

**C
IMAGINE
GREELEY**

KICK-OFF WORKSHOP

03/03/17

CITY OF GREELEY COMPREHENSIVE PLAN UPDATE

www.imaginegreeley.com



Welcome!



CITY OF GREELEY COMPREHENSIVE PLAN UPDATE

About Imagine Greeley



Two-distinct, but inter-related efforts....

Update to 2060 Comprehensive Plan

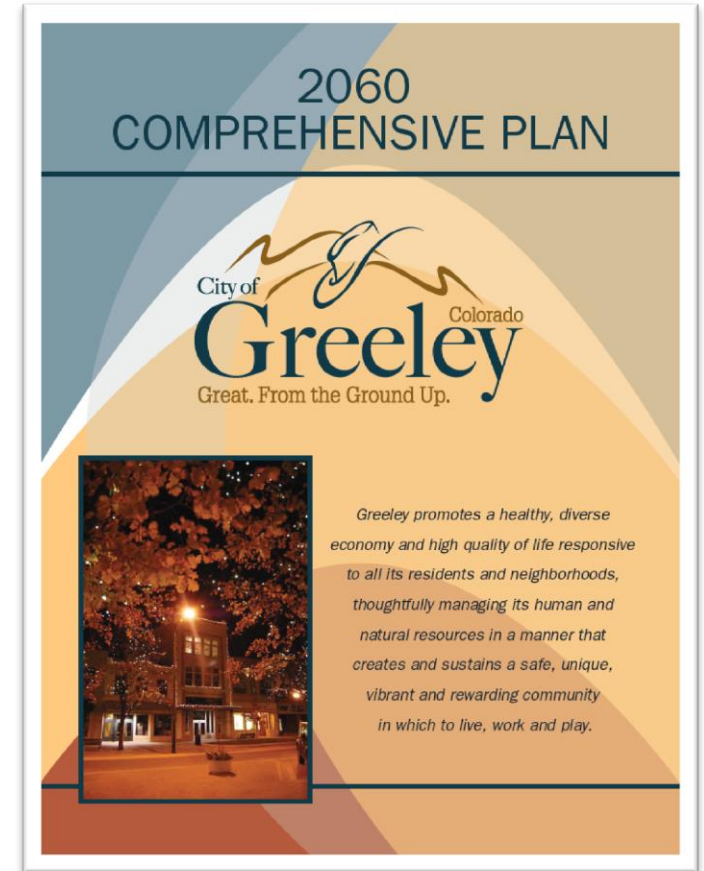
- Update trends and background information
- Confirm community vision and goals
- Document our progress to date
- Develop a more targeted policy framework and implementation strategy to support the community's vision

Identification of priority community improvements

- Identify top community priorities to maintain Greeley's quality of life in the face of projected growth
- Inform capital improvement planning and public investment campaigns designed to fund major community improvements over the coming years

About the Comprehensive Plan

- Adopted in 2006
- Policy guide that directs public and private growth and development decisions
- A statement of the community's vision for the future and a roadmap for how to realize that vision
- Legal authority found in state law (CRS 29-20-102) which grants local governments several general powers to plan for and regulate land use; and City charter
- Addresses areas within municipal limits and long range growth area



About the Comprehensive Plan

Organized around 12 “elements” or topic areas:

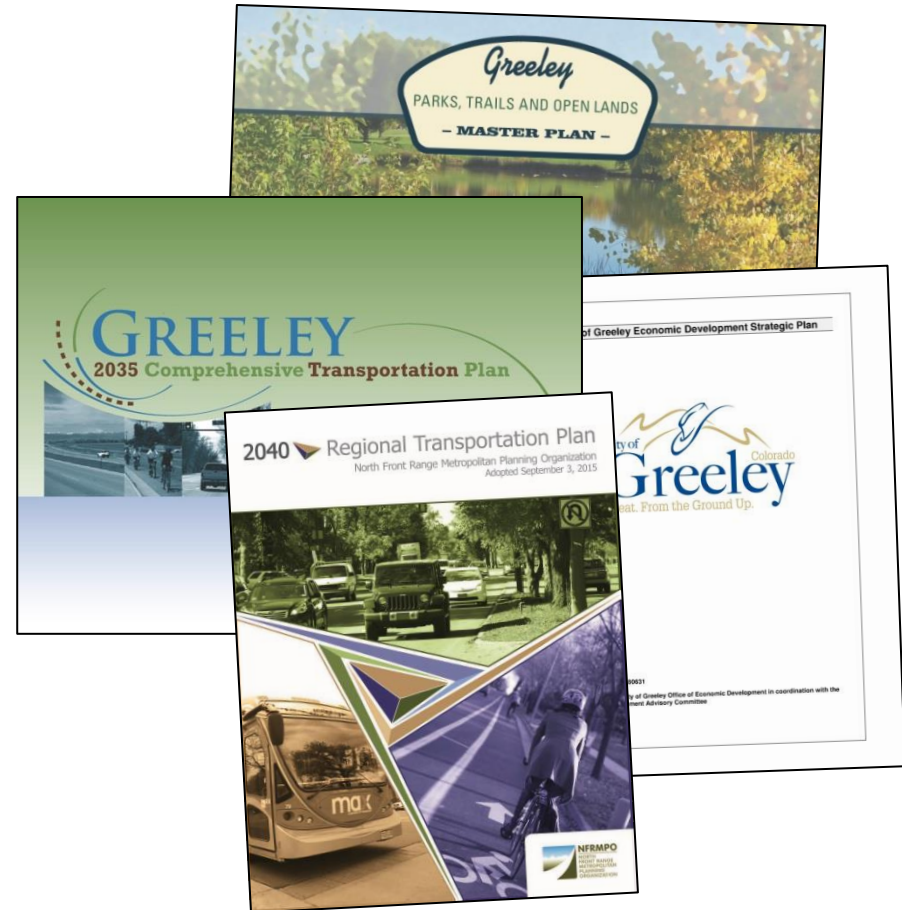
- Community Design
- Culture
- Economy
- Education
- Environment
- Growth
- Health, Housing, and Human Services
- Land Use
- Parks and Recreation
- Public Safety
- Redevelopment
- Transportation

About the Comprehensive Plan



Related Plans and Studies

- Comprehensive Plan provides broad policy guidance on many topics under a single “umbrella”
- Informed and (in some cases) implemented by numerous functional plans and studies



AND MANY MORE!

What Progress Have We Made?

- Audit of 2006 Plan goals, objectives and strategies conducted to assess:
 - Where have we made the most progress?
 - Where do we have room for improvement?
- Of the many dozens of recommendations contained in the Plan—Audit revealed that progress is being made on the vast majority
- Major themes summarized in the 2060 Comprehensive Plan “Report Card”

Project Schedule

COMPLETE: Fall 2016 Community Meetings: Priorities for Improvements



UNDERWAY: Trends & Key Issues/Greeley's Vision



MAR-APR: Policy Development



MAY-JUL: Alternatives & Community Preferences



AUG-OCT: Implementation & Draft Plan

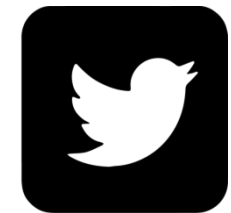


NOV-DEC: Adoption



Public engagement activities will be held in conjunction with most project phases to ensure the community has multiple opportunities to weigh-in on the process.

Opportunities for Input



www.imaginegreeley.com



IMAGINE GREELEY | CITY OF GREELEY COMPREHENSIVE PLAN UPDATE



Today's Agenda

- Setting the Stage (9:30 am-10:00 am)
- Thought Wall Activity (10:00 am-11:15 am)
- Confirming the Community's Vision and Core Values (11:15 am-12:15 am)
- Lunch/Group Reporting (12:15 am-1:15 pm)
- Team Mapping Exercise (1:15 pm-2:15 pm)
- Goal Setting (2:15 pm-3:45 pm)
- Wrap-up/Next steps (3:45 pm-4:00 pm)

Tips for Today

- Feel free to take restroom/refreshment breaks as needed
- Group exercises are designed to get you thinking and spark productive discussion—you don't need to reach consensus on or "solve" every issue today
- This is just the beginning—more input opportunities to come!

Setting the Stage

Where are we today? What trends and forces will shape our future?



Trends & Existing Conditions

Six major topic areas:

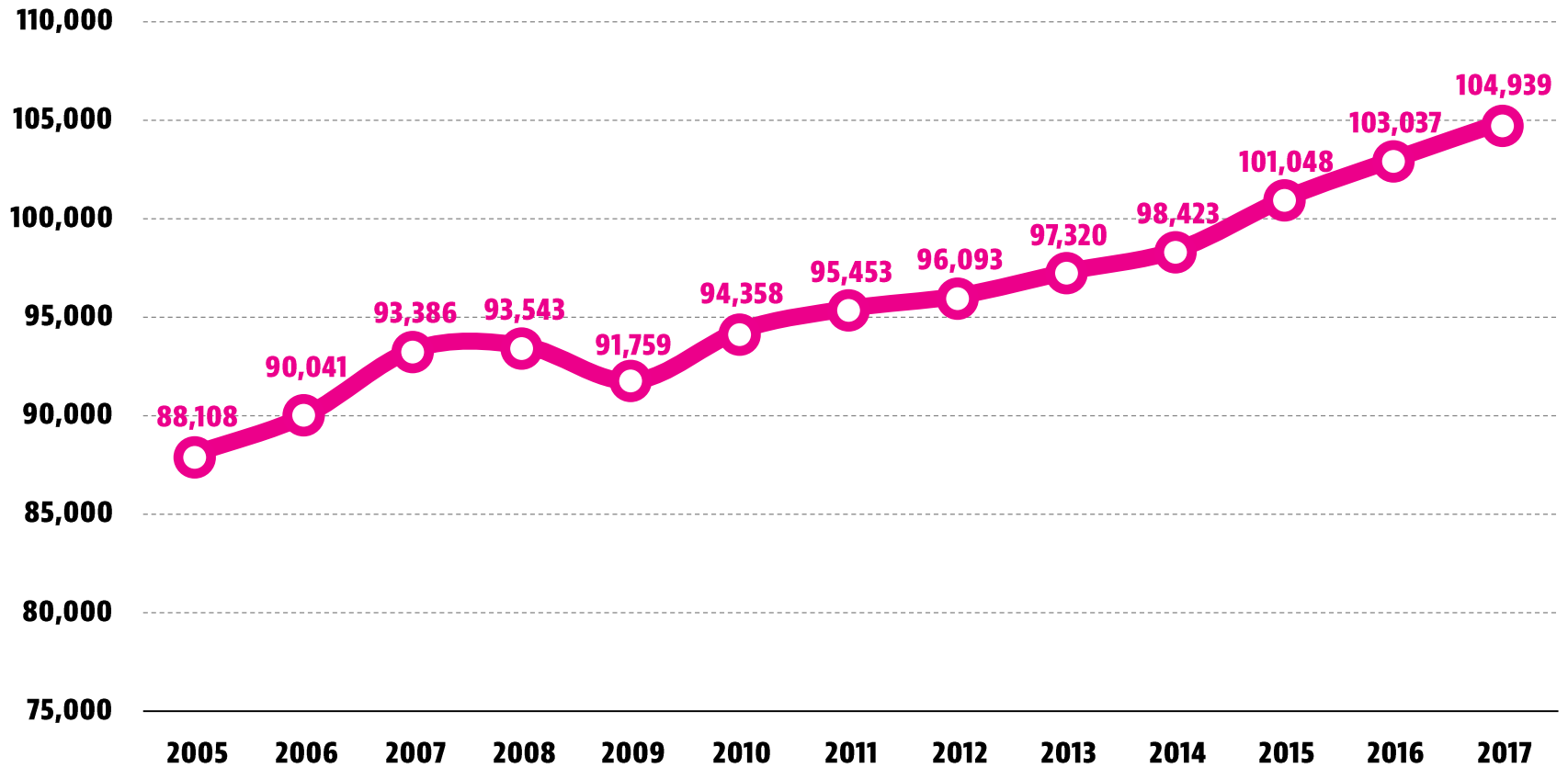
- Population
- Housing
- Economy
- Growth and Development
- Infrastructure & Services
- Livability

Population



Population

Greeley Population, 2005-2017

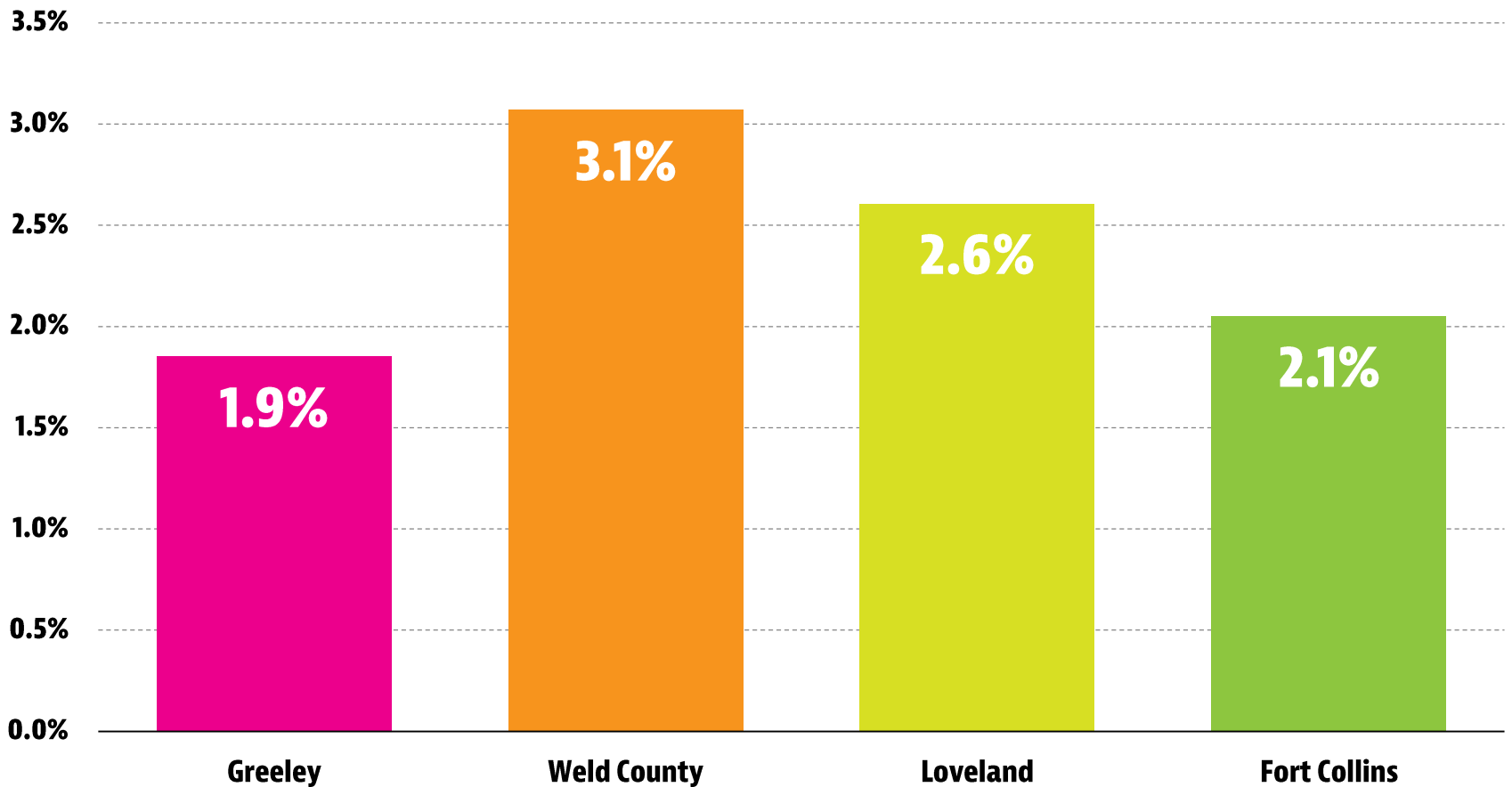


Source: City of Greeley



Population

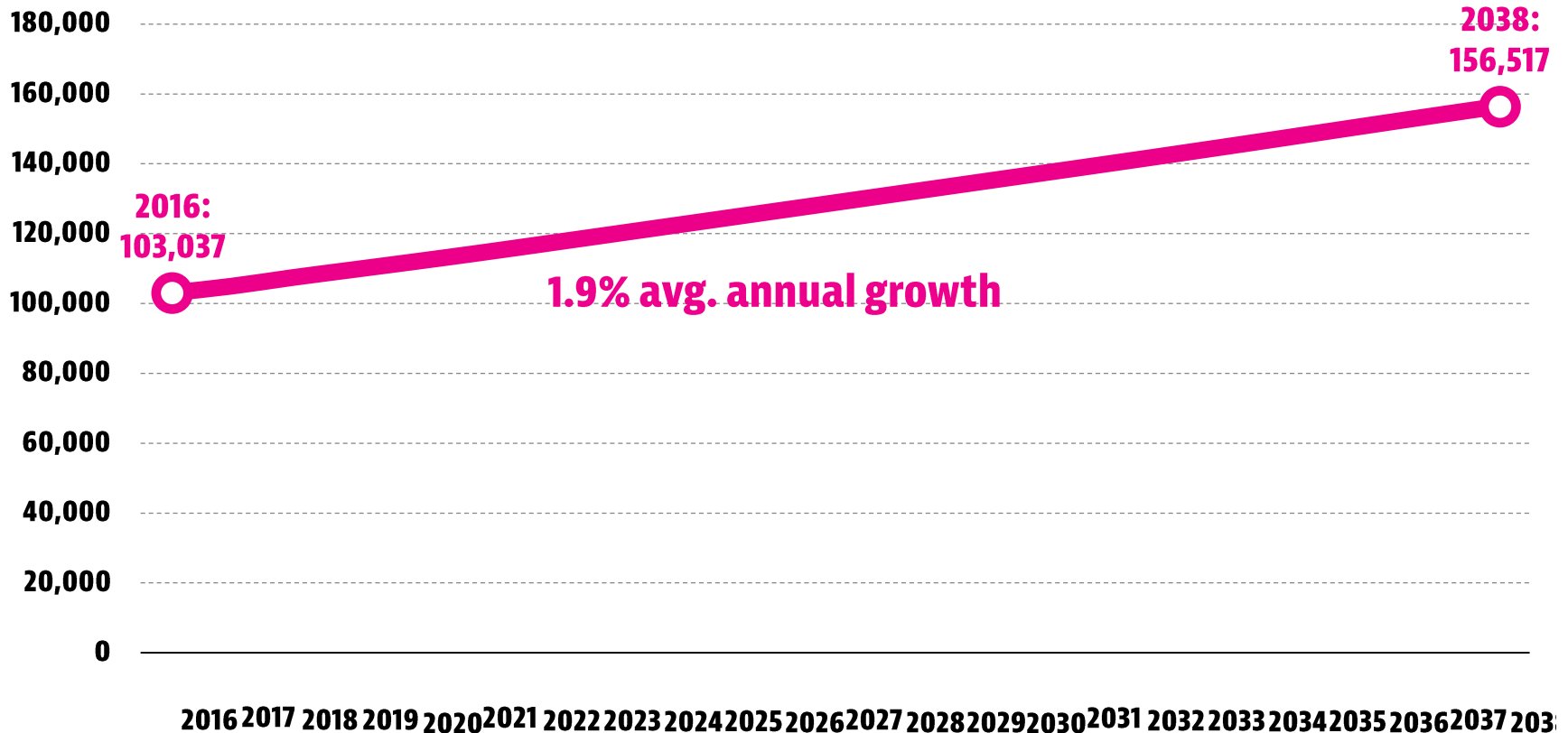
Average Annual Population Growth Rates, 2000-2015



Sources: U.S. Census Bureau Decennial Census; CO Department of Local Affairs

Population

Greeley Population Projections, 2016-2038

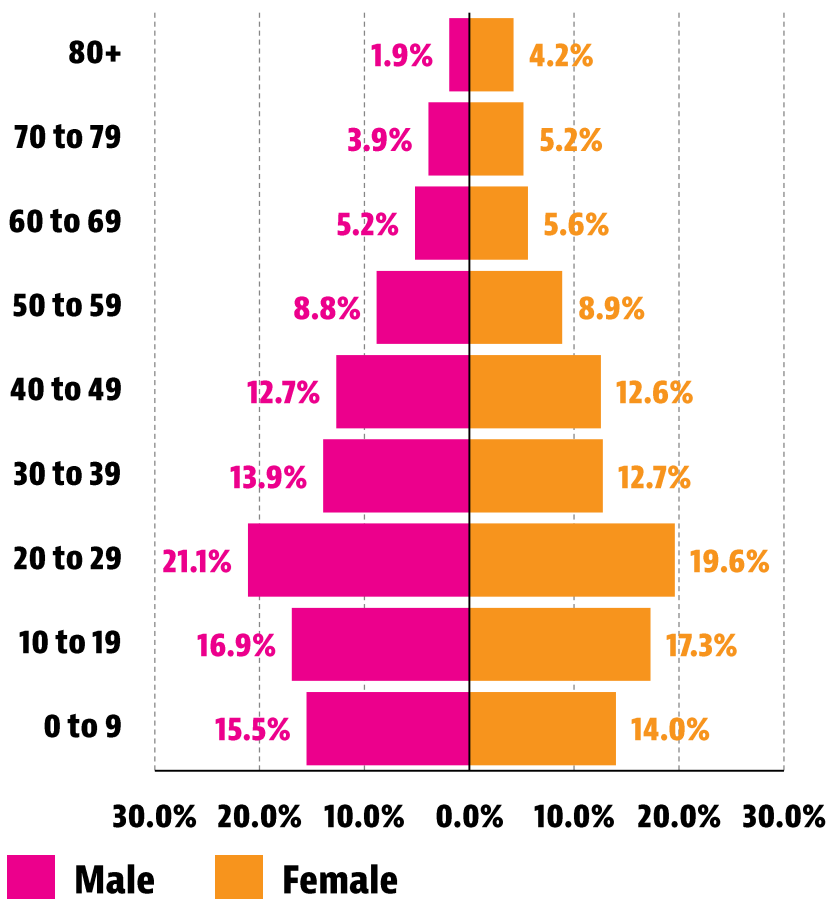


Sources: City of Greeley; Colorado Department of Local Affairs

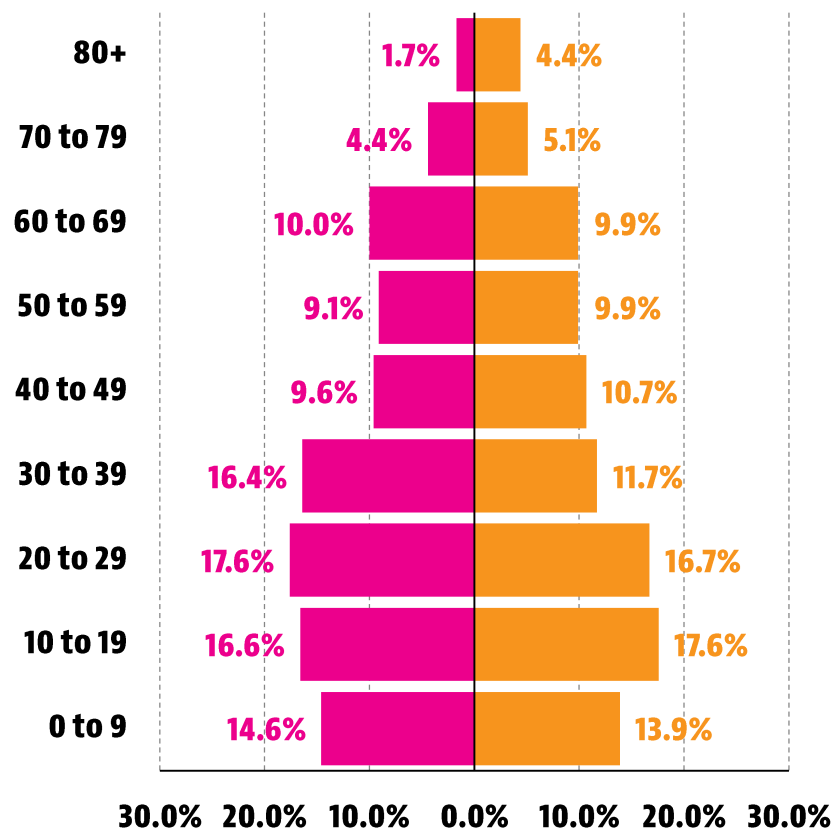


Population

Greeley Age Distribution, 2000



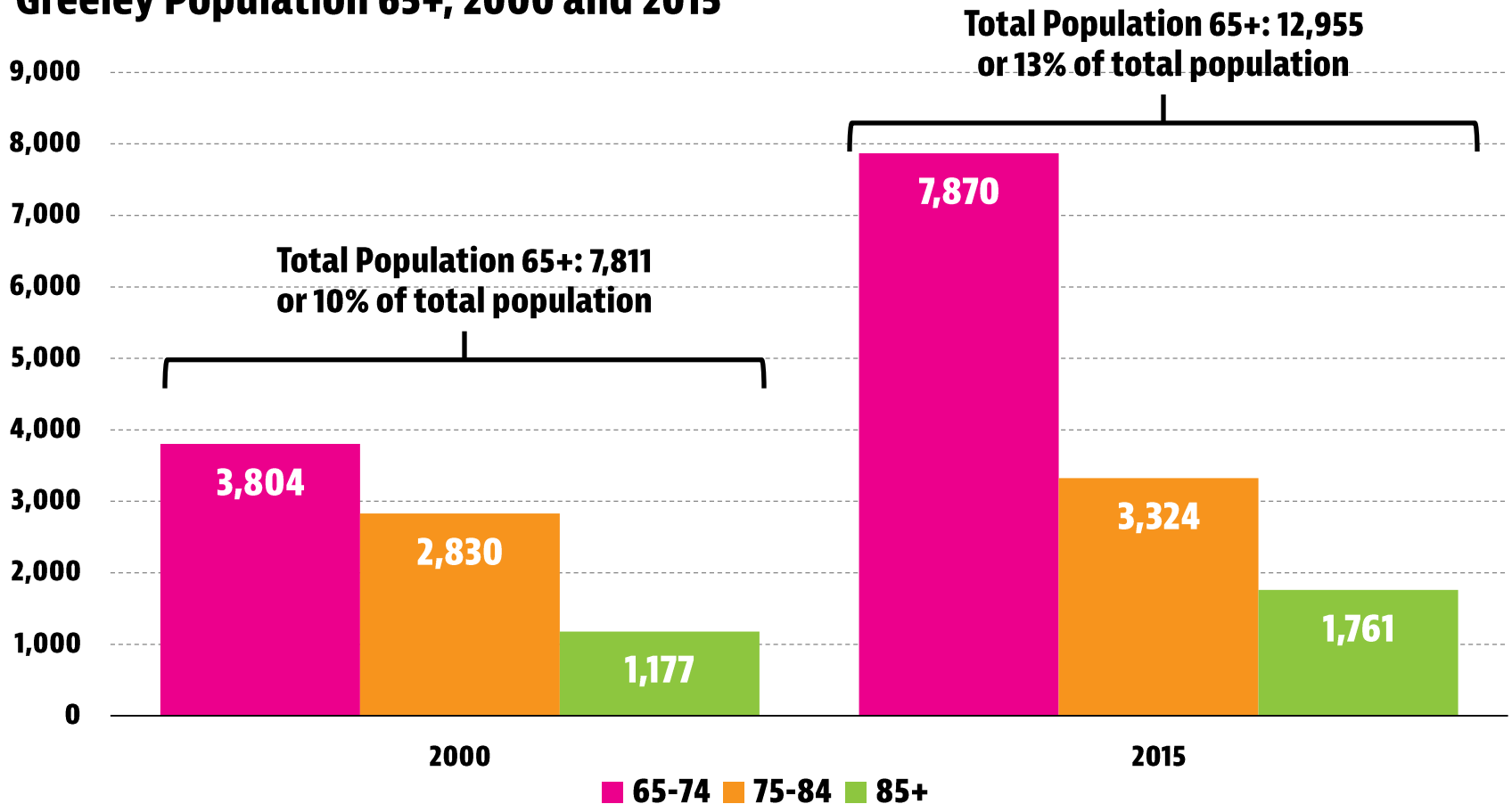
Greeley Age Distribution, 2015



Sources: U.S. Census Bureau Decennial Census; American Community Survey, 5-Year Estimate

Population

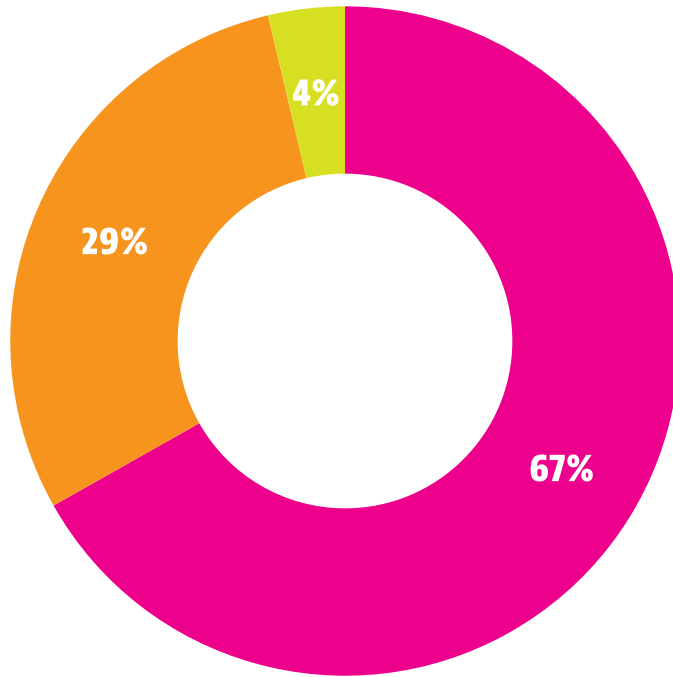
Greeley Population 65+, 2000 and 2015



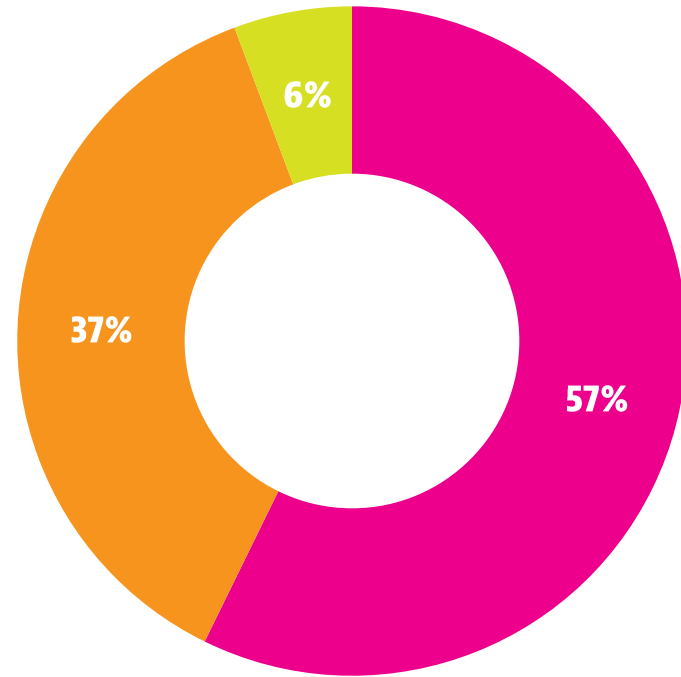
65+ average annual growth, 2000 – 2015: **3.4%** | Total population average annual growth, 2000-2015: **1.9%**

Population

Greeley Race and Ethnicity, 2000



Greeley Race and Ethnicity, 2015



White **Hispanic/Latino** **All other**

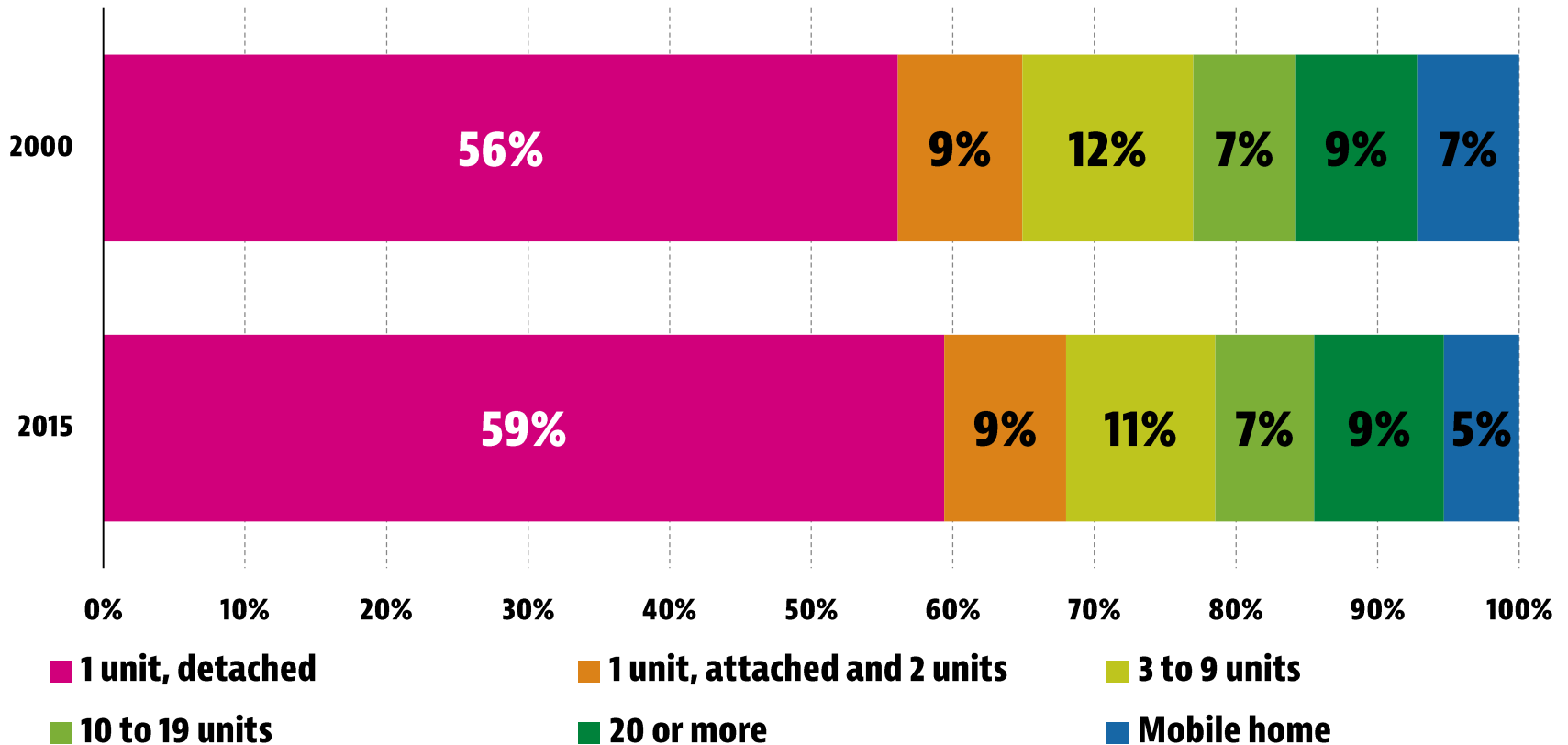
Sources: U.S. Census Bureau Decennial Census; American Community Survey, 5-Year Estimate

Housing



Housing

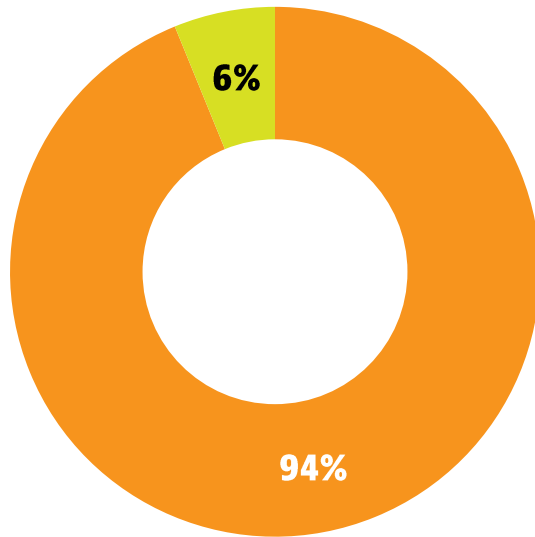
Greeley Housing Types, 2000 and 2015



Sources: U.S. Census Decennial Census; American Community Survey, 5-Year Estimate

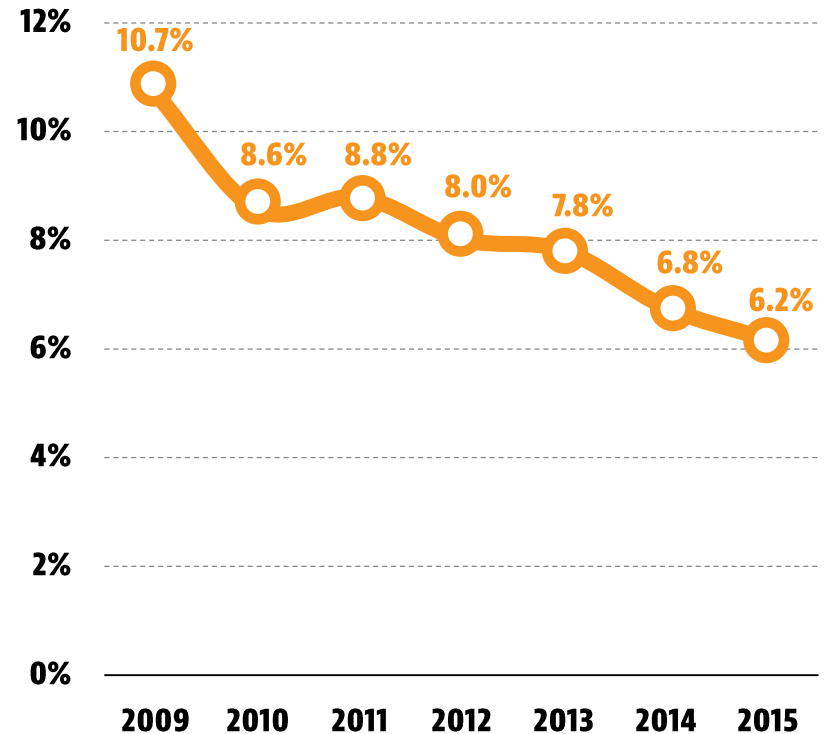
Housing

Greeley Housing Occupancy Status, 2015



■ Occupied ■ Vacant

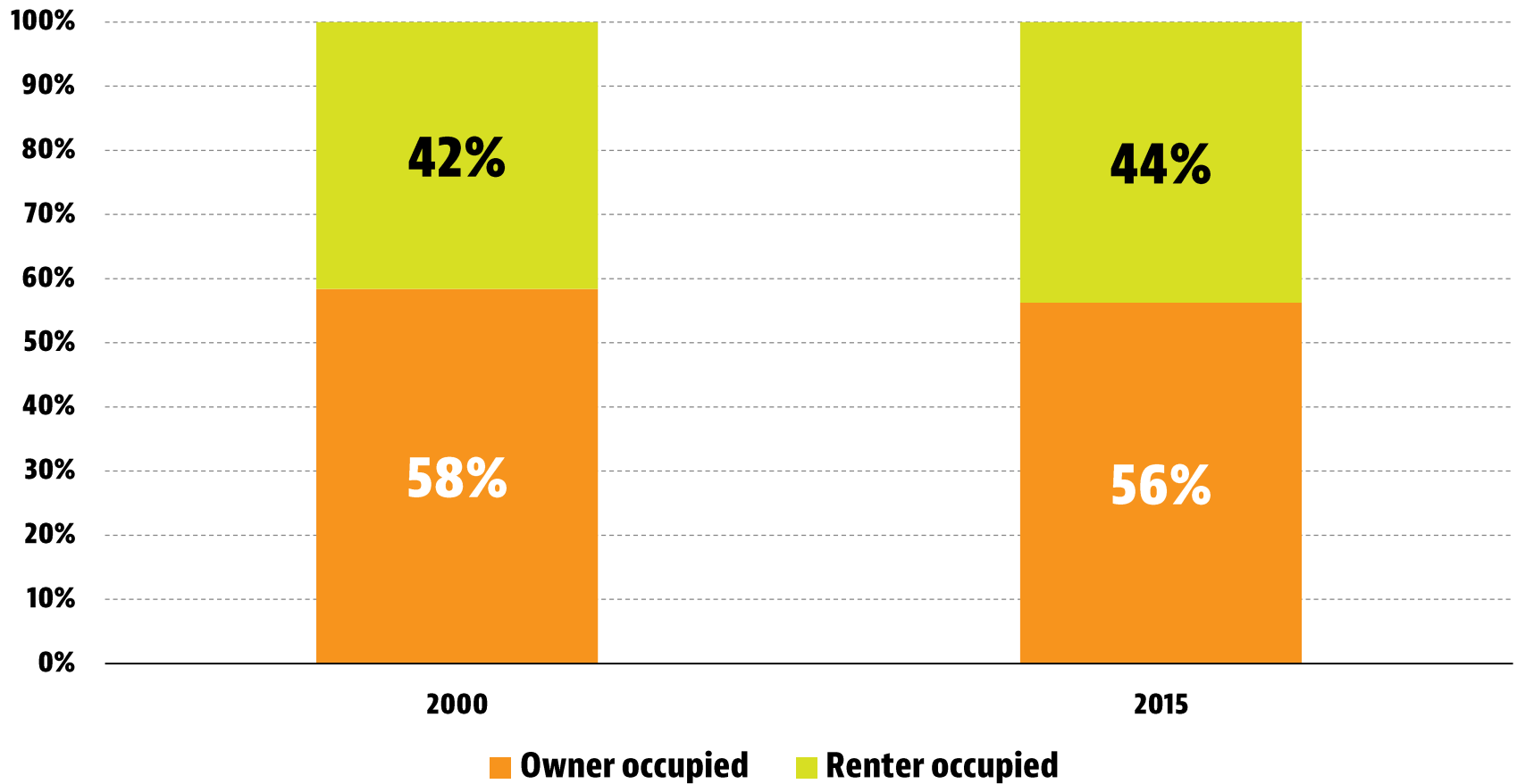
Greeley Housing Vacancy Rate, 2009-2015



Sources: U.S. Census American Community Survey, 5-Year Estimate

Housing

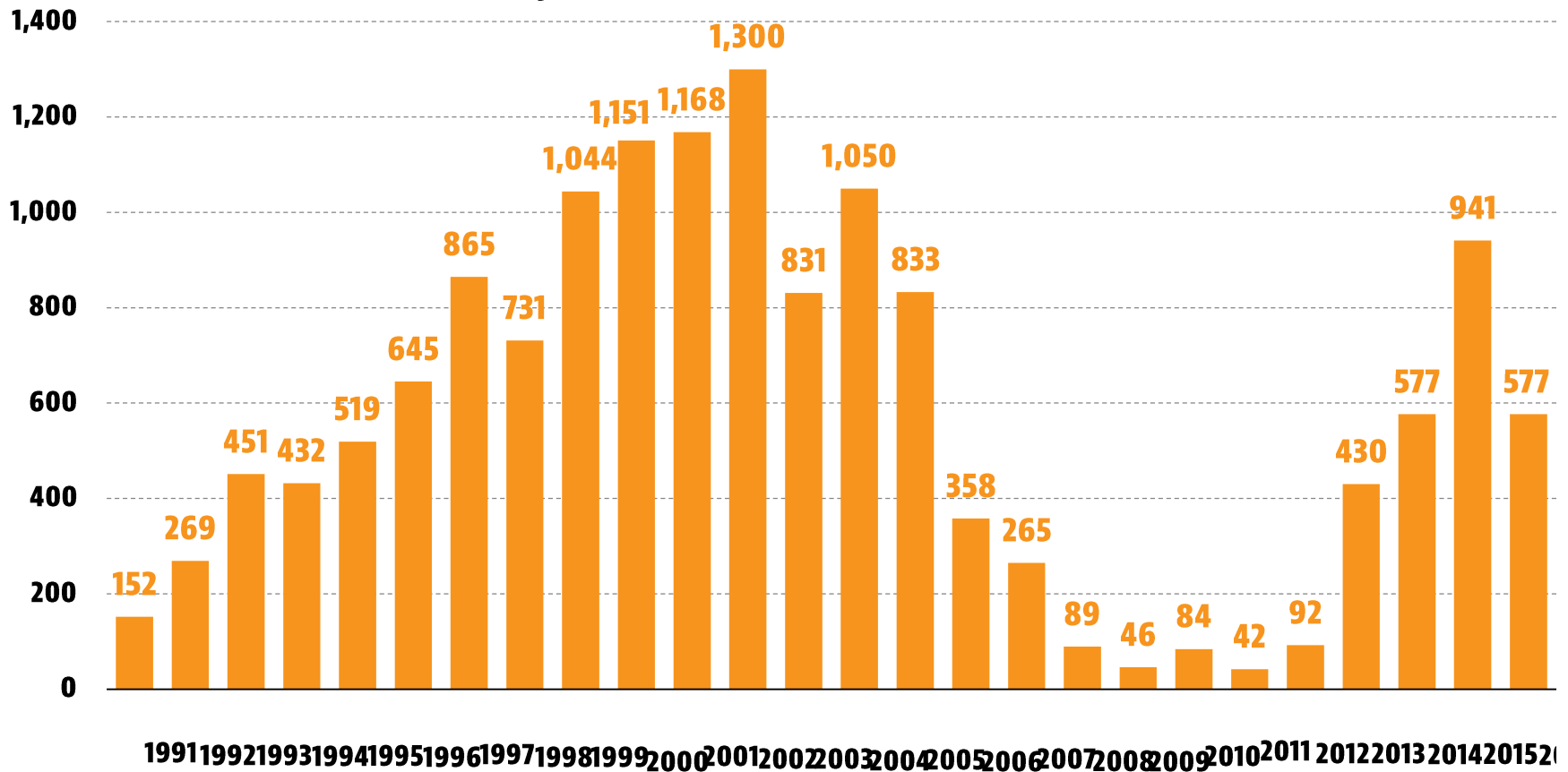
Greeley Housing Tenure by Type, 2000 and 2015



Sources: U.S. Census Decennial Census; American Community Survey, 5-Year Estimate

Housing

Greeley New Residential Units, 1991-2016

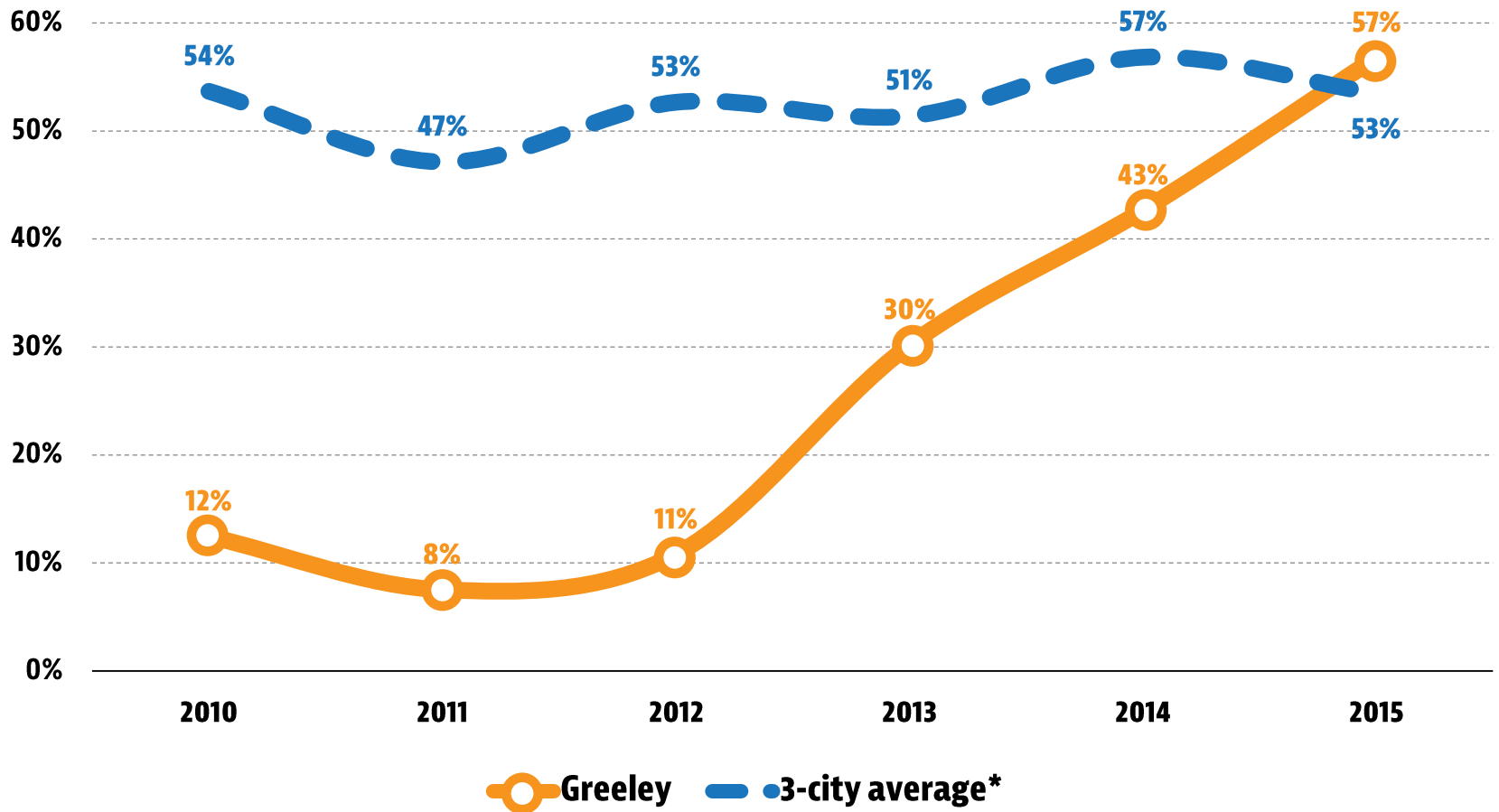


Source: City of Greeley



Housing

Greeley Share of Housing Starts in Multi-Family Units, 2010-2015



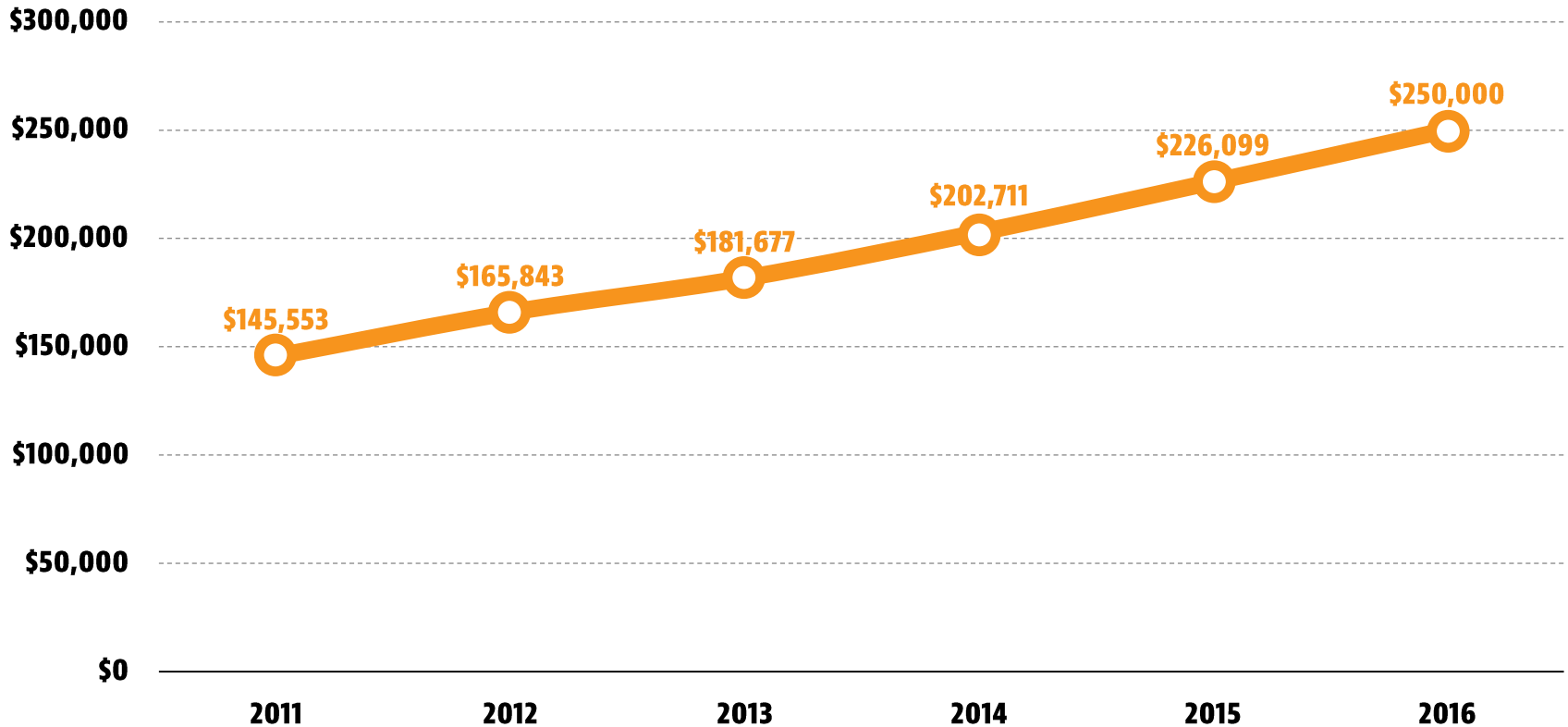
*Boulder, Loveland, Fort Collins

Sources: U.S. Census Bureau; City of Greeley



Housing

Greeley/Evans Median Home Sale Price, 2011-2016

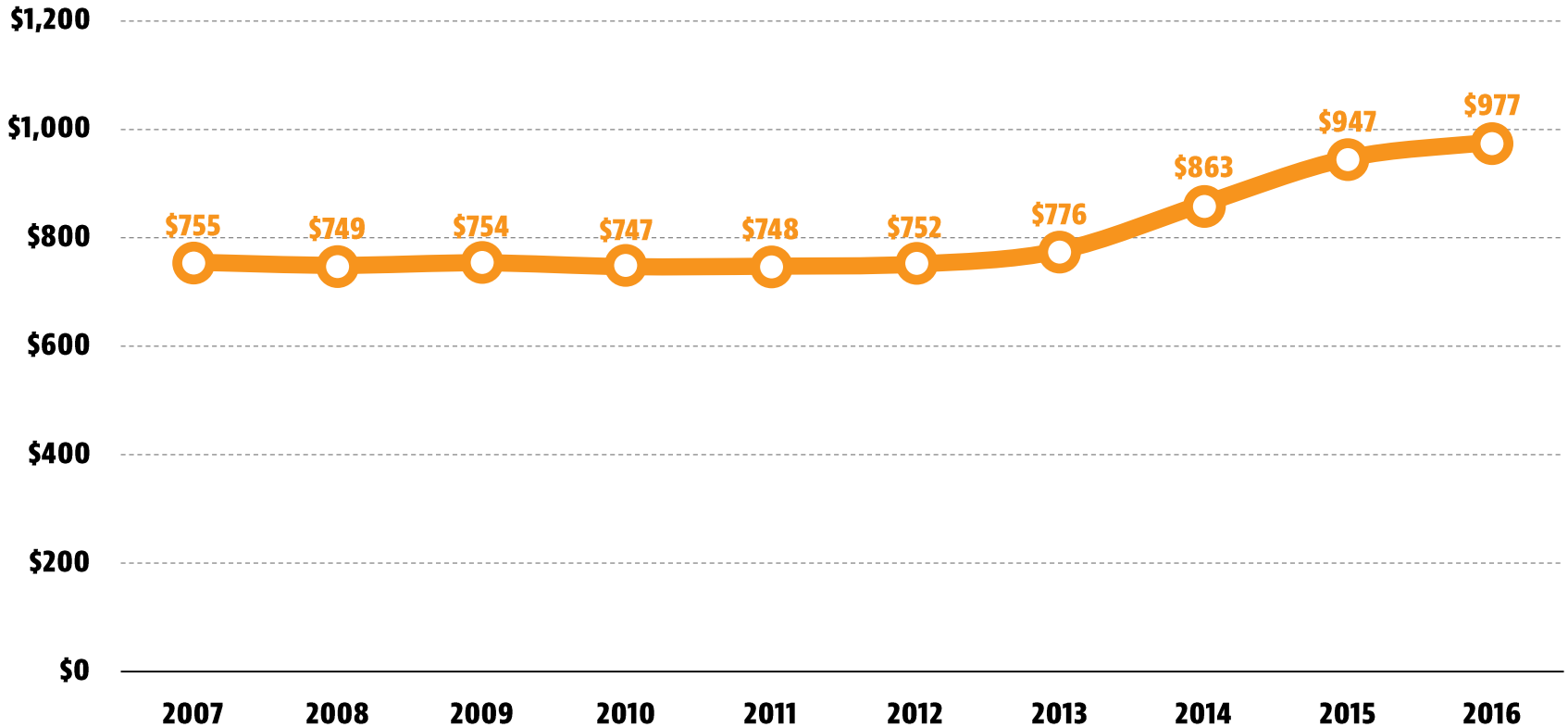


Values adjusted for inflation to 2016 Dollars

Sources: Sears Real Estate

Housing

Greeley Median Monthly Rent, 2007-2016



Values adjusted for inflation to 2016 Dollars

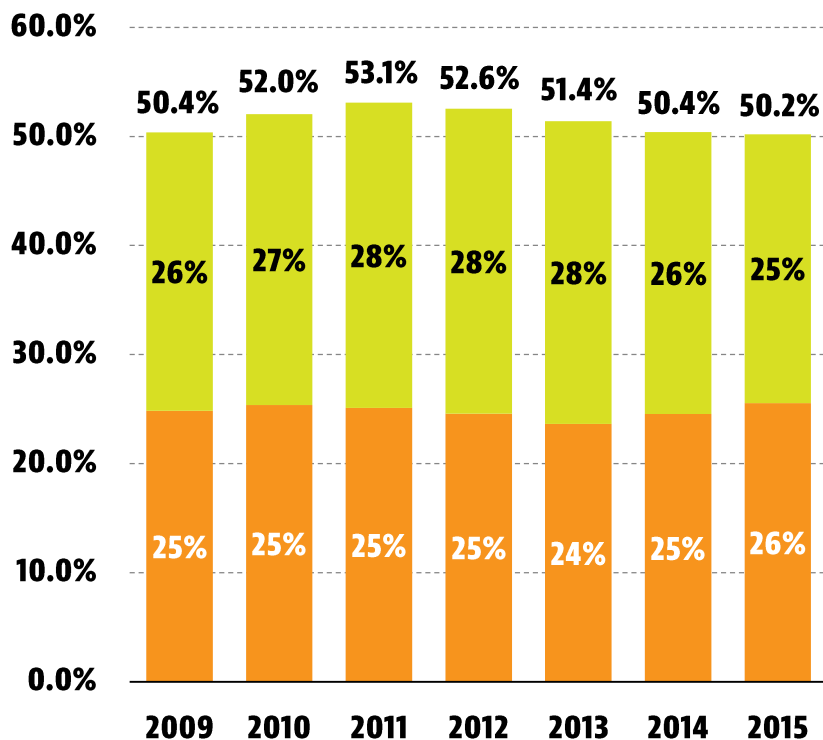
Source: Colorado Department of Local Affairs (DOLA)



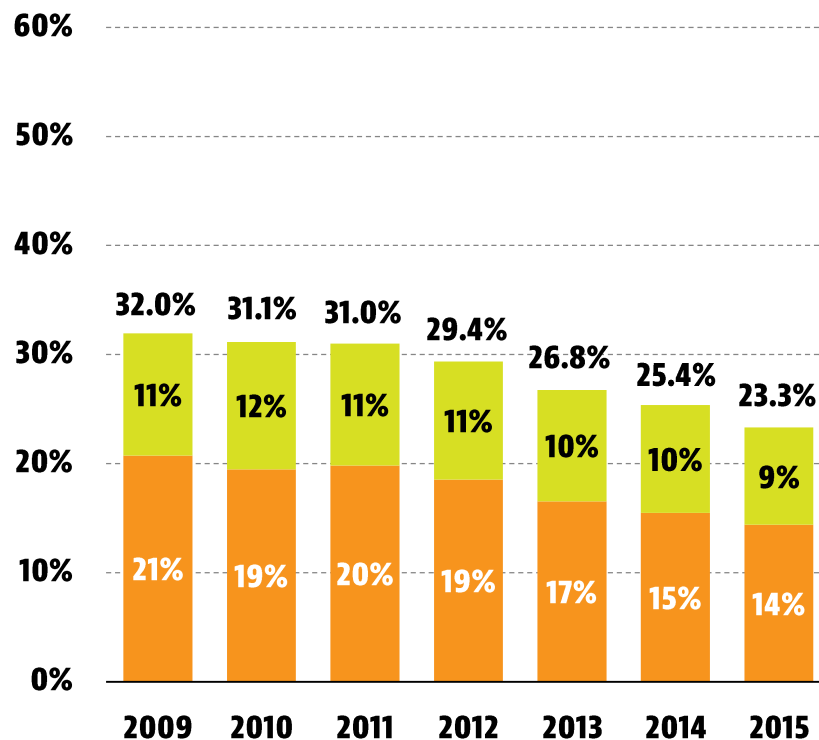
Housing

Greeley Housing Cost Burden, 2009-2015

Renter Households



Owner Households



 Spent between 30% and 49% of income on housing costs

 Spent more than 50% of income on housing costs

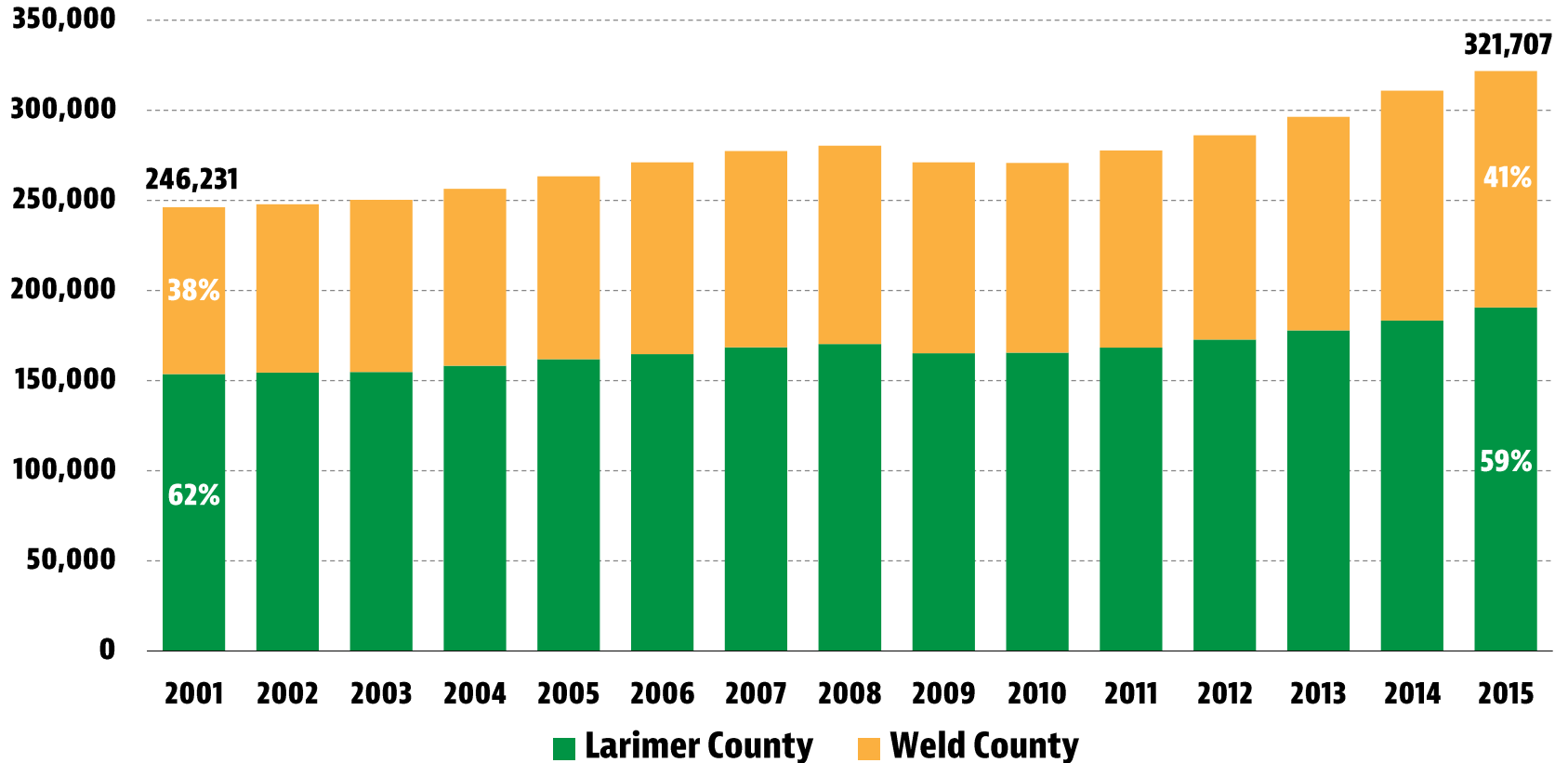
Sources: U.S. Census American Community Survey, 5-Year Estimate

Economy



Economy

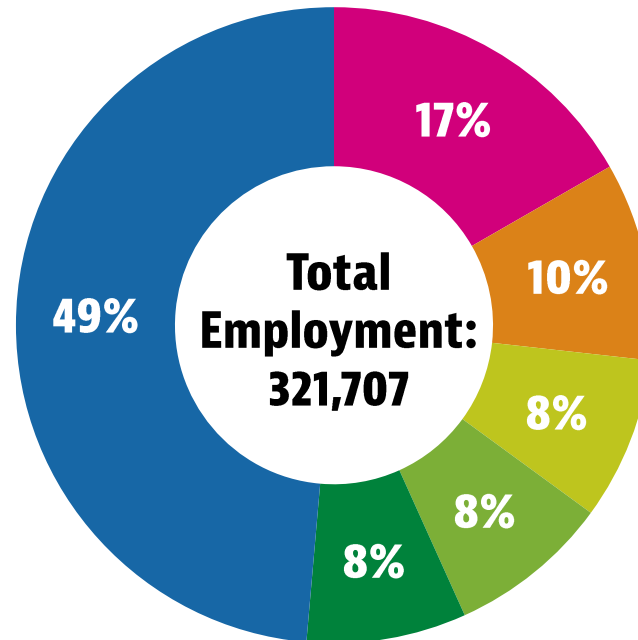
Regional (Larimer & Weld Counties) Total Employment, 2001-2015



Source: Colorado Department of Local Affairs; Economic & Planning Systems

Economy

Regional Largest Industries, 2015

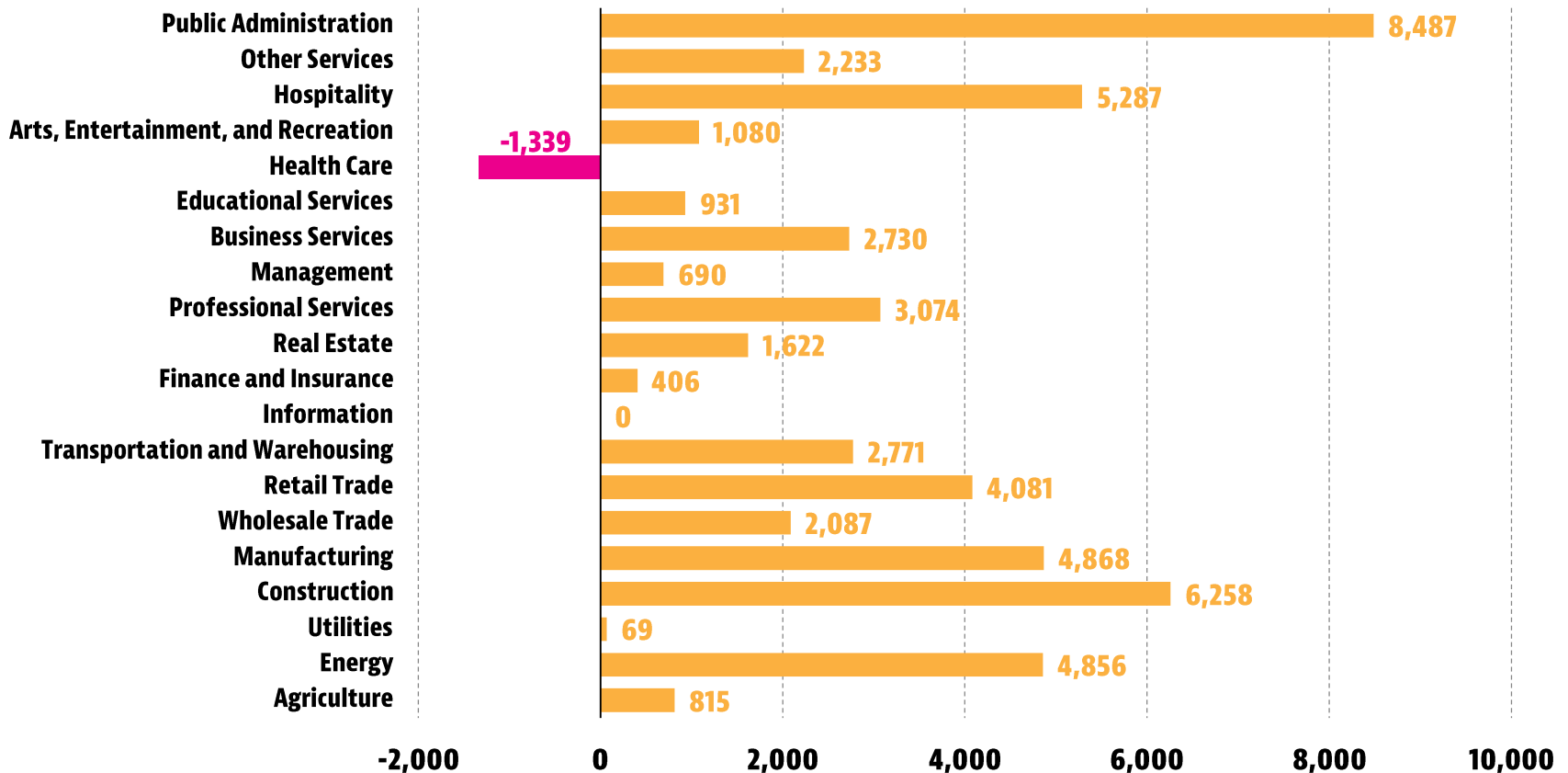


■ Public Administration ■ Retail Trade ■ Manufacturing ■ Health Care ■ Construction ■ All Other Industries

Source: Colorado Department of Labor; Economic & Planning Systems

Economy

Regional Change in Employment by Industry, 2010-2015



Source: Colorado Department of Local Affairs; Economic & Planning Systems

Economy

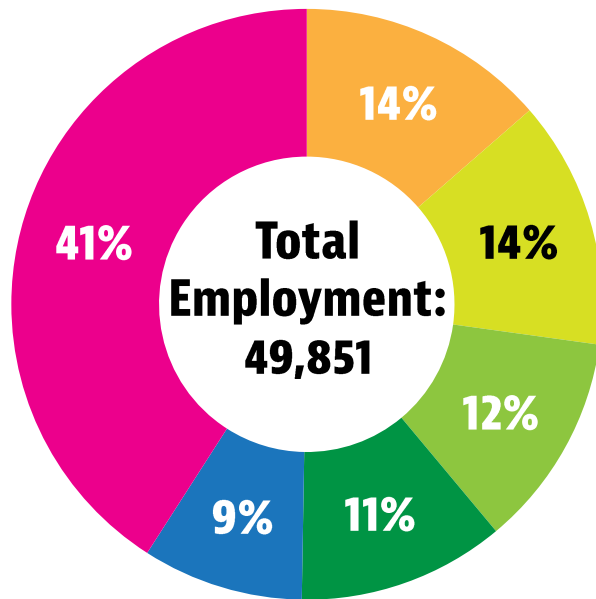
Regional Fastest Growing Industries, 2010-2015

Industry	Annual Percent Growth
Energy	17.8%
Transportation & Warehousing	8.0%
Management	7.3%
Construction	5.6%
Educational Services	5.3%

Source: Colorado Department of Labor; Economic & Planning Systems

Economy

Greeley Employment Mix by Industry, 2016



- Health Care**
- Educational Services**
- Manufacturing**
- Retail Trade**
- Hospitality**
- All Other Industries**

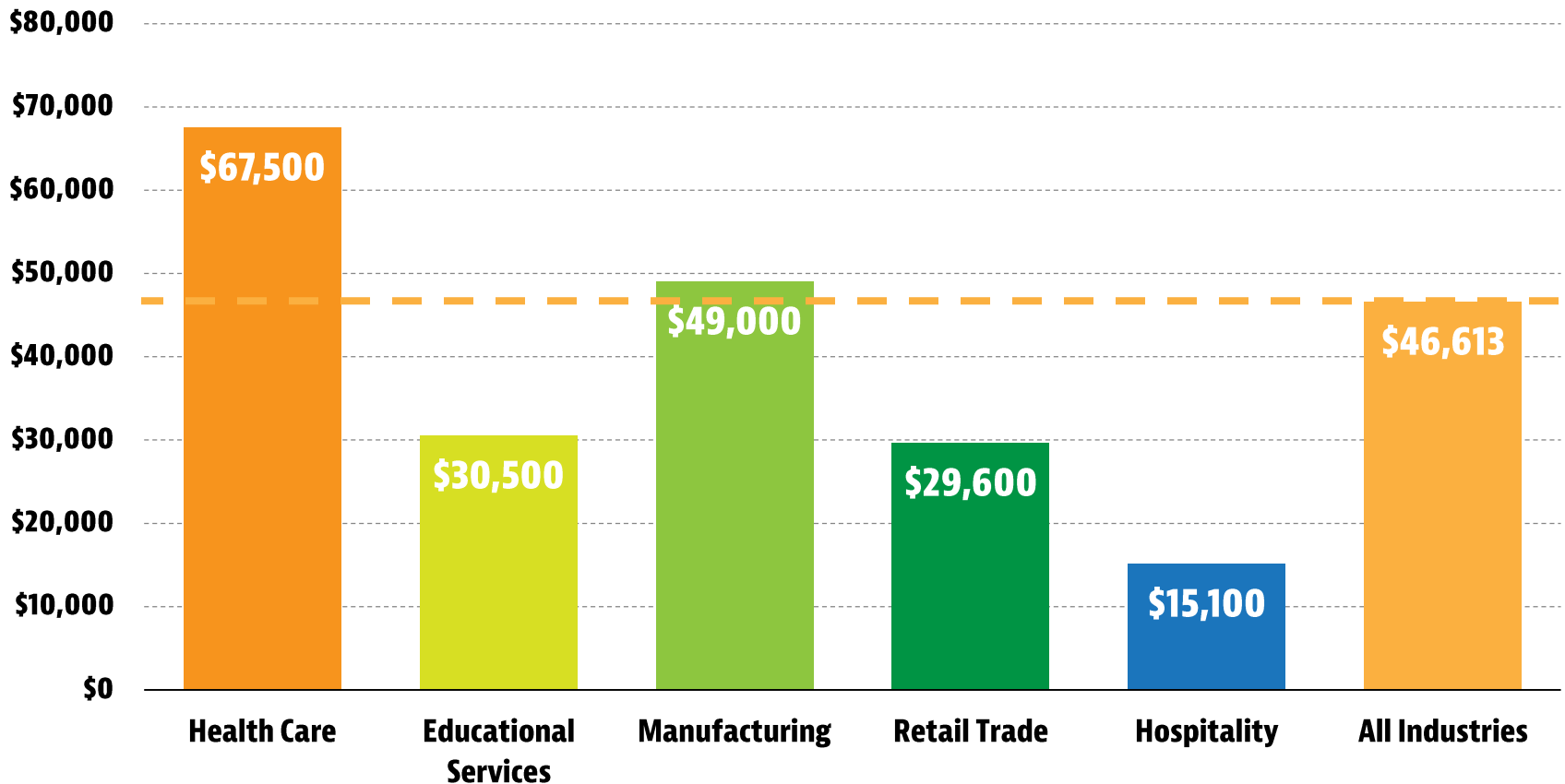
Top 10 Employers, 2015

1.	JBS Swift and Co.	3,885
2.	Banner Health	3,178
3.	Greeley School District 6	2,320
4.	University of Northern Colorado	2,001
5.	Weld County	1,527
6.	City of Greeley	1,268
7.	State Farm	1,193
8.	Teletech Services	662
9.	Aims Community College	609
10.	Colorado Premium Foods	423

Source: Colorado Department of Labor; City of Greeley; Economic & Planning Systems

Economy

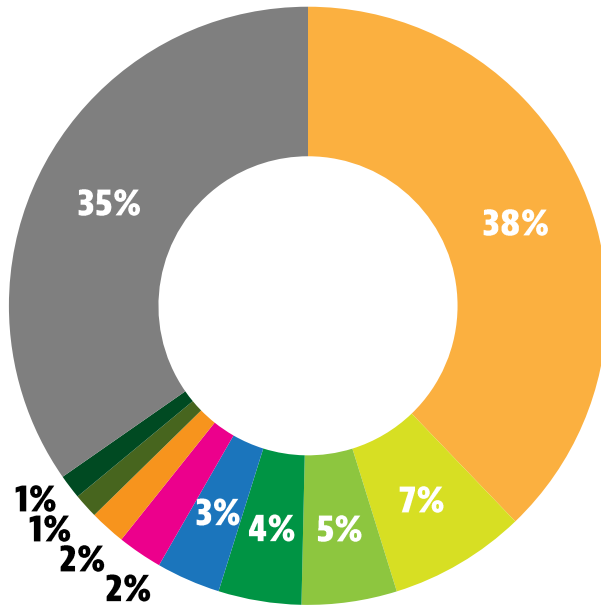
Weld County Average Annual Wages, 2016



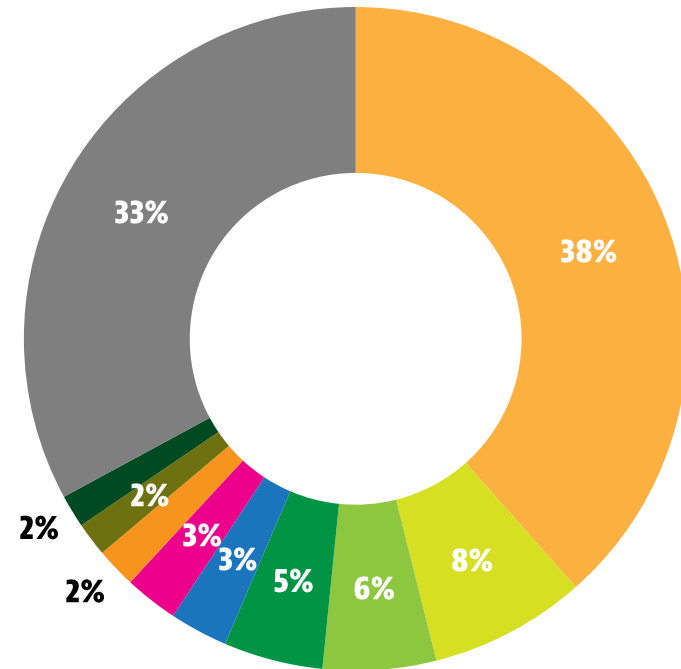
Source: Colorado Department of Labor; Economic & Planning Systems

Economy

Where Greeley's Workers Live, 2014



Where Greeley's Residents Work, 2014



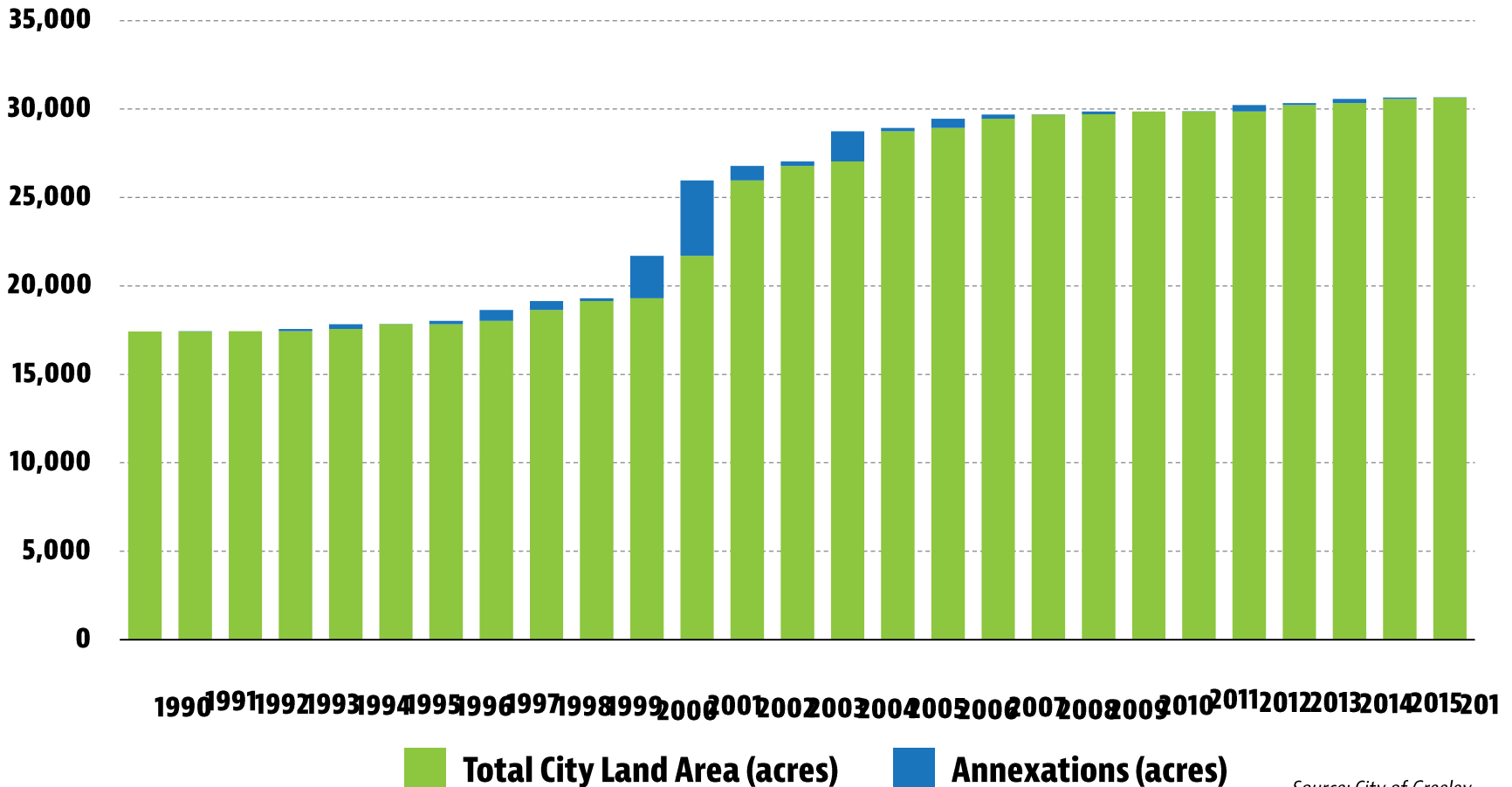
- | | | | | | | | | | |
|---|--|--|--|---|---|---|--|--|---|
| ■ Greeley | ■ Evans | ■ Fort Collins | ■ Loveland | ■ Windsor | ■ Greeley | ■ Denver | ■ Fort Collins | ■ Loveland | ■ Evans |
| ■ Denver | ■ Aurora | ■ Johnstown | ■ Eaton | ■ Other | ■ Aurora | ■ Windsor | ■ Longmont | ■ Westminster | ■ Other |

Growth and Development



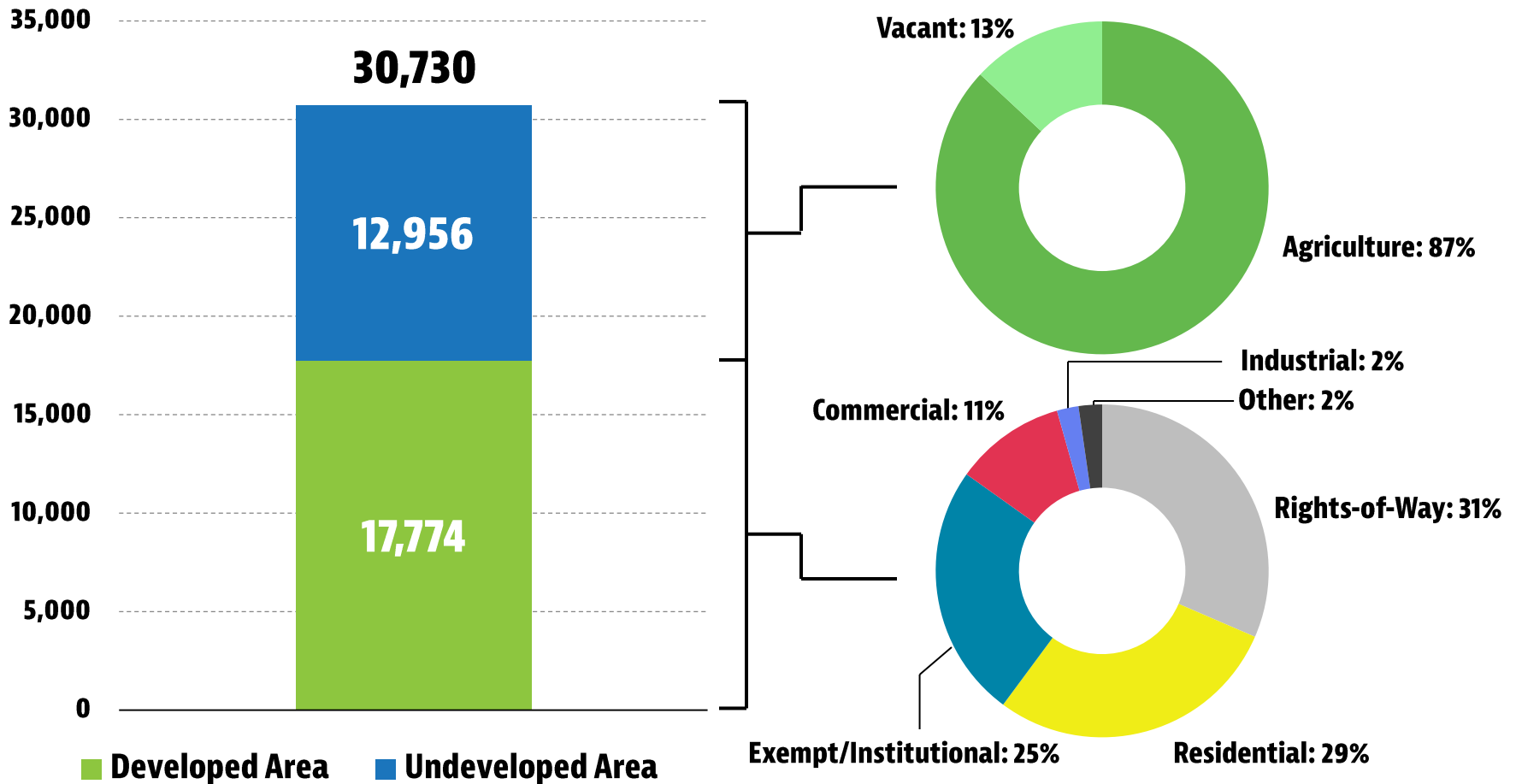
Growth and Development

Greeley Annexations and Municipal Growth, 1990-2016 (in acres)



Growth and Development

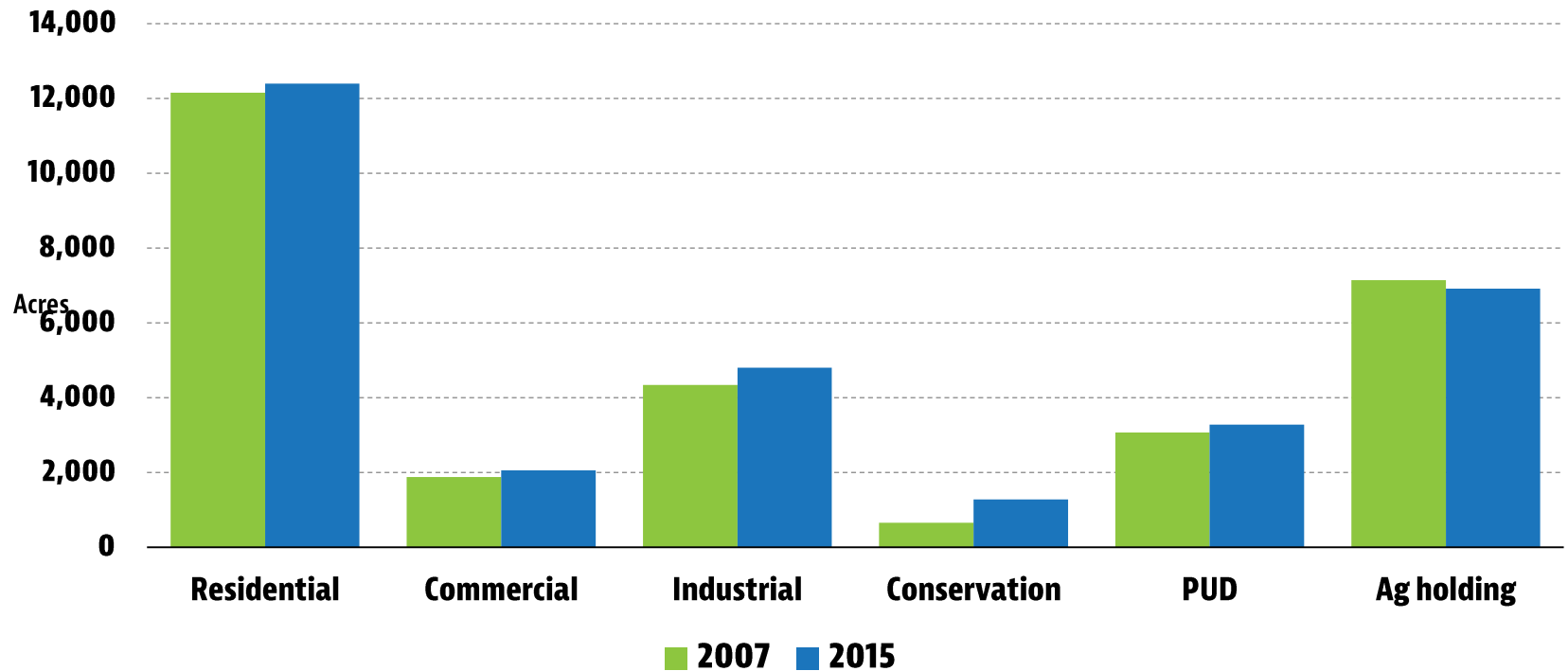
Greeley Distribution of Current Land Use, 2017 (in acres)



Source: City of Greeley

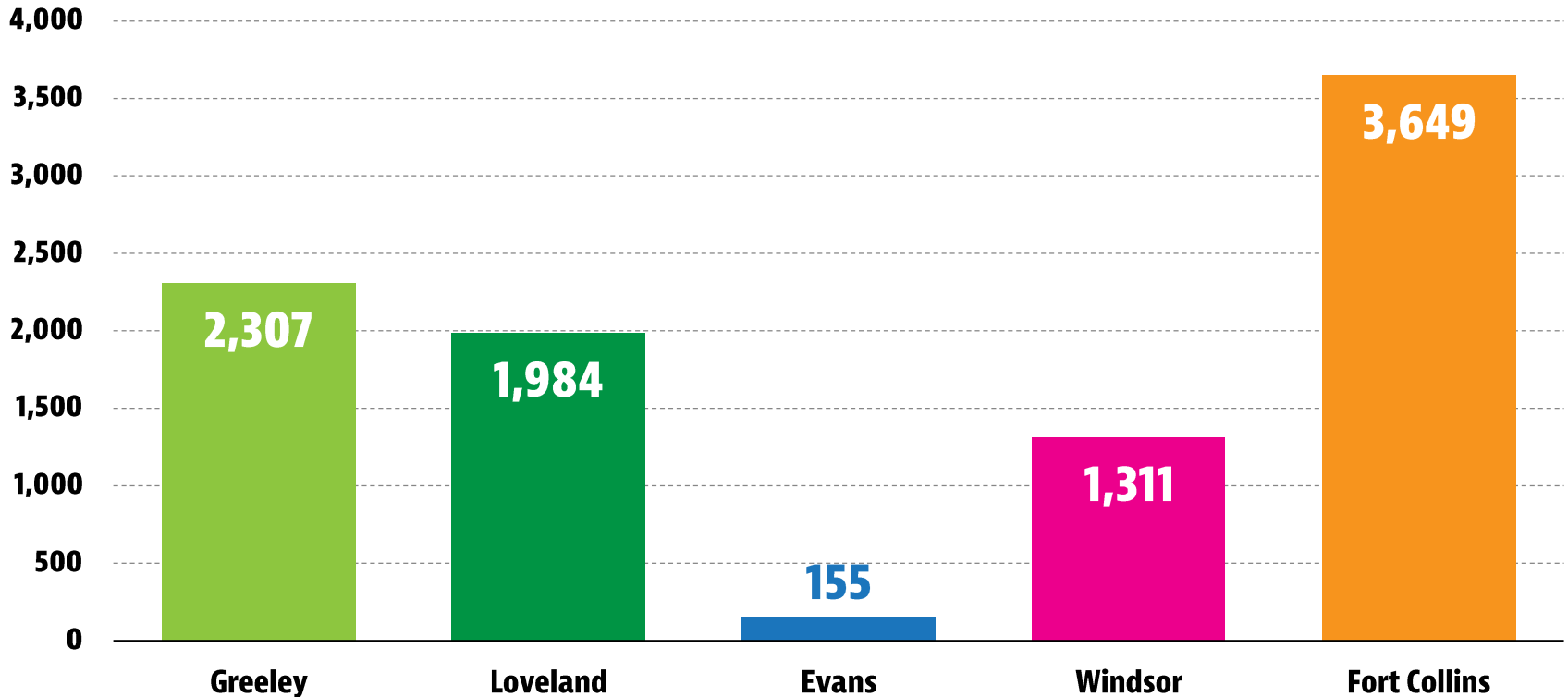
Growth and Development

Greeley Distribution of Land Uses by Zoning Categories, 2007 and 2015



Growth and Development

Total Residential Permits in Northern Colorado , 2014-2016

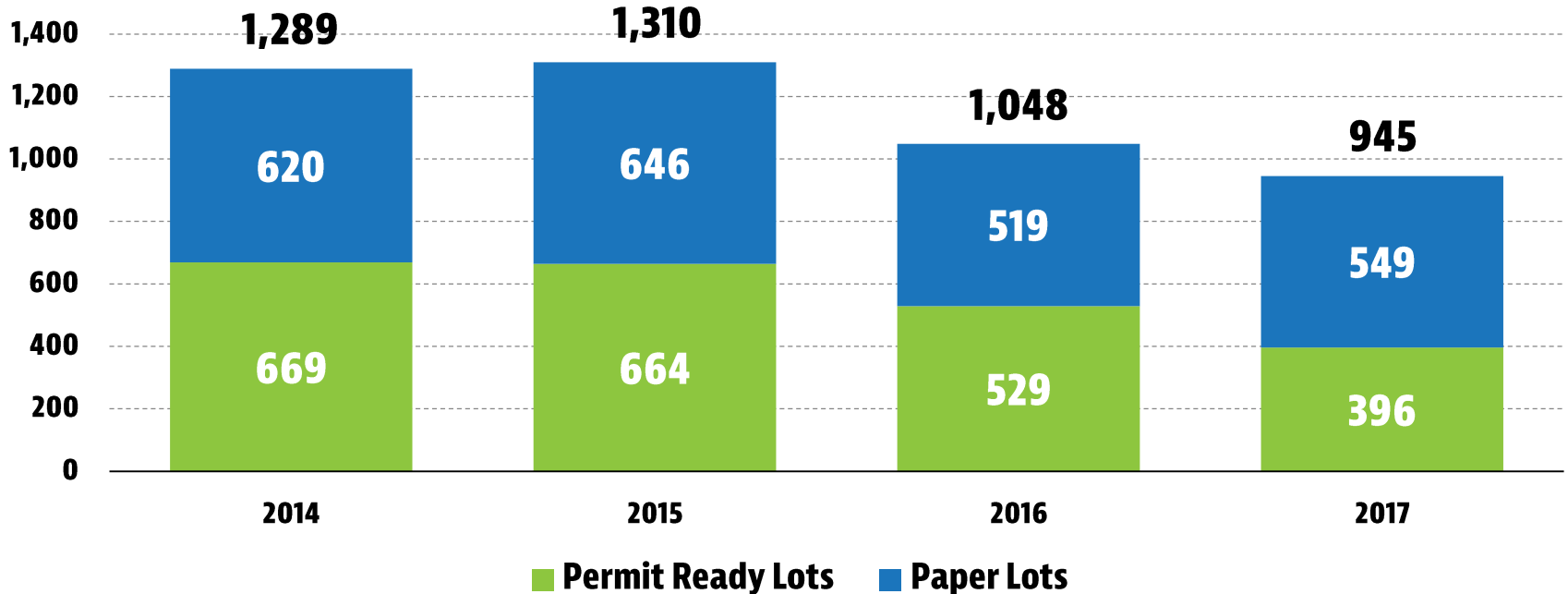


Sources: City of Greeley, City of Loveland, City of Evans, Town of Windsor, City of Fort Collins



Growth and Development

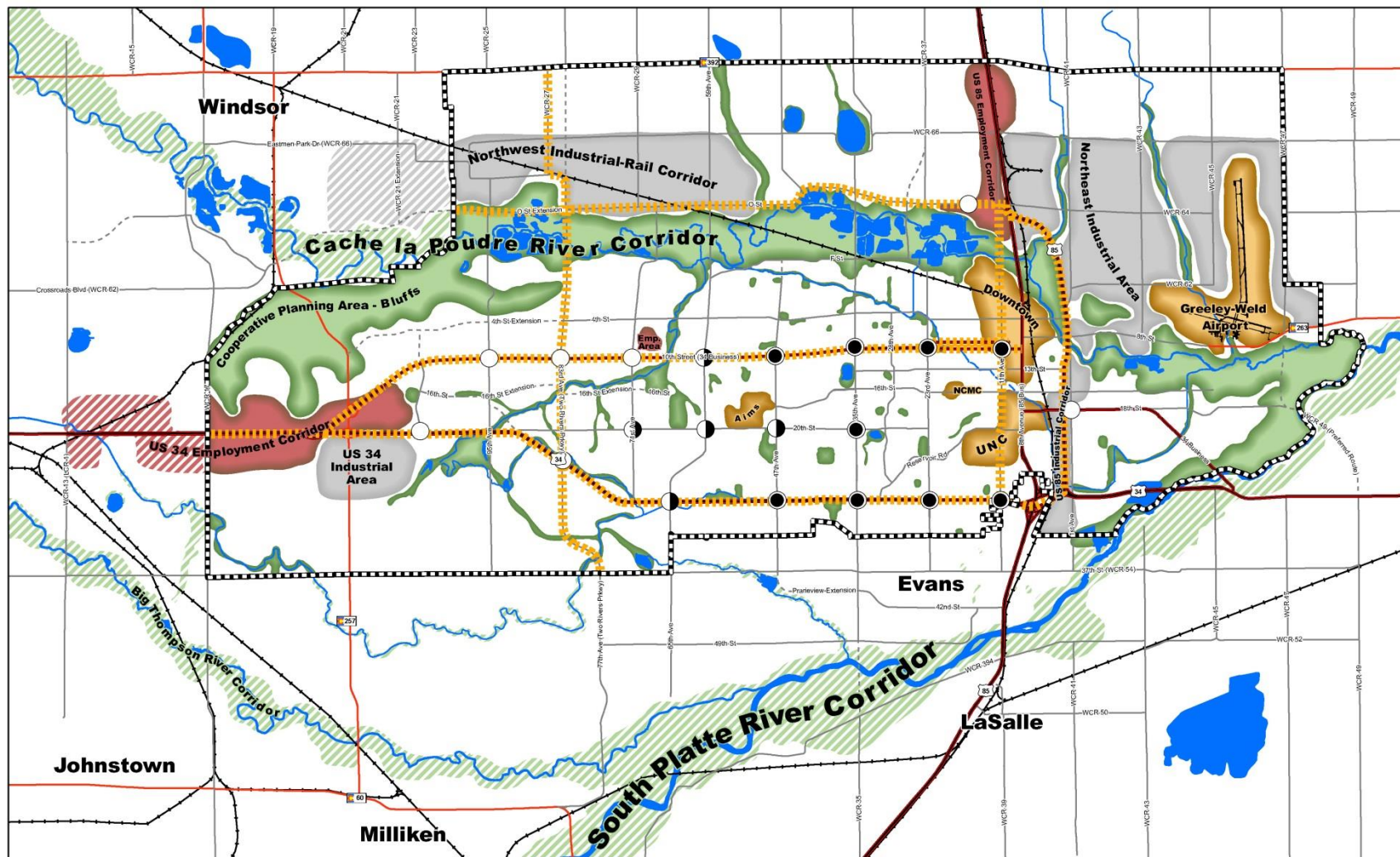
Greeley Permit-Ready and Paper Single-Family Lots Available, 2014-2017



Note: "Permit-Ready Lots" are single-family lots approved for development and with the necessary infrastructure in place; "Paper Lots" are single-family lots approved for development but with incomplete infrastructure. Supporting infrastructure will need to be provided to these lots before they can support new single-family development.

Source: City of Greeley

Land Use Guidance Map



LEGEND

- Outside LREGA**
- Within LREGA**
- Employment Uses**
Business Parks, Major Employers
- Industrial Uses**
Industrial Parks, Major Employers
- Natural Uses**
Parklands, Open Space

LAND USE GUIDANCE AREAS*

**Land use areas generated from an analysis of Topography Data, Transportation Features (Rail, Highway, Airport Access), Areas of Ecological Significance, Commercial Gravel Deposits, Floodway & Floodplain Information, Hydrography (Canals, Ditches, Draws etc), Regional Features, visibility, and existing Regional Uses.*

- Developed
- Developing
- Underdeveloped
- Commercial Nodes**
- Special Uses**
UNC, Aims, NCMC, Downtown
- Multimodal Corridors**
Planned transit corridors

LONG RANGE EXPECTED GROWTH AREA (LREGA)

Area within which the community expects to grow within the next 20+ years. Subject to Cooperative Planning Areas and IGA's.

Updated via annual Capital Improvement Project (CIP) Assessments.

- TRANSPORTATION**
- U.S. Highway
 - State Highway
 - Major Road
 - Railroad

Water Features

All planimetric data was digitized from aerial photographs dated May/2005. Updates are continual and data representations will change over time. This product is not necessarily accurate to engineering or surveying standards but does meet National Mapping Accuracy Standards (NMAS). The information contained within this document is not intended to be used for the preparation of construction documents.

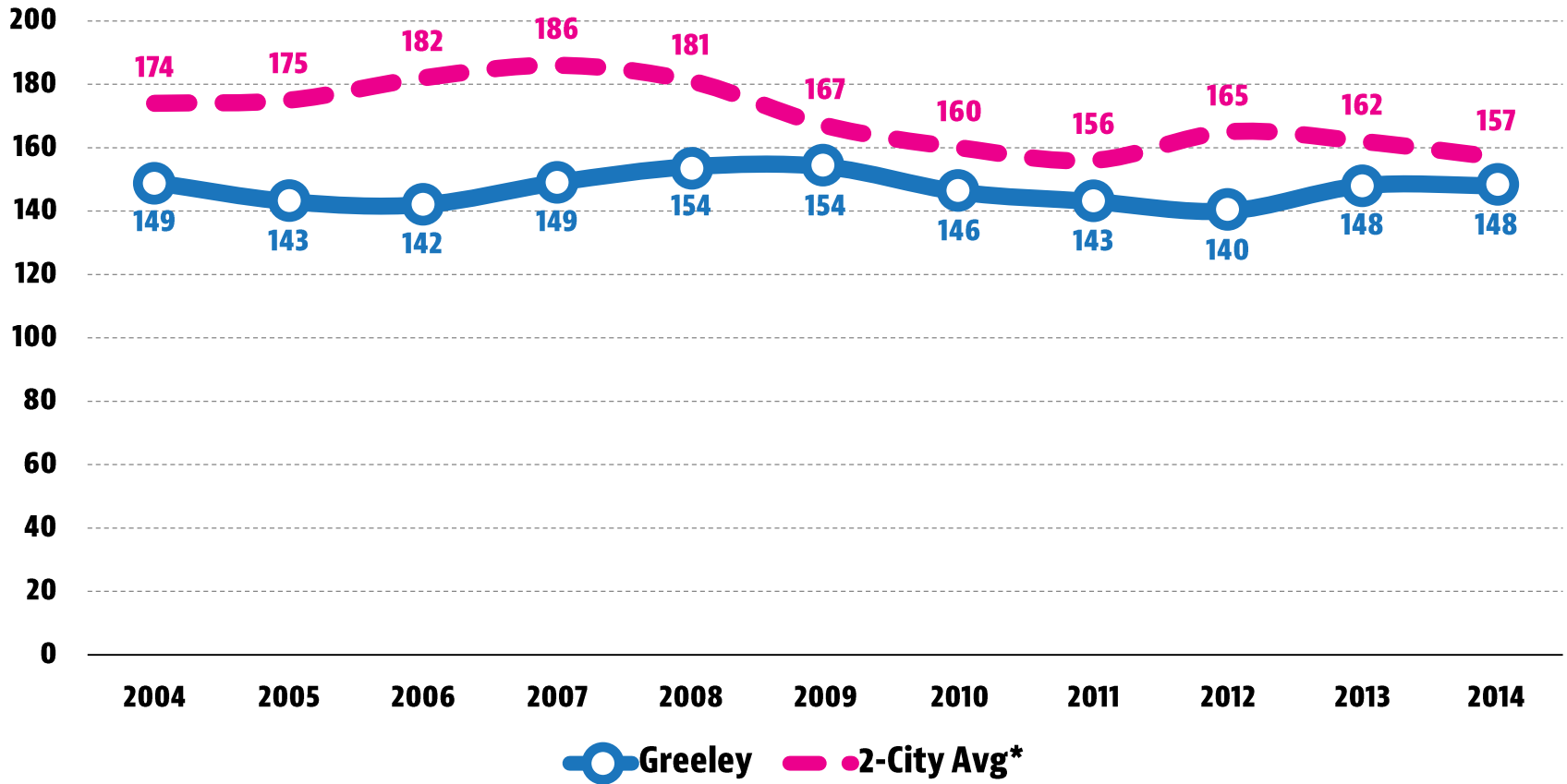
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Infrastructure and Services



Infrastructure and Services

Water Use, 2004-2014 (in gallons per capita per day)



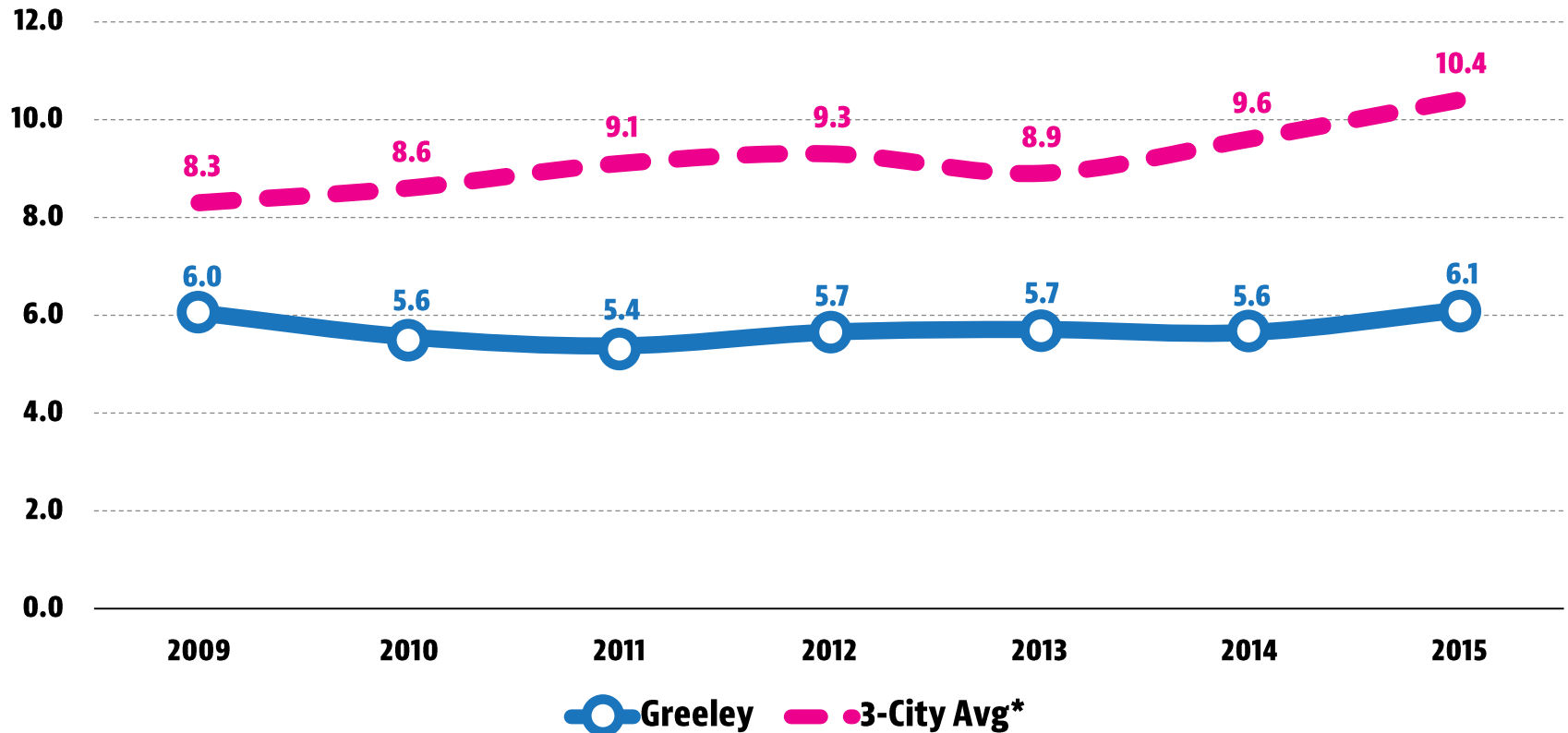
*Fort Collins, Loveland

Sources: City of Greeley; City of Fort Collins; City of Loveland



Infrastructure and Services

Annual Transit Rides per Capita, 2009-2015

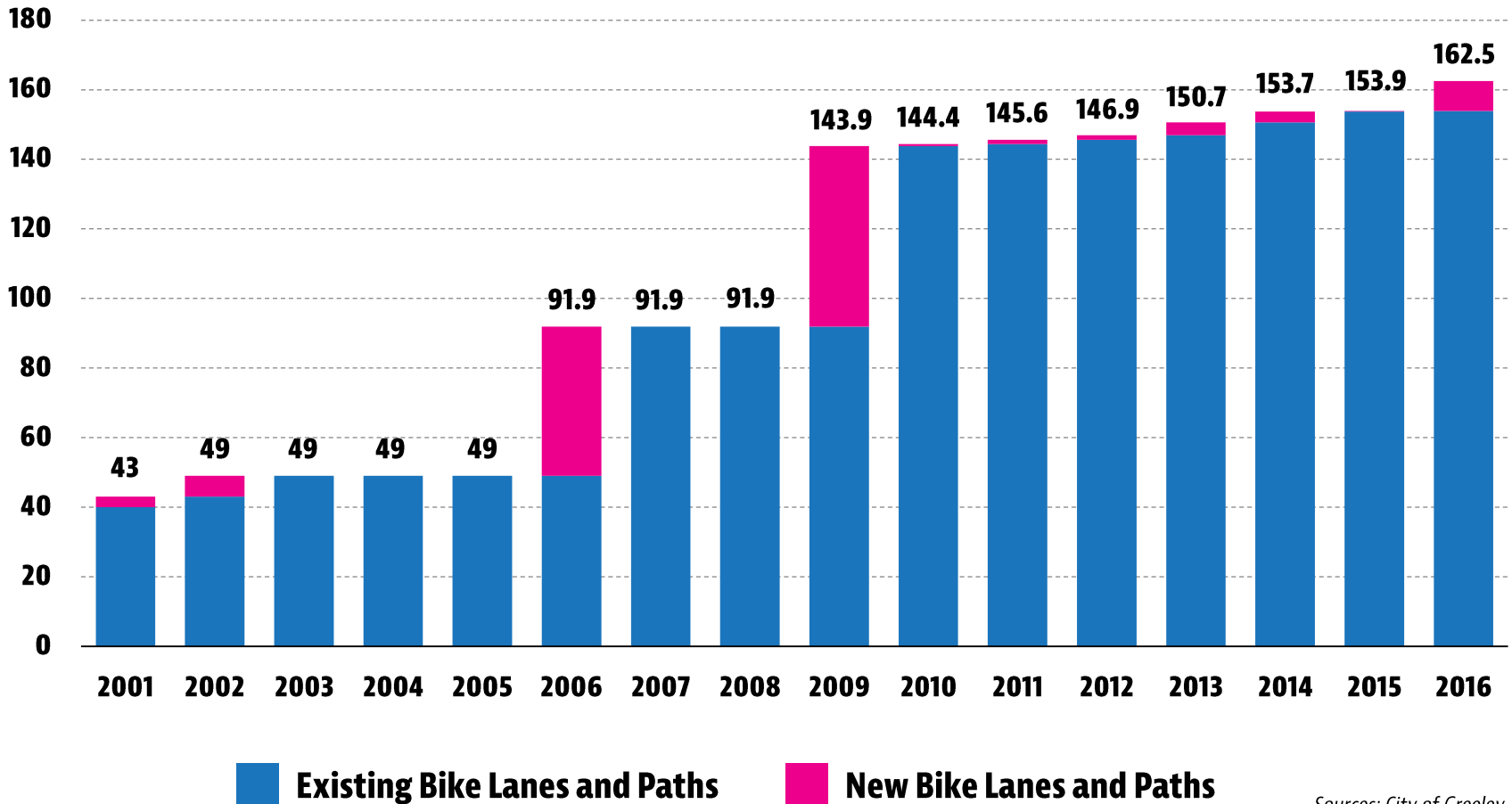


*Fort Collins, Loveland, Pueblo

Source: Federal Transit Administration; North Front Range Metropolitan Planning Organization

Infrastructure and Services

Greeley Miles of Bike Lanes and Paths

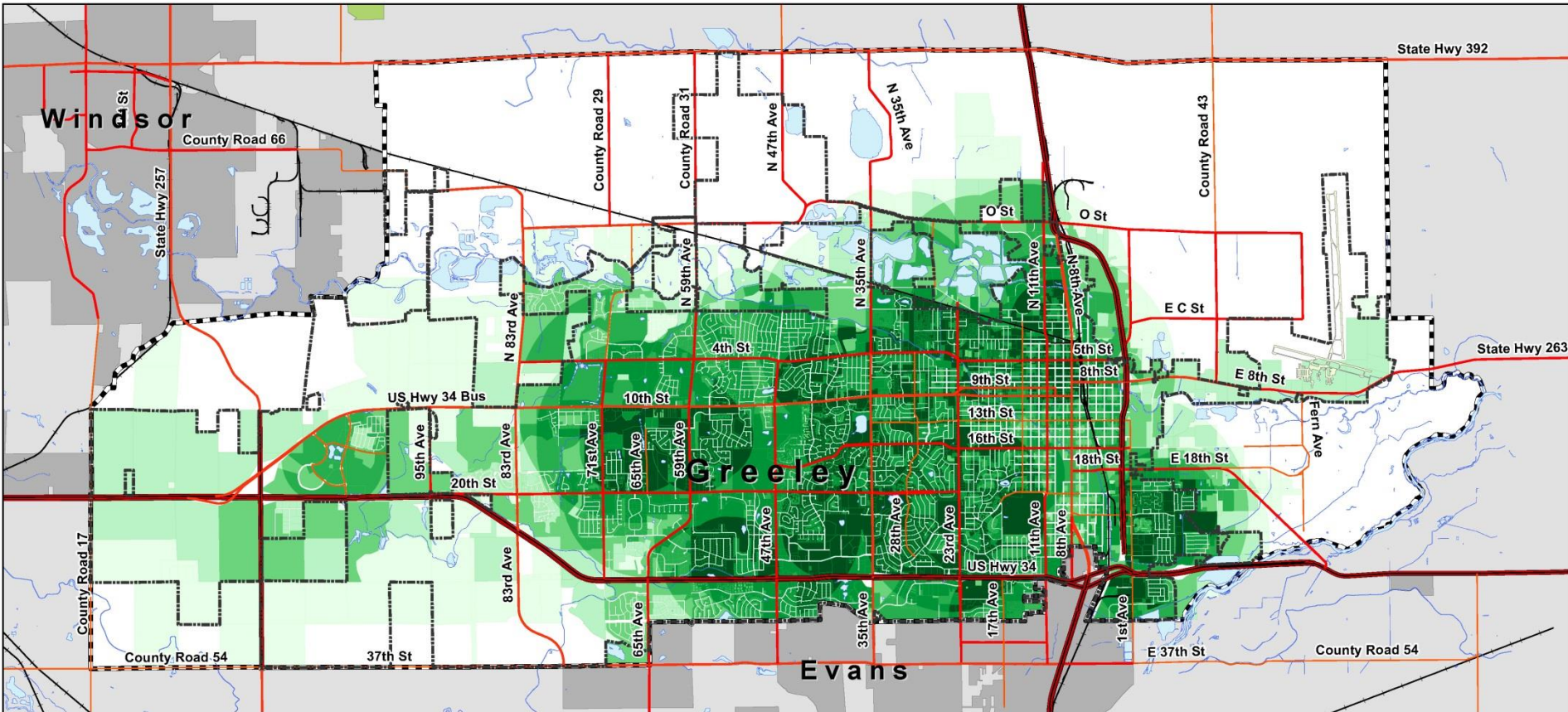


Existing Bike Lanes and Paths **New Bike Lanes and Paths**

Sources: City of Greeley



Adequate Public Facilities 2015



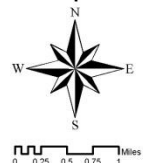
Notes:

1. To provide for the public health, safety and welfare, it is essential that development occur only when adequate municipal or public facilities and services are available or will be available concurrent with development or are funded in the most current two-year City budget cycle.
2. This map provides general information showing the total number of adequate public facilities available for each public facility type necessary for commercial and industrial users.
3. Project-specific studies to be provided by the developer and accepted by the City shall be required in order to make a final adequacy determination for each require facility. Proposed developments must also be consistent with adopted City documents.

Adequate Public Facilities for Residential Development

- One Adequate Public Facility
- Two Adequate Public Facilities
- Three Adequate Public Facilities
- Four Adequate Public Facilities
- Five Adequate Public Facilities
- Six (All) Adequate Public Facilities

Adequate Public Facilities for Residential Development



May 1, 2015

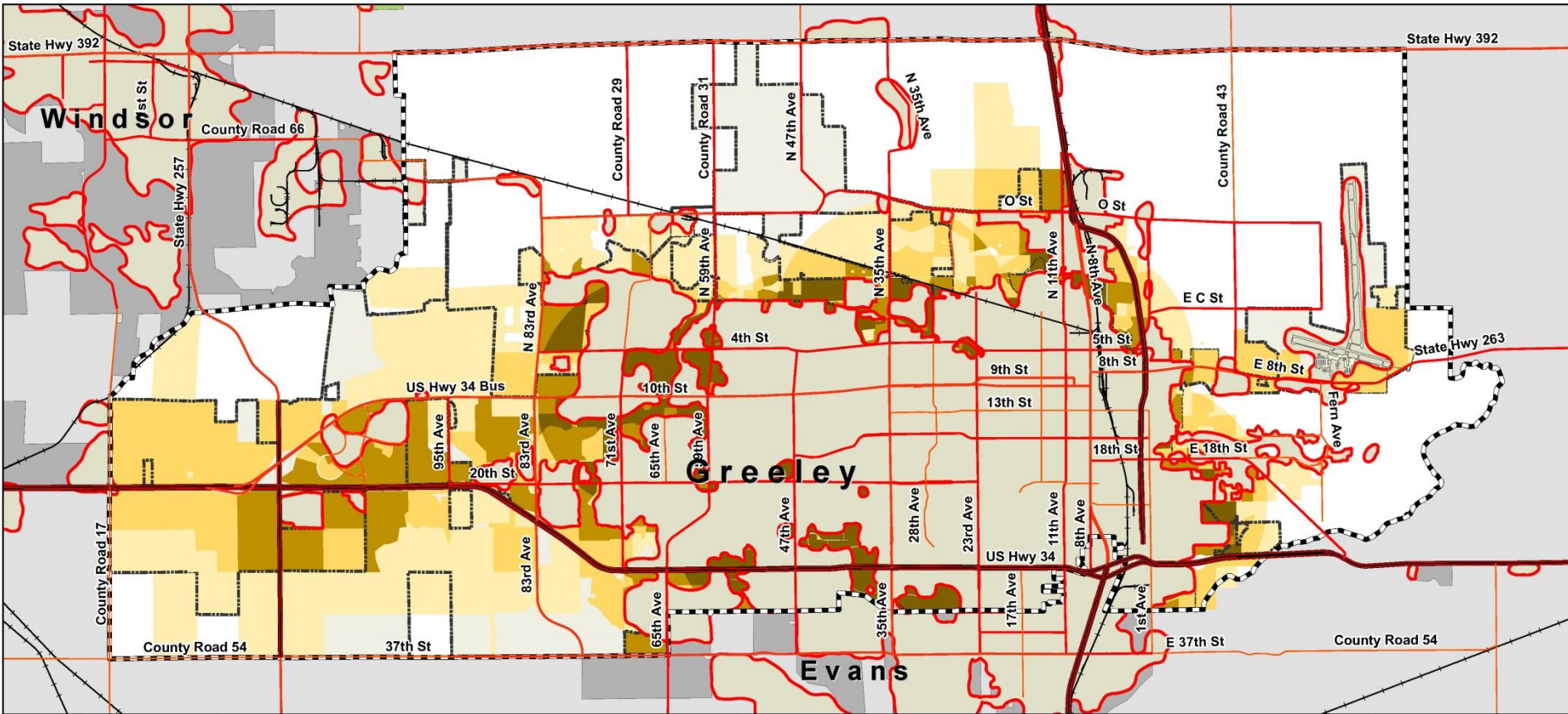



By: J. Barnett

Notes:
All planimetric data was digitized from aerial photographs dated 1987, 1992, 1995, 2000, and 2005. Updates are continual and data representations will change over time. This product is not necessarily accurate to engineering or surveying standards but does meet National Mapping Accuracy Standards (NMAS). The information contained within this document is not intended to be used for the preparation of construction documents.

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Adequate Public Facilities 2015

By: J. Barnett

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Adequate Public Facilities for Industrially Zoned Land

- One Adequate Public Facility
- Two Adequate Public Facilities
- Three Adequate Public Facilities
- Four Adequate Public Facilities
- Developed_Land_Edited 2015 JB
- Greeley City Limits
- Greeley Long Range Expected Growth Area

Adequate Public Facilities for Industrially Zoned Land



0 0.25 0.5 0.75 1 Miles

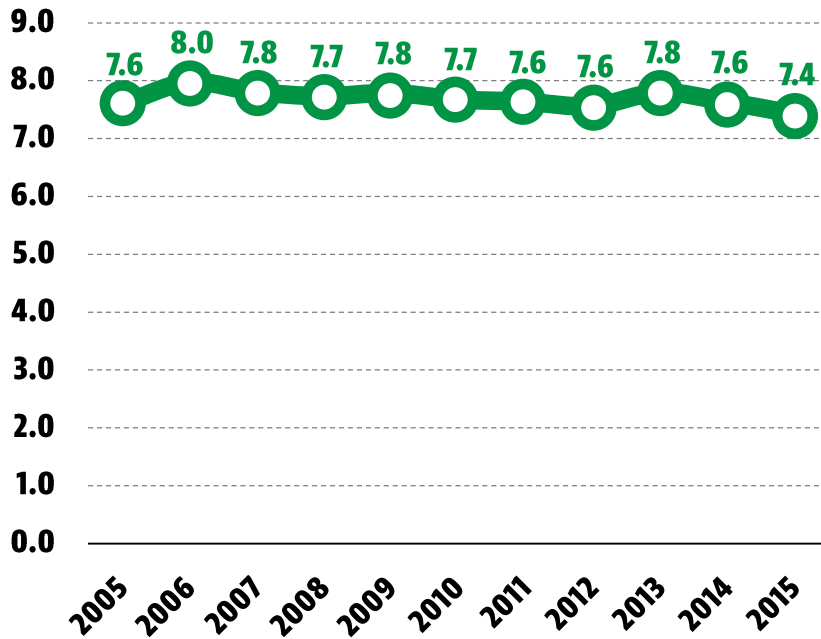
November 18, 2015

Livability

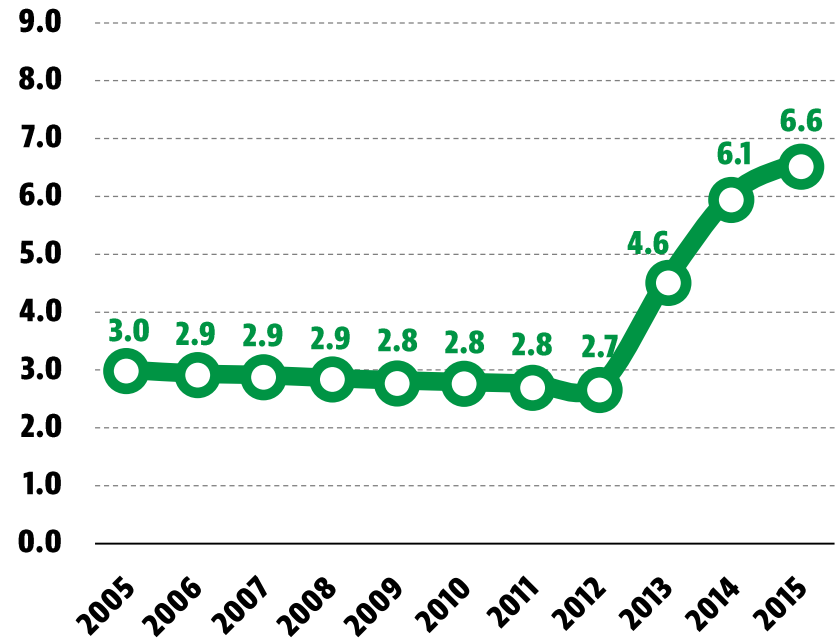


Livability

Acres of Parks per 1,000 Residents



Acres of Open Space per 1,000 Residents

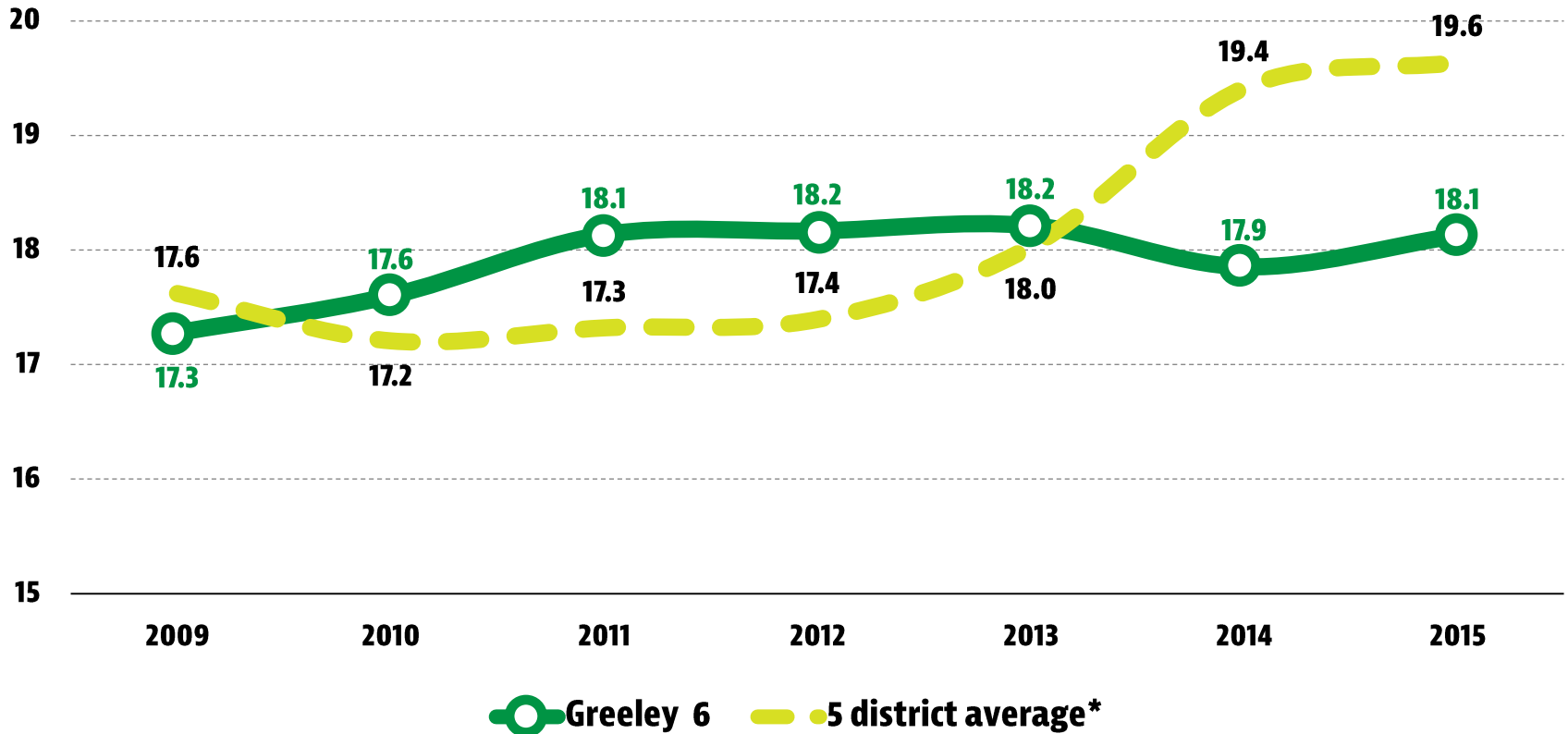


Source: City of Greeley



Livability

Student/Teacher Ratio

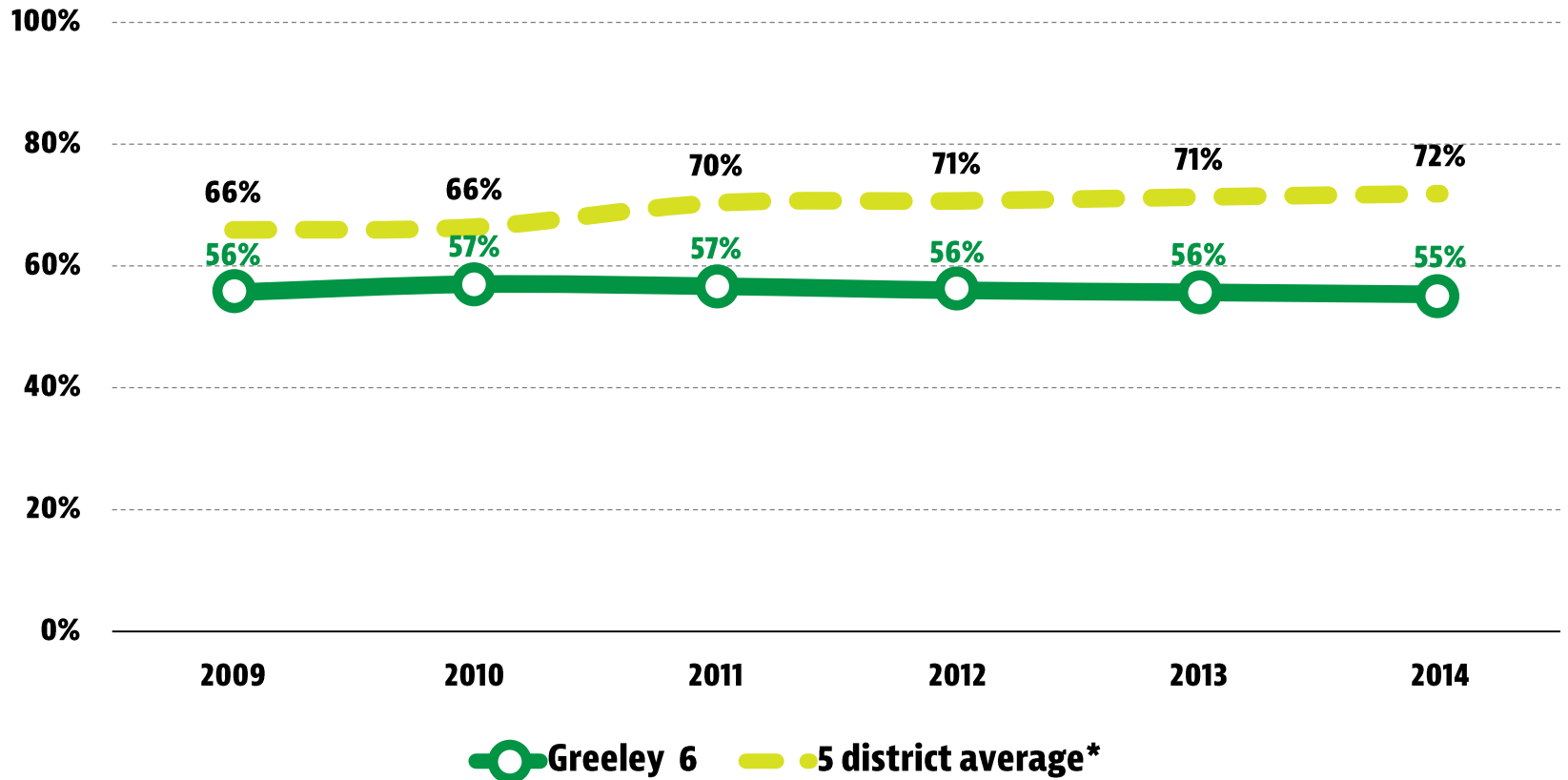


*Boulder Valley, St. Vrain Valley, Poudre R-1, Pueblo City 60, Mesa County Valley

Source: Colorado Department of Education

Livability

Share of 4th Graders Reading at or Above Proficiency

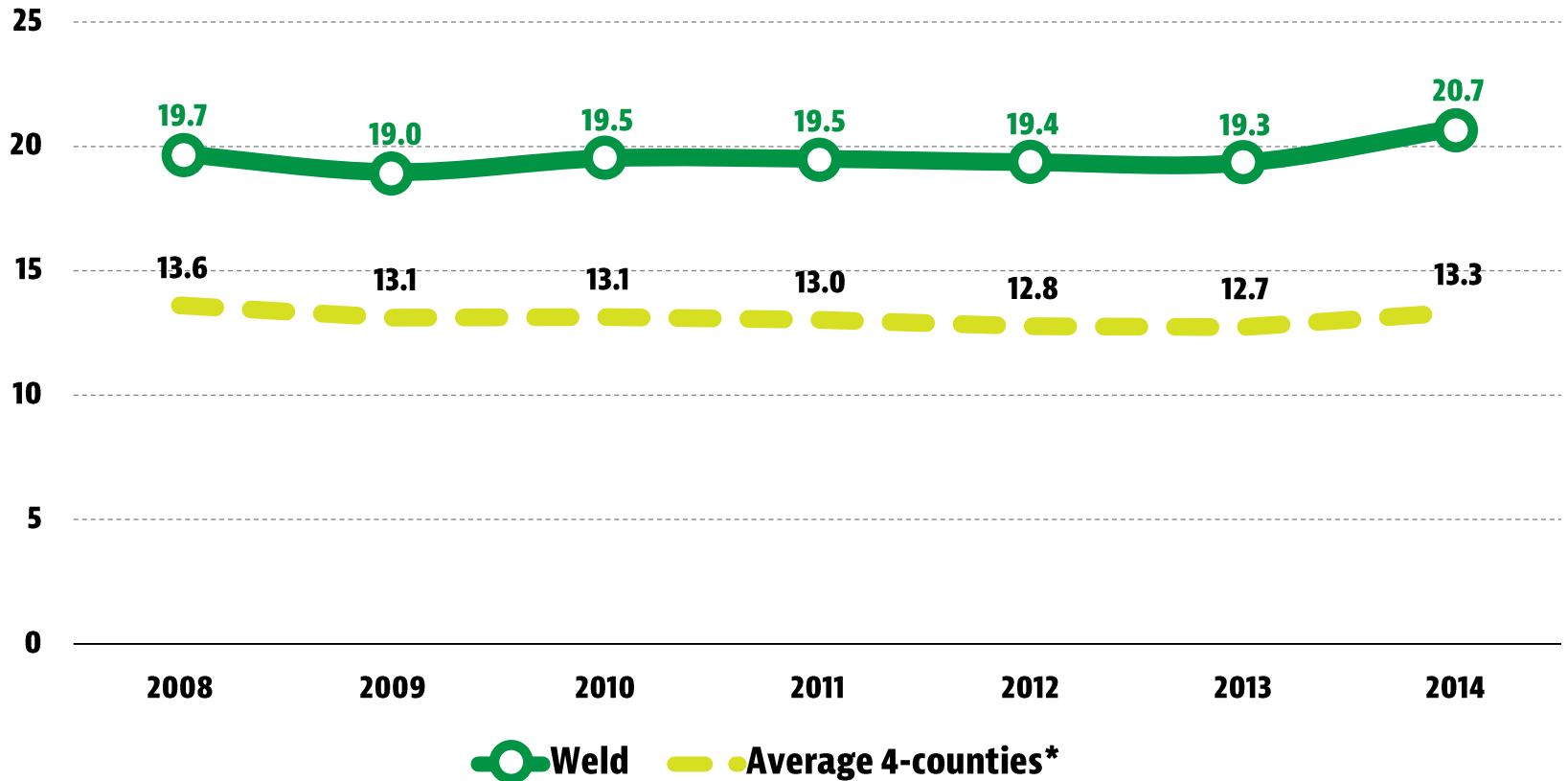


*Boulder Valley, St. Vrain Valley, Poudre R-1, Pueblo City 60, Mesa County Valley

Source: Colorado Department of Education

Livability

Average Daily Miles of Travel per Capita

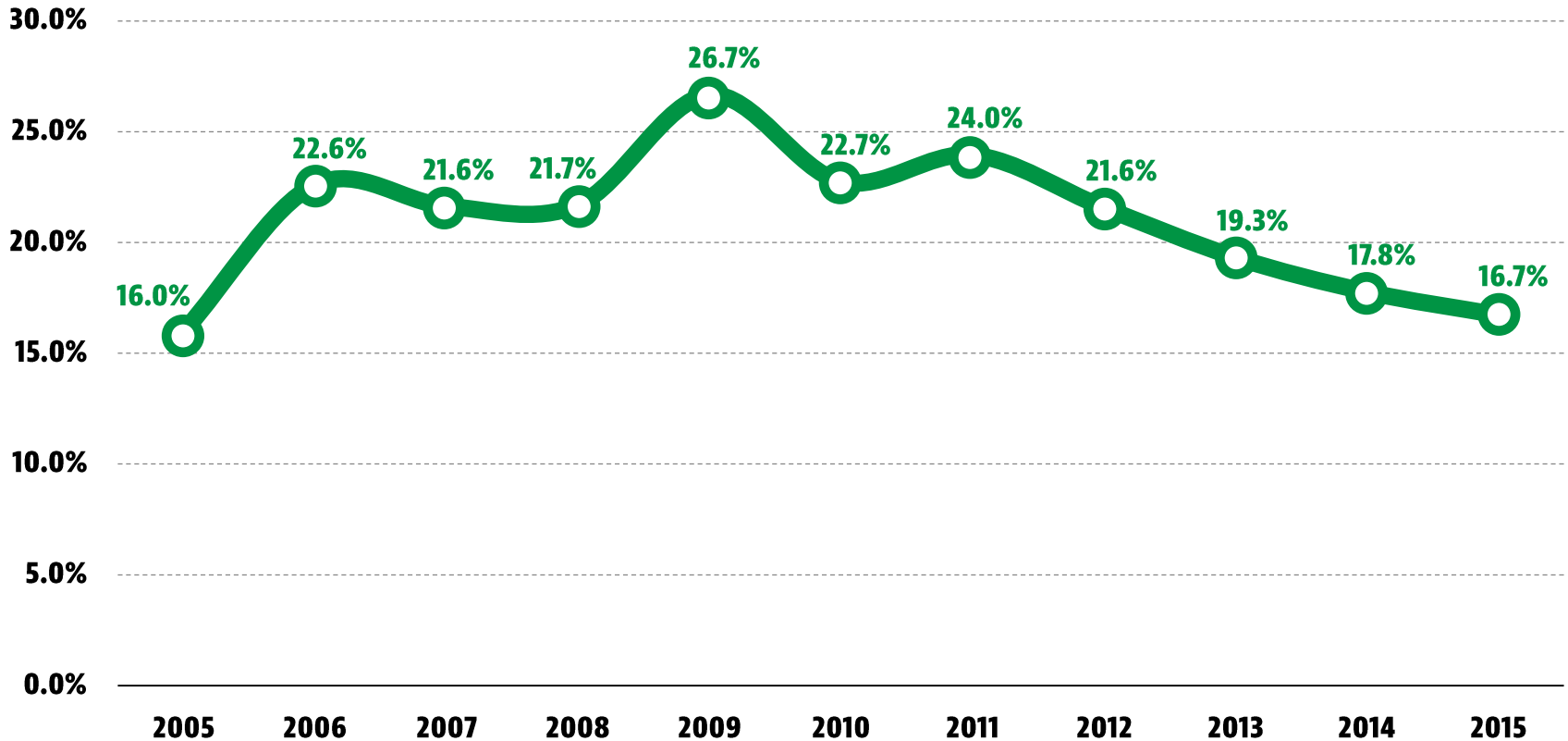


*Boulder, Larimer, Pueblo, Adams

Source: Colorado Department of Transportation

Livability

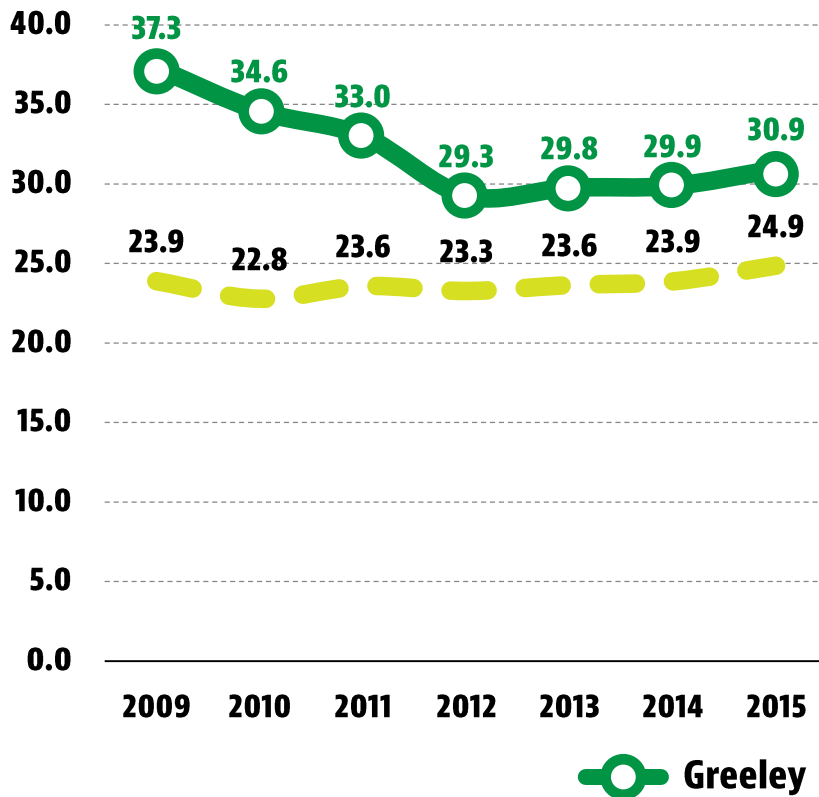
Greeley Poverty Rate for All People, 2005-2015



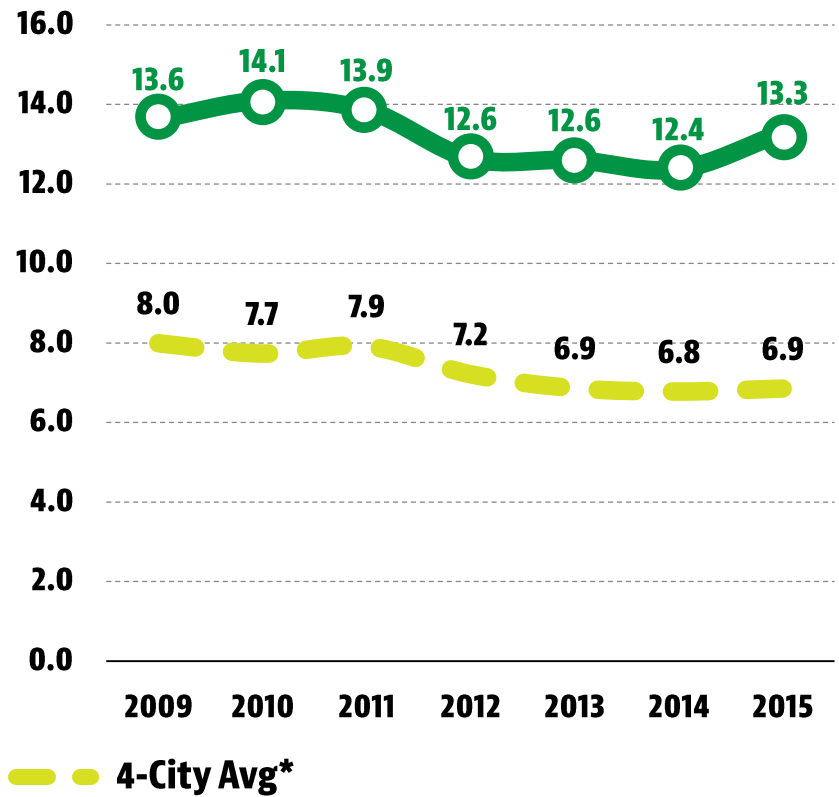
Source: U.S. Census American Community Survey, 1-Year Estimate

Livability

Property Crimes per 1,000 Residents



Violent Crimes per 1,000 Residents



*Boulder, Fort Collins, Loveland, Pueblo

Source: FBI Crime Data

Learn More

Documents

A list of existing background documents, as well as all documents prepared as part of *Imagine Greeley* will be posted here for public review. Check back often, as this page will be updated throughout the process.

Project Documents

- [Community Engagement Plan](#)
- [Key Trends and Existing Conditions Summary Report \(March 2017\)](#)

Background Documents

- [Greeley Indicators Report, 2016](#)
- [Annual Growth and Development Projection Report, 2017](#)

Related Plans and Studies

- [2060 Comprehensive Plan](#)
- [2016 Annual Growth and Development Projections Report](#)
- [Parks, Trails, and Open Lands Master Plan](#)
- [Economic Development Strategic Plan](#)
- [2035 Comprehensive Transportation Plan](#)
- [Greeley Evans Transit Strategic Plan \(Draft\)](#)
- [2040 Regional Transportation Plan](#)



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IMAGINE GREELEY | CITY OF GREELEY COMPREHENSIVE PLAN UPDATE



Focus Areas

What key issues will shape the Imagine Greeley conversation?



Focus Areas

- Housing Access
- Growth and City Form
- Economic Health & Diversification
- Livability
- Public Capital & Operations Planning

ABOUT THE FOCUS AREAS

- Listed in no particular order
- Reflect major trends/key issues that emerged from:
 - Plan Audit
 - Community indicators report
 - Growth and Development Report
 - October 2016 input sessions
 - Other background work conducted to date
- Intended to focus the discussions today and throughout the Imagine Greeley process
- Represent general groupings-some points of overlap

Key Questions: Housing Access

- How can we address the rising cost of housing?
- What types of housing are needed to support our changing demographics? (e.g., seniors, young adults)
- Where should the development of different types of new housing be encouraged?

WHAT DOES THIS FOCUS AREA ENCOMPASS?

Degree to which we have housing available to meet the community's current and future needs in terms of:

- Cost
- Lifestyle preferences
- Specialized needs
- Location/proximity to services and employment

Key Questions: Growth and City Form

- What patterns of growth and development do we want to encourage in different areas?
 - Greenfield/new development
 - Infill and redevelopment
- What types of land uses do we want to prioritize in different locations?
What steps are needed to implement these concepts?
- What characteristics of established neighborhoods or areas do we want to preserve in the face of growth pressures?

WHAT DOES THIS FOCUS AREA ENCOMPASS?

- Overall capacity for future growth
- Infill/redevelopment vs. greenfield/new development
- Overall mix of land uses
- Community character and design
- Identification of priority growth areas

Key Questions:

Economic Health & Diversification

- How can we continue to diversify our economy?
- Where should City resources be directed to best support economic development?
- What types of businesses should Greeley target with its economic development strategy?
- How can we continue to encourage the growth of quality, higher-paying jobs?

WHAT DOES THIS FOCUS AREA ENCOMPASS?

- Employment base/workforce
- Community and business environment
- Local and regional partners
- Land use patterns
- Growth and reinvestment strategies
- Community Assets (e.g., rail/air transportation)

Key Questions: Livability

- How do we maintain the qualities that make Greeley unique in the face of population growth?
- How can Greeley support an aging population, and how might City services and programs adapt?
- What should our priorities be for City services, programs, and investments?
- How can we remain a welcoming community to those from a range of social and economic backgrounds?

WHAT DOES THIS FOCUS AREA ENCOMPASS?

- Arts and culture
- Diversity
- Parks and recreation
- Open space and trails
- Environmental stewardship
- Public Safety
- Education
- Transportation

Key Questions:

Public Capital & Operations Planning

- What types of infrastructure and services will be needed to support our growth vision?
- What types of facilities will be needed to without impacting levels of service for existing residents?

WHAT DOES THIS FOCUS AREA ENCOMPASS?

- Identification of facilities, services, and infrastructure needed to support the community's future needs
- Identification of priority needs
- Builds on October 2016 discussions

Thought Wall Activity

Challenges, Opportunities, and Celebrations...



Thought Wall - Instructions

- Record your ideas on the sticky notes provided (one per focus area and one each for "other" category if desired):
 - **6 CHALLENGES**
 - **6 OPPORTUNITIES**
 - **6 CELEBRATIONS**
- Hand completed notes to a rover or poster to add it to the "Thought Wall"
- When everyone is done we will report out common themes to the entire group
- 10:00 am to 11:15 am

Focus Area: Housing Access

Challenge – Do not have the right types of housing to meet the needs of our workforce (e.g., X and X)

Confirming Vision & Core Values

Have they changed since the 2060 Comprehensive Plan?



Vision and Core Values - Instructions

- **Individual Ideas:** list the key aspects of your vision for Greeley on a piece of paper (e.g., healthy economy, strong neighborhoods, etc.)
 - 10 minutes
- **Group Discussion:** Using the worksheet provided:
 - Explore how well the current vision, core values, and guiding principles align with your vision for Greeley's future
 - Identify aspects of the vision, core values, and guiding principles that are no longer relevant
 - Identify new topics/areas (if any) that should be incorporated into the updated plan
 - 50 minutes

Lunch & Group Reporting

What are the major takeaways?



Policy Working Groups

Roles and Responsibilities:

- Provide citizen perspectives on issues pertaining to each focus area
- Explore potential policy directions and priorities and provide input as part of the Imagine Greeley process
- Serve as “ambassadors” and advocates of Imagine Greeley
- Meet as a group outside of broader community input opportunities

WORKING GROUP STRUCTURE

- Targeting 8 to 10 members (but some may be larger)
- Anticipated to include:
 - Practice area leaders
 - Representatives from key stakeholder groups
 - Interested community members

Policy Working Groups

- Seeking participants who are interested in being part of a policy working group associated with one of the five focus areas
- Sign up sheet and additional information provided for those that are interested

FOCUS AREAS

- Housing Access
- Growth and City Form
- Economic Health and Diversification
- Livability
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For this Afternoon...

- Formation of "temporary" working groups
- 4 tables for each focus area
- Select area of greatest interest for you

FOCUS AREAS

- Housing Access
- Growth and City Form
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Team Mapping Exercise

Visualizing our Shared Vision



Mapping Exercise

- Work with your group facilitator to provide input on the map at your table
- Focus on topics related to the following questions:
 - What physical characteristics of our community should we work to protect in the face of future growth?
 - What types of growth should we encourage in different areas of the City to support the community's vision in each of the focus areas?
 - What physical improvements (i.e., public facilities and services) are needed to support the community's vision in each of the focus areas?
- 40 minutes

Goal Setting

Review and refine existing goals and objectives



Policy Framework



Goal Setting

- Using the worksheet provided, review existing goals and objective pertaining to your focus area topic
 - 10 minutes
- As a group, evaluate the existing goals and develop a set of 3-5 proposed goals that best capture the group's "big ideas" for your focus area
 - 40 minutes
- Provide the larger group with a brief presentation of the goals your group developed for your focus area
 - 20 minutes

Wrap-up/Next Steps



Wrap-up/Next Steps

- Working Group sign-up
- Open House
 - 4:00pm to 6:00pm
 - Build awareness of the Imagine Greeley process
 - Provide an informal opportunity for the community at large to review and provide input on the ideas developed as part of today's workshop
- Next Steps
 - Online Survey
 - Working Groups formation/policy review