

MAPPING EXERCISE SUMMARY: MARCH 2017

Introduction

An initial Kickoff Workshop and Open House for the Imagine Greeley process were held on March 3, 2017. The nearly 160 community members who attended the events learned about the major trends that are anticipated to shape the City's future, explored issues and opportunities in a number of key focus areas, and provided feedback on community assets, preferred growth patterns, and needed physical improvements using maps provided.

This document provides a summary the results of the mapping exercise, which provided participants with an opportunity to consider how the issues and opportunities present in the community, as well as their own vision for Greeley's future growth might be represented spatially and through different types of land uses throughout the city. During the exercise, participants worked in groups to map:

- The location of areas, physical features, or public facilities they felt were major assets to the community;
- What types of growth should be encouraged in different areas of the City to support their vision in each of the five focus areas. Participants used markers to designate areas for residential, commercial/retail, industrial, and office/light industrial uses. Some groups added categories for mixeduse development and open space.
- Physical improvements, new facilities, and/or services that would be needed to support the growth patterns indicated on their maps.

Overall, participants focused on similar areas of the community (largely those that are currently undeveloped), however redevelopment in areas such as Downtown, 8th Avenue and around UNC were also identified. However, participants had a range of opinions in regard to the types of land uses that should be encouraged in these areas.

Map Comments

The following comments were written on maps by workshop participants. These comments either were specific comments related to a particular area (i.e., more detailed than a land use recommendation) or were not tied to a specific geographic area within the City.

West Greeley

- Coordinate with other governments in west
- Fire station out west
- Western police station
- Need to take advantage of western portions of City—but don't forget the existing area
- Need parks on west end
- Need schools/sites
- Frequent nodes of mixed uses, residential with commercial nodes
- Like industrial but don't want it to be the first thing you see

Downtown/UNC

- Encourage housing downtown
- Keep up good work on 8th Ave, add retail, maybe student housing
- Food deserts East Greeley, Downtown
- Incentivize the improvement of original Greeley; outreach to get ideas; promote investment
- Redevelop 8th Avenue, mixeduse/entertainment district
- Neighborhood reinvestment
- Redevelop Greeley Mall, add office space, residential
- Redevelop Mall/event center

 Retail limited outside of 10th street and 34 Bypass corridors

North Greeley

- Open space around ponds [old gravel quarries]
- Housing around gravel pits
- Improve mobile homes (or move people to better housing)

General Comments

- Better/more east-west connections
- Make O Street a major connector
- No oil wells in City limits
- All neighborhoods need parks
- Mass transit: UNC to Loveland
- Continue to develop non-potable water supply
- Better coordination with Evans in everything
- Protect all public parks and trails
- Expand park/trail by [Poudre] river
- Ditch #3 trail connect downtown/UNC to Poudre Trail
- Maintain transit system and expand service area – regional route to Fort Collins
- Keep all existing parks
- Comp. multimodal plan to accommodate growth
- Bike trails and lanes

- Utility corridor expansion (along Hwy 34)
- Walkable communities

- Mass transit Downtown/UNC to DIA
- Mix some commercial with residential

Growth Pattern Input

The following areas were consistently marked on the maps provided as areas where participants had specific recommendations or vision for future land uses.

West Greeley

• US 34/US 34 Bypass Corridor

- This area of the western portion of Greeley was called out numerous times by workshop participants. Recommended land uses supported along this corridor varied by group, but comments generally suggested:
 - Commercial uses
 - Industrial/employment uses (ranging from heavy industrial to office/light industrial)
 - Mix of both commercial and industrial/employment uses
- o Participants organized these land uses in a number of ways. Primary among them were:
 - Encouraging development along entirety of the corridor
 - Encouraging development in nodes located at key intersections
- The exact mix and location of these land uses in the areas directly adjacent to the corridor (as opposed to along the corridor itself) also varied.

North and South of US 34

- Most workshop participants indicated they support residential uses in the areas north and south
 of US 34 and US 34 Bypass. However, groups differed in:
 - The density of housing that should be encouraged
 - The extent of the area that should be housing versus preserved as open space.
 - The extent other uses should be encouraged in these areas. Some groups indicated support for office/employment uses in these areas in addition to what was suggested along US 34/US34 Bypass.
 - Explicit support for affordable housing in the area. Some groups called this out specifically in the map comments.
- One group also indicated they would like to see a community separator or greenbelt surrounding the City on the west side.

North/Northwest Greeley

- Land use recommendations in this area varied, as did the specific location for land uses. Some participants indicated support for:
 - Only residential land uses
 - Only industrial/employment land uses
 - A mix of both residential and industrial/employment (in most cases employment uses were located to the south near the railroad or to the east near US 85)
- A number of groups also supported this area being designated as open space or serving as a greenway (incorporating the old gravel ponds located along the Poudre River)
- Groups seemed in agreement that industrial uses should be encouraged in the area along the railroad west of 59th Avenue.

Northeast Greeley

- This area was largely recommended for industrial uses by workshop participants. However, groups varied in the distribution of the types of industry (light vs heavy)
- Some groups suggested including retail/commercial uses into the encouraged land use mix in this area, specifically by the airport.

Downtown/UNC

- Participants suggested a range of land uses in this area, particularly residential, commercial/retail, and office. Other suggested a broader "mixed-use" category (which was not an option listed on the exercise worksheet, but still featured on a number of maps).
- Particular emphasis was placed along the 8th Ave corridor linking downtown and UNC. However, groups differed on the extent of the area in which
- Some groups recommended high density housing be encouraged in this area.
- The area east of downtown (between 8th Ave and US 85) was also identified by one group as an area to support mixed-use redevelopment with a focus on art and artists. RiNo in Denver was given as a example.

East Greeley

- South of Airport—East of US 85
 - While the majority of groups designated this area for residential land uses, a number of groups also included commercial/retail and office/light industrial uses in their vision for growth in this area.

Other Frequently Mentioned Locations

West Greeley Mall

 This area was identified by a number of groups as being a good location to support redevelopment. Suggestions ranged from strictly retail, office, or residential uses to a mix of all these uses.

• Former HP Complex

A number of groups indicated support for mixed-use redevelopment of this area.

• Poudre River Corridor

- Most comments on this area were for preserving it as open space or as a greenway.
- One group wondered whether there was an opportunity to encourage residential development in between the old gravel quarries located to the north of the river corridor.

• Established/Developed Neighborhoods

- While the majority of comments focused on undeveloped areas of the City, a number of groups made comments about established or already developed areas, particularly in Greeley's neighborhoods. Comments included:
 - Support for continued reinvestment in established neighborhoods
 - Identifying areas where retail and other commercial uses could be introduced into neighborhoods
 - Areas (particularly surrounding UNC and Downtown Greeley) where higher density and/or student housing could be encouraged.

• Aims Community College

 One group supported the introduction or more retail/commercial land uses surrounding the Aims Community College campus.

• 20th Street Corridor

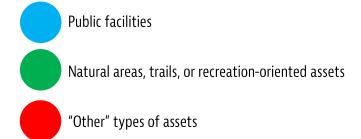
• One group suggested that office and other employment uses be encouraged along this corridor.

Maps

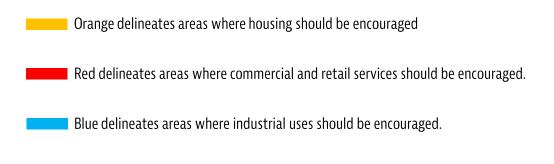
A total of 18 maps were generated during the Kick-off Workshop. These individual maps are provided in the following pages. While not summarized in this document, the maps show the location of the assets (noted with a sticker dot) and physical improvements (noted with a star).

Map Legends

Community Assets



Growth Patterns/Land Uses



Purple delineates areas where office/light industrial uses should be encouraged

Physical Improvements



Marked with a star and annotated (in most cases) with a more detailed description.

