands “bank” to mitigate loss of wetlands due to development.	<b>Lead</b> Community Development <b>Partners</b> Public Works Culture, Parks, and Recreation Planning Commission	Regulatory Revisions	Near-Term
<b>IMP PS-1.5</b> Evaluate the feasibility of participating in the Federal Emergency Management Administration’s (FEMA) Community Rating System in order to reduce National Flood Insurance Program premiums.	<b>Lead</b> Community Development <b>Partners</b> City Manager’s Office	Policies and Programs	Near-Term
<b>IMP PS-1.6</b> Review, and update as needed, existing hazard-related regulations within the Development Code, such as the Hillside Development Standards and the Floodplain Overlay District to ensure these incorporate best practices that are appropriate to Greeley’s situation and risk of hazards.	<b>Lead</b> Community Development <b>Partners</b> Planning Commission	Regulatory Revisions	Near-Term



IMPLEMENTATION ACTION	RESPONSIBILITY	TYPE	TIMEFRAME
<p><b>IMP PS-1.7</b> Develop a Community Wildfire Protection Plan.</p>	<p><b>Lead</b> Fire Department</p> <p><b>Partners</b> Community Development Culture, Parks, and Recreation Weld County Emergency Services</p>	Plans	Near-Term
<p><b>Goal PS-2: Maintain high-quality public safety and emergency response services.</b></p>			
<p><b>IMP PS-2.1</b> Train and maintain the City’s workforce emergency preparedness level through accepted standards such as the National Incident Management System (NIMS) and practice preparedness on a regular basis to maximize response effectiveness.</p>	<p><b>Lead</b> Fire Department</p> <p><b>Partners</b> Police Department</p>	Policies and Programs	Ongoing
<p><b>IMP PS-2.2</b> Regularly evaluate staffing levels within the Greeley Fire Department and Police Department to ensure adequate staff levels needed to ensure public safety, particularly as Greeley’s population grows.</p>	<p><b>Lead</b> City Manager’s Office</p> <p><b>Partners</b> Police Department Fire Department</p>	Public Investments	Ongoing
<p><b>IMP PS-2.3</b> Maintain the level of training and preparedness as recommended by the federal Department of Homeland Security (DHS) to provide community safety at levels deemed to be “best practices” and to qualify the City to access to emergency preparedness and response funding grants and services.</p>	<p><b>Lead</b> Fire Department</p> <p><b>Partners</b> Police Department</p>	Policies and Programs	Ongoing
<p><b>IMP PS-2.4</b> Continue to convene informal service provider networks, such as the Urgent Responders Cooperative, to complement coordination of communication related to common community response needs.</p>	<p><b>Lead</b> Fire Department</p>	Policies and Programs	Ongoing
<p><b>IMP PS-2.5</b> Develop a continuity of government plan or protocol in order to maintain the basic services required by residents to be available in times of emergency.</p>	<p><b>Lead</b> City Manager’s Office</p> <p><b>Partners</b> All City Departments</p>	Plans	Near-Term



IMPLEMENTATION ACTION	RESPONSIBILITY	TYPE	TIMEFRAME
<b>Goal PS-3: Develop and maintain a safe, aesthetically pleasing, and livable community.</b>			
<p><b>IMP PS-3.1</b> Provide active code enforcement to limit the negative impacts to neighborhoods from “broken window” conditions (e.g. weeds, trash, inoperable vehicles, general property neglect) with greater attention and penalties to properties with chronic neglect and code violations.</p>	<p><b>Lead</b> Community Development</p> <p><b>Partners</b> Police Department Culture, Parks, and Recreation</p>	Policies and Programs	Ongoing
<p><b>IMP PS-3.2</b> Continue educational and rewards programs that encourage property owners, property managers, and tenants to provide a high level of maintenance and care for their property.</p>	<p><b>Lead</b> Neighborhood Resource Office</p> <p><b>Partners</b> Community Development</p>	Policies and Programs	Long-Term
<p><b>IMP PS-3.3</b> Explore the feasibility of adopting minimum standards for the condition of rental housing properties.</p>	<p><b>Lead</b> Community Development</p> <p><b>Partners</b> Planning Commission</p>	Regulatory Revisions	Long-Term
<p><b>IMP PS-3.4</b> Evaluate the Development Code for opportunities to incorporate design standards or best practices for discouraging or preventing crime or criminal activity, such as CPTED (crime prevention through environmental design).</p>	<p><b>Lead</b> Community Development</p> <p><b>Partners</b> Planning Commission</p>	Regulatory Revisions	Long-Term



## TRANSPORTATION & MOBILITY (TM)

IMPLEMENTATION ACTION	RESPONSIBILITY	TYPE	TIMEFRAME
<b>Goal TM-1: Develop and maintain an integrated, safe, and efficient transportation system</b>			
<b>IMP TM-1.1</b> Revise, as appropriate, traffic design standards to match actual experience with various land use types.	<b>Lead</b> Public Works <b>Partners</b> Community Development Citizen Transportation Advisory Board Planning Commission	Regulatory Revisions	Near-Term
<b>IMP TM-1.2</b> Develop standards which control volume and speed on local streets through pro-active traffic calming strategies.	<b>Lead</b> Public Works <b>Partners</b> Community Development Citizen Transportation Advisory Board	Regulatory Revisions	Near-Term
<b>IMP TM-1.3</b> Review Development Code standards to evaluate and update parking requirements for various zoning districts to ensure that excessive parking areas are not created, and attractive parking lot design is required.	<b>Lead</b> Community Development <b>Partners</b> Planning Commission Public Works Downtown Development Authority	Regulatory Revisions	Near-Term
<b>IMP TM-1.4</b> Establish minimum short- and long-term off-street parking requirements for new development that incorporate special vehicles and purposes including areas for those with disabilities, car pools, van pools, and bicycles	<b>Lead</b> Community Development <b>Partners</b> Public Works	Regulatory Revisions	Near-Term
<b>IMP TM-1.5</b> Develop and enforce an Access Control Plan which supports efficient travel on major roadways through a combination of access management and the number and spacing of driveways and intersections. The Access Control Plan should support the efficient, functional and attractive development of land through compatible design measures.	<b>Lead</b> Public Works <b>Partners</b> Community Development Citizen Transportation Advisory Board Planning Commission	Plans	Long-Term



IMPLEMENTATION ACTION	RESPONSIBILITY	TYPE	TIMEFRAME
<b>Goal TM-2: Provide residents with a range of transportation choices and options.</b>			
<p><b>IMP TM-2.1</b> Explore design features or incentives to induce greater use of pedestrian or bicycle travel to school.</p>	<p><b>Lead</b> Public Works <b>Partners</b> Community Development Culture, Parks and Recreation School Districts</p>	<p>Policies and Programs</p>	<p>Ongoing</p>
<p><b>IMP TM-2.2</b> Utilize a wide variety of public service messages such as information concerning Greeley’s level of air quality and emissions to encourage the use of transit, carpooling and the other forms of travel as an alternative to single-occupant travel.</p>	<p><b>Lead</b> Community Development <b>Partners</b> Greeley-Evans Transit Communication &amp; Engagement</p>	<p>Policies and Programs</p>	<p>Ongoing</p>
<p><b>IMP TM-2.3</b> Continue to implement, and updated as needed, the <i>Greeley Bicycle Master Plan</i>. Where needed, updated City regulations and design standards to align with the recommendations of that plan.</p>	<p><b>Lead</b> Public Works <b>Partners</b> Culture, Parks, and Recreation Community Development Citizen Transportation Advisory Board Planning Commission</p>	<p>Policies and Programs/ Regulatory Revisions</p>	<p>Ongoing</p>
<p><b>IMP TM-2.4</b> Continue to implement, and update as needed, the <i>Greeley Evans Transit Strategic Plan</i>.</p>	<p><b>Lead</b> Greeley-Evans Transit <b>Partners</b> Public Works Citizen Transportation Advisory Board Planning Commission</p>	<p>Policies and Programs</p>	<p>Ongoing</p>
<p><b>IMP TM-2.5</b> Develop standards for and implement the recently adopted Complete Streets Policy for new City and developer initiated street projects.</p>	<p><b>Lead</b> Public Works <b>Partners</b> Community Development</p>	<p>Policies and Programs</p>	<p>Near-Term</p>
<p><b>IMP TM-2.6</b> Evaluate the feasibility of requiring subdivision applications to include, where applicable, a “Safe Routes to School” plan which clearly shows intended pedestrian and bicycle routes to nearby schools.</p>	<p><b>Lead</b> Community Development <b>Partners</b> Planning Commission</p>	<p>Regulatory Revisions</p>	<p>Near-Term</p>
<p><b>IMP TM-2.7</b> Retain rights-of-way to accommodate potential future transportation corridors, such as light rail capacity.</p>	<p><b>Lead</b> Public Works <b>Partners</b> Community Development</p>	<p>Policies and Programs</p>	<p>Near-Term</p>



IMPLEMENTATION ACTION	RESPONSIBILITY	TYPE	TIMEFRAME
<b>Goal TM-3: Ensure that land use and transportation decisions, strategies, and investments are coordinated and complementary.</b>			
<b>IMP TM-3.1</b> Monitor vehicle trips by land use types on a periodic basis in order to measure the accuracy of transportation demand expectations (e.g. daily and peak hour activity).	<b>Lead</b> Public Works <b>Partners</b> Greeley-Evans Transit Community Development	Policies and Programs	Ongoing
<b>IMP TM-3.2</b> Where appropriate, explore development incentives that will encourage and promote adjacent transit networks.	<b>Lead</b> Community Development <b>Partners</b> Planning Commission	Policies and Programs	Near-Term
<b>IMP TM-3.3</b> Identify TOD corridors in City maps and through the Development Code to alert developers and landowners to the desired intensity of development in these areas.	<b>Lead</b> Community Development <b>Partners</b> Public Works	Policies and Programs	Near-Term
<b>IMP TM-3.4</b> Develop a users' manual of locally-approved practices which guide development in transit- oriented design.	<b>Lead</b> Community Development <b>Partners</b> Public Works Greeley-Evans Transit Planning Commission	Policies and Programs	Long-Term
<b>Goal TM-4: Promote the orderly movement of goods and services throughout the city and region.</b>			
<b>IMP TM-4.1</b> Commence negotiations with landowners to reserve adequate rights-of-way to assure that orderly and effective development of the roadways is achieved. Immediate attention needs to be focused on the following roadways: <ul style="list-style-type: none"><li>- Two rivers Parkway (83rd Avenue)</li><li>- North City east/west bypass routes (SH392 and also "O" Street</li><li>- 4th Street extension from 83rd Avenue to SH 257</li></ul>	<b>Lead</b> Community Development <b>Partners</b> Public Works	Policies and Programs	Ongoing
<b>IMP TM-4.2</b> Coordinate with the Airport Authority in the implementation of an Airport Infrastructure Plan to install capital improvements needed to realize the full development of the airport as a regional air transportation facility.	<b>Lead</b> Public Works <b>Partners</b> Greeley/Weld Airport Authority Community Development	Plans	Near-Term



IMPLEMENTATION ACTION	RESPONSIBILITY	TYPE	TIMEFRAME
<p><b>IMP TM-4.3</b> Amend the City's Development Code to incorporate structure height limitations in restricted Airport Influence Areas as may be necessary.</p>	<p><b>Lead</b> Community Development <b>Partners</b> Greeley/Weld Airport Authority</p>	<p>Regulatory Revisions</p>	<p>Near-Term</p>
<p><b>IMP TM-4.4</b> Pursue the installation of "Quiet Zones" in sensitive rail corridors where the train whistles are incompatible with and disruptive to adjacent uses.</p>	<p><b>Lead</b> Community Development <b>Partners</b> Citizen Transportation Advisory Board Planning Commission</p>	<p>Policies and Programs</p>	<p>Near-Term</p>
<p><b>IMP TM-4.5</b> Enhance the main travel corridors used to travel to and from the airport with special attention to way-finding signage, well-defined and complete roadway systems, and attractive landscaping, public art or other distinctive community features. Particular attention should be paid to the improvement, appearance and function of the following road corridors:</p> <ul style="list-style-type: none"> <li>- State Hwy 263 (E. 8th Street), which should also be considered for expansion to meet the diverse and growing number of industrial users in the area</li> <li>- US Hwy 85</li> <li>- 8th Street from US Hwy 85 to Downtown</li> <li>- Consider carefully the types of land uses in these corridors and promote those which provide compatible and complementary uses to the airport.</li> </ul>	<p><b>Lead</b> Public Works <b>Partners</b> Citizen Transportation Advisory Board Community Development Greeley/Weld Airport Authority</p>	<p>Public Investments</p>	<p>Long-Term</p>
<p><b>IMP TM-4.6</b> Undertake a study to develop a Rail Master Plan which evaluates the safe, compatible and effective use of rail to, from and through the City.</p>	<p><b>Lead</b> Public Works <b>Partners</b> Community Development Citizen Transportation Advisory Board Planning Commission</p>	<p>Plans</p>	<p>Long-Term</p>
<p><b>IMP TM-4.7</b> To the degree practical provide a trailhead or loop trail from the Poudre Trail Corridor to the airport.</p>	<p><b>Lead</b> Culture, Parks and Recreation <b>Partners</b> Public Works</p>	<p>Public Investments</p>	<p>Long-Term</p>
<p><b>IMP TM-4.8</b> Establish minimum design standards for properties adjacent to rail lines to assure compatibility between different uses.</p>	<p><b>Lead</b> Community Development <b>Partners</b> Planning Commission</p>	<p>Regulatory Revisions</p>	<p>Long-Term</p>



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# GLOSSARY

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## A

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**Access Control Plan** - a plan that identifies the location and type of access for properties along a state or federal highway.

**Action step/strategy** - specific activities or strategies intended to accomplish the goals of the Comprehensive Plan.

**Adaptive reuse** - the development of a new use for an older building or for a building originally designed for a specific or special purpose.

**Adequate public facilities** - the public facilities and services needed to maintain the adopted level or service standards.

**Adequate Public Facilities Area (APFA)** - that area within which a full complement of City infrastructure is available to support growth and development.

**Affordable housing** - housing costs that do not exceed 30% of a household’s income.

**Airport Authority** - the governing body of the Greeley-Weld County Airport.

**Airport Influence Area** - the area affected by noise and/or safety considerations, as identified on the airport layout plan drawings as contained in the Greeley/Weld County Airport Master Plan.

**Airport Zoning Overlay District** - those lands depicted within the airport development area as contained within the Greeley-Weld County Airport Master Plan.

**Alternative mode** - a different method or type of transportation than is typically used.

**Amendment** - a change to the adopted Comprehensive Plan, which must be approved by the City Council and be processed in the same manner as the original adoption of the plan.

**Amenity** - a natural or built feature that enhances the aesthetic quality, visual appeal, or makes more attractive or satisfying a particular property, place, or area.

**Americans with Disabilities Act (ADA)** - adopted in 1990, a civil rights law that prohibits discrimination on the basis of disability.

**Annexation** - the incorporation of land into an existing community with a resulting change in the boundaries of that community.

**Annual Growth and Population Projections** - projections prepared annually by the Greeley Planning Office to estimate future population growth in Greeley.

**Aquifer** - a geologic formation that contains a usable supply of water.

**Architectural Review Advisory Committee** - a citizen design review committee responsible for resolving architecture and design issues on development proposals.

**Areas of ecological significance** - areas which have significant environmental features and attributes, including critical wildlife habitat and populations, native and unique plant communities and valuable natural features.

**Arts & Entertainment District** - a district proposed by the Downtown Development Authority's Plan of Development that emphasizes Downtown Greeley as an area for activities and events related to arts and entertainment.

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## B

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**Big box** - a retail or commercial use or combination of retail or commercial uses in a structure that exceeds forty thousand (40,000) square feet of gross floor area.

**Bike lane** - an area on a street that is striped and identified as an area for bicyclists, which is generally located between the travel lane and curb.

**Bike path** - a path for bicyclists that is separated from or located off- street.

**Buffer yard** - a landscaped area used to physically separate or screen one use or property from another.

**Building Code** - One of several building codes adopted by the City of Greeley, and administered through its Building Inspection Division, which allows the alteration of an existing building to consider and follow the code standards in place when the building was constructed under certain conditions.

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## C

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**Capital Improvements Plan (CIP)** - a plan for future capital improvements to be carried out during a specific time period and prioritized, along with cost estimates and the anticipated means and sources of financing each project. Improvements include acquisition of property major construction projects or acquisition of equipment expected to have a long life.

**Cash-in-lieu** - money collected instead of providing a land dedication for purposes such as for schools, or parks.

**Central Business District** - the centrally—located business area within a community which is often referred to as the “downtown”.

**Character Overlay District** - an overlay district established for the purpose of maintaining and preserving the attributes which make up the character of a particular and definable area within the city.

**City Council** - the City Council of the City of Greeley, Colorado.

**Citizen Transportation Advisory Board (CTAB)** - an appointed board of citizens that provides advice to the Greeley Public Works Department on transportation-related matters.

**Cluster development** - a design technique that concentrates buildings on a portion of the site while allowing the remaining area to be used for common open space, recreation, and/or protection of environmentally sensitive areas.

**Colorado Primary Drinking Water Standards** - those standards used for treating drinking water in Colorado.

**Community Policing** - a policing strategy and philosophy based on the concept that community interaction and support can help control crime.

**Community park** - a park intended to serve the entire community, ranging in size from 34 to 100 acres.

**Community separator** - an area that serves as a physical and/or visual separation between communities.

**Compatibility** - having harmony in design, appearance, use and/ or function of the characteristics of a building or structure, a neighborhood, or an area.

**Complete neighborhoods** - neighborhoods designed to provide a full-range of services and products, such as education, shopping, employment, and recreation opportunities, for residents of the neighborhood.

**Complete streets** - roadways designed and operated to enable safe, comfortable, and attractive access and travel for all users.

**Comprehensive Plan** - a long-range plan intended to guide the growth and development of a community or region.

**Comprehensive Drainage Master Plan** - the storm drainage plan for the City of Greeley, adopted in 1998, revised in 1999.

**Comprehensive Transportation Plan** - a long-range transportation plan for the City of Greeley to the year 2015, adopted in 1996.

**Concurrency** - the requirement for the provision of adequate public facilities and/or services at the time the demand for those facilities or services is created.

**Connectivity or interconnectivity** - the ability to be linked, such as through transportation systems, between areas.

**Conservation** - management of a natural resource to prevent exploitation or destruction.

**Cooperative Planning Area (CPA)** - areas of mutual development interest between Greeley and its adjacent communities for which it has formal agreements.

**Covenants** - a set of restrictions and conditions that are intended to maintain neighborhood or character and prevent improper use of land and which are administered by a homeowners' or property owners' association.

**Coving** - subdivision design characterized by non-uniform lot shapes and home placement, and when combined with winding roads, results in increased lot area, fewer intersections, and decreased road area.

**Creative class** - individuals who work as lawyers, physicians, architects, educators, researchers and scientists, artists, designers, and in technology-related fields who tend to be problem-solvers, with a high level of formal education.

**Culture** - elements relating to customary beliefs, social forms, physical structures and related traits of racial, religious or social groups, and, aspects of intellectual or artistic taste.

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## D

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**Density** - the number of dwelling units per acre of land area.

**Design review** - a process for reviewing development proposals within a Neighborhood Development District.

**Development Code** - the City of Greeley's Zoning and Subdivision regulations, adopted in 1998 and amended in 1999.

**Development rights** - the right to develop property.

**Downtown Development Authority (DDA)** - The organization responsible for maintaining and improving the economical viability of a 55-block area around downtown Greeley.

**Downtown Development District** - the boundaries of the Downtown Development Authority, within which a range of land uses and special districts exist to support the vitality and preservation of Downtown.

**Downtown Greeley Historic District** - locally designated historic district located between 7<sup>th</sup> – 10<sup>th</sup> Streets, between 8<sup>th</sup> and 9<sup>th</sup> Avenues, which is the area around which Greeley developed.

**Dwelling unit** - one (1) room, or rooms connected together, constituting a separate, independent housekeeping establishment for owner occupancy, or rental or lease as a single unit, on a monthly basis or longer, physically separated from any other room or

dwelling unit which may be in the same structure and served by no more than one (1) gas meter and one (1) electric meter.

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## E

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**Employment corridors** - a land use corridor typically located along a major community arterial/entryway which is primarily intended for employment and major employers.

**Employment sector** - one of the major groupings of jobs by nature of work, including agriculture/fisheries/forestry; professional/scientific/ technical/business services; natural resources/mining/construction; leisure; transportation/utilities; manufacturing; and information.

**Enterprise Zone** - areas where development and reinvestment is encouraged through the use of state tax credits and related support for starting or expanding businesses within the zone.

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## F

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**Federal Emergency Management Administration (FEMA)** - the federal agency responsible for the management of natural disasters.

**Flood plain** - an area which is adjacent to a stream or watercourse and which is subject to flooding as a result of the occurrence of an intermediate regional flood and which is so adverse to past, current or foreseeable construction or land use as to constitute a significant hazard to public health and safety or to property. This term includes but is not limited to, mainstream flood plains, debris fan flood plains and dry wash channels and flood plains.

**Floodway** - the channel of a river or other watercourse and the adjacent land areas that shall be reserved in order to discharge the base flood without cumulatively increasing the water surface elevation more than one (1) foot.

**Food shed** - the system that describes the flow of food used to feed a particular area, starting with the origins of the food, its destination, and transportation to the destination.

**Foreclosure** - the process where a mortgagee or lien holder obtains a court order to terminate the mortgagor or homeowner's interest in the property.

**Form-based zoning** - an approach to regulating development to achieve a specific urban form, by creating a predictable public realm through controlling physical form, with less emphasis on land use.

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## G

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**Greeley-Evans Transit (GET).**

**Goal** - a broad statement of the community's desired future.

**Greeley National Register** - the City of Greeley's listing of locally designated historic landmarks, as designated by the Historic Preservation Commission and City Council.

**Greeley Urban Renewal Authority (GURA)** - a political subdivision of the state, formed by and with members appointed by local government to carry out a variety of urban renewal activities on behalf of the City and in accordance with state and often federal grant requirements.

**Greeley-Weld County Airport Master Plan** - a plan for future development of the Greeley Weld County Airport, adopted in 1978 with subsequent amendments in 1984 and 1993, and 2004.

**Greenways** - a linear open space or natural area or corridor typically used by pedestrians and bicyclists.

**Greenfield development** - development on property that has not been previously developed.

**Groundwater** - the supply of freshwater under the surface in an aquifer or geological formation that forms the natural reservoir for potable water.

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## H

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**Hazardous materials/waste** - shall mean any substance or materials that by reason of their toxic, caustic, corrosive, abrasive, or otherwise injurious properties may be detrimental or deleterious to the health of any person handling or otherwise coming into contact with such material or substance, or which may be detrimental to the natural environment and/or wildlife inhabiting the natural environment.

**Historic** - the public and private resources in the City, including buildings, homes, replicas, structures, objects, properties, parks and sites that have importance in the history, architecture, archeology or culture of the City, State or Nation, as determined by the Historic Preservation Commission.

**Historic preservation** - the protection, rehabilitation, and restoration of districts, sites, buildings, structures, objects, and artifacts that are significant in history, architecture, archaeology, or culture.

**Human Relations Commission** - an 11-member Council-appointed citizen commission responsible for fostering mutual respect and understanding among all members of the community.

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## I

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**Implementation** - carrying out or fulfilling plans and proposals.

**Incentive** - a way to encourage a particular action that is considered desirable or beneficial.

**Infill** - a lot or grouping of lots or tracts of land with the majority of their perimeter boundary adjacent to existing development.

**Infrastructure** - facilities and services needed to sustain residential, commercial, industrial and all other land use activities including utility lines, streets and roadways, communication systems and public facilities such as fire stations, parks, schools and police stations.

**Interconnectivity or connectivity** - the ability to be linked, such as through transportation systems, between areas.

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## L

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**Land lease community** - a housing development where homeowners lease the land under their homes from a landowner who typically provides community infrastructure and amenities and which is most commonly found in mobile home parks.

**Land use Guidance Map** - a map used to guide future land use planning decisions in Greeley, and including such things as employment and industrial uses; parklands and open space; commercial nodes; special uses; and multi-modal corridors.

**Level of Service (LOS)** - an indicator of the extent or degree of service provided by, or proposed to be provided by a facility based on and related to the operational characteristics of the facility.

**Living history** - an activity that incorporates historical tools, activities and dress into an interactive presentation that gives observers and participants a sense of stepping back in time.

**Long-Range Expected Growth Area (LREGA)** - the area within which community growth is expected for the next 20 plus years and which encompasses all other growth and service area boundaries for the City.

**Low-income** - income levels at 0 – 50.0% of area median income.

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## M

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**Median** - the central area between travel lanes of streets and highways, which may be covered with landscape materials, hard- surfaced, or a combination of materials.

**Mediation** - a form of dispute resolution intended to assist two or more parties to reach agreement.

**Metropolitan Planning Organization (MPO)** - a regional transportation planning group consisting of the municipal areas within Larimer and Weld counties.

**Mini-park** - a park that range in size from 0.5 – 5.0 acres in size, intended to serve the immediate residential or commercial area.

**Mitigate** - mechanism for addressing undesirable impacts on the natural environment, alleviating or lessening the impact of development.

**Mixed-use** - a building or structure that contains two (2) or more different uses.

**Mobile source emissions** - air quality emissions that come from mobile or moving sources, such as automobiles.

**Moderate-income** - incomes at 50.0 – 80.0% of area median income.

**Multi-modal** - offering a number of different types or modes of transportation.

**Multi-modal corridor** - a transportation corridor that offers different types or modes of transportation.

**Municipal Code** - the adopted code of the City of Greeley.

**Municipal Services Suitability Area (MSSA)** - full range of municipal services is currently available in this area.

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## N

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**National Incident Management System (NIMS)** - a system used in the United States, through its Homeland Security Department, to coordinate emergency preparedness and incident management among various federal, state, and local agencies.

**National Register of Historic Places** - the US government's official list of districts, sites, buildings, structures, and objects deemed worthy of preservation.

**Native species** - plants or animals that are naturally found within an area.

**Natural resources** - natural elements relating to land, water, air, plant and animal life of an area or community and the interrelationship of these elements.

**Neighborhood center** - a grocery-based commercial area of 5-20 acres in size, located at the intersection of arterial/arterial roads or major collector/arterial roads and which has a typical trade area of 1.5-3 miles.

**Neighborhood park** - a park intended to serve a smaller portion of the community, or a neighborhood, ranging in size from 1 to 34 acres.

**Neighborhood plan** - a plan for the future development or redevelopment of a land area which includes lots or areas which are adjacent to one another and have a community of shared interest.

**Neighborhood Watch** - a voluntary program where neighbors work together with City representatives to address crime, property maintenance, traffic and noise issues in their neighborhood.

**New urbanism/neo-traditional development** - a form of development which is characterized by the integration of housing, shops, work places, parks and civic facilities into communities that are walkable, served by transit and area designed around a central public place such as a school, park, church, meeting hall or other civic use.

**Non-native vegetation** - vegetation that is not naturally found within an area.

**Non-point source pollution** - air pollution from a non-definable source.

**Non-potable water** - water that is not suitable for drinking or cooking purposes.

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## O

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**Open space** - any parcel of land or water which is essentially unimproved and which may include crop land, areas of ecological significance or other natural features.

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## P

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**Planning Commission** - the Planning Commission of the City of Greeley.

**Policy** - a statement of intent against which individual actions and decisions are evaluated.

**Potable water** - water that is suitable for drinking and cooking purposes.

**Primary employment** - business that is usually industrial in nature, which generates revenue from outside the community and does not include support or service type businesses.

**Public nuisance** - a nuisance that unreasonably interferes with a right that is common to the general public.

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## Q

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**Quality of life** - is the degree of well-being felt by an individual or group of people, consisting of physical and psychological.

**Quiet zones** - areas established under federal rules where the use of railroad locomotive horns at crossings will be discontinued or minimized to reduce noise levels.

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## R

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**Raw water** - the water rights a developer must dedicate to the City of Greeley in return for water service.

**Recycling/pre-cycling** - the process by which waste products are collected, separated, stored and reduced to raw materials and transformed into new and often different products.

**Redevelopment** - development activities intended to enhance the existing social, economic, physical and environmental nature of a community and which may include restoration or re-use of existing buildings and structures, as well as construction of new buildings and structures in developed areas.

**Regional Activity Center** - a commercial area intended to serve a population of 50,000 – 75,000 and which is located on major arterial roads. Regional activity centers are found in Downtown, Greeley Mall/ Gallery Green/Elk Lakes PUD/Gateway PUD area and the Promontory PUD area.

**Regional park** - a park in excess of 100 acres, intended to serve the community, as well as areas beyond.

**Rehabilitate** - the upgrading of an area which is in a dilapidated or substandard condition for human habitation or use.

**Renovate** - to restore a building, structure, or object to a previous or better condition.

**Resource management** - the management of natural resources so that such resources are protected and enhanced.

**Riparian** - an area where the presence of surface and/or high subsurface water levels permits the existence of increased vegetative diversity and abundance as contrasted to surrounding areas.

**Rural** - a sparsely populated area, where the land is primarily used for agricultural purposes.

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## S

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**School Resource Officer** - a law enforcement officer stationed at a high school and occasionally middle school during the school year to provide education and enforcement strategies for students.

**Scrape-off** - the removal of all structures, buildings, and objects from a site.

**Single occupant vehicle (SOV)** - a motor vehicle occupied by only one (1) person.

**Smart growth** - an urban planning and transportation approach that concentrates growth in the center of a city to reduce urban sprawl and advocates compact development that is transit-oriented, walkable, and bicycle-friendly with a mix of land uses and a wide range of housing choices.

**Sprawl** - development that is usually low-density in nature and located in areas that were previously rural and typically some distance from existing development and infrastructure.

**Strategic plan** - a plan that lets an organization know where they are currently and where they want to be some time in the future, as well as the actions needed to get there.

**Streetscape** - the overall character and appearance of a street that is formed by elements and features that frame the street, such as building façades, street trees and plants, lighting, furniture, or paving.

**Sustainable** - meeting the needs of the present without sacrificing the ability for future generations to meet their own needs.

**Sustainable design** - the art of designing and producing places, products, and services in a way that reduces the use of non-renewable resources, also known as “green design”, “eco-design” or “design for the environment”.

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## T

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**Tax increment district** - a state-defined special district for redevelopment and community improvement projects which are financed through the growth of tax revenue resulting from the redevelopment of a distressed area.

**Traffic calming** - methods and techniques used to slow or “calm” traffic on streets and roadways.

**Transit-Oriented Design** - design intended to encourage and facilitate the use of public transit and which may include a mix of land uses, as well as such things as the spacing of collector streets, location and nature of sidewalks and pedestrian paths, and transit stop location and design.

**Transportation Demand Management (TDM)** - strategies aimed at reducing the number of vehicular trips, shortening trip lengths and changing the timing trips from peak hours.

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## U

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**Urban** - a highly developed area that includes a central city or place and contains a variety of residential, commercial, industrial, recreational and cultural uses.

**Urban forest** - the trees growing within an urbanized community.

**Urban heat island** - a dome or bubble of increased air temperature that forms over a city or community that results in increased day and night temperatures; impacts and enhances the production of harmful ground level ozone layers (smog); causes greater stress on humans and machinery; increases financial expenses; creates a community’s own weather system. Urban heat islands are created when vegetation is removed and replaced by large areas of dark material, usually asphalt on roads, parking lots, and roofs.

**Urban renewal** - the clearing, rebuilding and/or redevelopment of declining urban areas.

**Urgent Responders Cooperative** - an informal consortium of urgent responder professionals, such as enforcement, emergency response, and health and human services,

from a range of public agencies that meet monthly to coordinate their service delivery to the community.

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## V

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**Vehicle miles traveled (VMT)** - the total distance traveled by all motor vehicles.

**View shed** - the surface areas from which a viewpoint is seen.

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## W

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**Walkable** - the ability of a community to be accessible by walking, often measured by such things as land use mix, street connectivity, residential density, and orientation and proximity of homes and buildings to “watch over” the street.

**Waste energy** - new energy that is captured as a by-product from the decomposition or new generation of waste products.

**Water rights** - a decreed right to use, in accordance with its priority, a portion of the waters of the state by reason of the appropriation and use of the water.

**Way-finding** - the way in which people orient themselves in physical space and navigate from place to place, including signage.

**Wetlands mitigation** - compensation for wetlands that are lost or impacted by restoring, enhancing, or creating new wetlands.

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## X

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**Xeric** - a form of landscaping intended to conserve water.

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## Y

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**Youth Commission** - a 14-member Council-appointed commission of youth, ages 11-18, responsible for promoting understanding of youth concerns and contributions and encouraging youth participating in the community.

