



## THOUGHT WALL AND FOCUS GROUP RESULTS: UNC APRIL 2017

### Background

In April 2017, students, faculty, and staff at the University of Northern Colorado had the opportunity to share their thoughts on challenges, opportunities, and successes for the City of Greeley as part of a series of events and activities. Participants were asked to respond to the following questions, among others:

- **Challenges**—what are the biggest challenges you see for Greeley in the future?
- **Opportunities**—what opportunities do you see that would improve Greeley and/or the quality of life of its citizens in the future?
- **Celebrations**—what positive changes have you experienced in the time you have lived, worked, or attended school in Greeley that the community can be proud of?

Comments are summarized below in five categories: livability, growth and city form, housing, and economic health and diversification.

### HOUSING ACCESS

#### Celebrations

- More affordable than other cities
- Expansion: there is available land
- New complexes
- Sometimes cheaper than other areas
- Some affordable off campus housing for students
- Affordable
- People live here although they work out of the City of Greeley

## Challenges

- Not enough student housing
- Affordability and safety concerns (location)
- Housing costs going up
- Too expensive
- Goes too quickly
- Price ranges; are there enough homes in each range?
- Too many nice homes way out west or away from University
- Rental rates: cost of living is going up but salary is not
- Difficult to get good options
- Gentrification: pricing residents out of their own homes
- Disparity – housing, access

## Opportunities

- Incentive program (buying close to campus)
- Incentivize builders to build housing close to campus
- Housing options (condos, multi-family, etc. in the same area)
- More last name residents per house near UNC
- Vehicle enforcement
- Section 8 housing
- Affordable housing for students
- Promote homebuyer assistance
- Neighborhood improvements
- Community centers for children in better locations, development or more (kids stay out of trouble)
- More access to grocery stores
- More access to neighborhood parks
- Advertise more off campus opportunities on campus
- Better vetting of landlords for young people
- Better public transportation: promotion and regional transportation

## GROWTH AND CITY FORM

### Celebrations

- Campus Commons
- Connecting campus to downtown beautifications of 8th Ave medians
- New places to eat/ gather (welcoming environment)
- New hotel—full service hotel/convention offerings
- Centerplace development—growth
- Including arts/ beautification in new development
- 8<sup>th</sup> Avenue development to include walking corridor
- Bicycle trail and open space development
- Lots of park space and plans to connect
- K-12 UNC free bus rides

## Challenges

- Lack of neighborhood housing development-connectivity
- Major geographic division
- Abandoned buildings
- Public transportation
- Knowledge of access
- Regional connectivity
- Negative perception of Greeley (smell)
- Quality of new developments
- Traffic/ street design
- Parking accessibility as City expands
- Increase social space between 16th and 8th—Lots of space—uninteresting between UNC and downtown
- Letting people know about trails and open space

## Opportunities

- Better flow/parking infrastructure (on-street)
- Master planned communities
- Parks trails walking paths
- Development plans especially for families (inviting)
- Downtown development (consistency & incentives for business)
- Attracting large scale business—diversify economy
- Hyperloop route to DIA
- Regional Master Planning?
- East Greeley is prime for development (multi-family and student)
- Shuttle or trolley between UNC and downtown

## ECONOMIC HEALTH AND DIVERSIFICATION

### Celebrations

- What diversity we have
- Good industrial, over time
- Good economic foundations
- Opportunity for continued growth

### Challenges

- Northeast area is not diverse
- Can't afford to live where you work/ shop
- Attract diversity of industry and employment opportunities
- Town or city?: social options – need more; promotion of events

### Opportunities

- UNC provides diversification in conjunction with the City
- Increase retail and hospitality
- Shopping mall?: Revamp? Variety?
- Welcoming students and young people, LGBTQA and people of color

## LIVABILITY

### Celebrations

- Well maintained
- Nice neighborhoods
- Commuter students
- Blues Jam; Stampede not as popular
- Festivals (music and art)
- Downtown-nightlife
- Outdoor pursuits program for students/ UNC
- UNC arts, theater/ music
- Downtown has a lot of culture, small business/ Friday Fest vs Chains in West Greeley
- Free parking downtown
- Parks green space
- Orchestra and performing arts are strong cultural programs
- Access to Outdoor recreation
- Collaboration among institutions
- Community theatre
- Stampede
- Festivals and annual events (Arts Picnic, Parade of Lights)
- Cinema festival
- "Coffee with a cop"
- Inclusiveness/ diversity in School District 6
- Parks bike trails
- Public artwork
- Social service programs
- Downtown revitalization
- Poudre Trail
- Expanded bike access
- Kress Cinema
- Use of art in University District and Creative District
- Low cost of retail space
- Diversity
- Industrial base grounds us
- Distinct ID from Fort Collins
- GET bus
- Starting to be bike friendly
- Bike maps
- Self-guided tours
- Idea of canal (16<sup>th</sup> and 8<sup>th</sup>)
- 8<sup>th</sup> Avenue upgrades
- Volunteerism
- Many improvements to downtown Greeley life: restaurants, coffee shops
- Micro brewers
- Improvements/additions to Centerplace
- Connection to its heritage
- Greeley Stampede
- Education K-12
- Arts and Parks & Rec, FunPlex and kid activities
- UNC

## Challenges

- Not attracting bigger companies; how do we make ourselves more attractive?
- UNC students don't go downtown
- Commuter students
- Blues Jam; Stampede not as popular
- Lack of outdoor pools
- Safety concerns
- Stray animals
- Get more involvement from UNC students with the community
- Parking concerns
- Connecting UNC and Greeley
- Delivering services to the community
- Food access—gardens and such (awareness)
- Communication about Greeley's amenities
- Keeping the balance/ identity
- Multiple slogans leads to some confusion
- Perception and reality of SD6
- On racism; Make it better & stop ignoring over racism and discrimination.
- Escaping stigmatization of (Greeley) being an agricultural town that is discriminated for having this heritage
- Students seeing on campus workers as just that and not human.
- Greeley being stuck in the past and not able to make changes for the youth
- Too many bars and not enough places to visit casually without purchasing a drink or meal.
- The bike paths are awful – they go along and then suddenly end, only to start again in a block or so. Impossible to ride safely most places in town!
- Cleanliness in infrastructure
- Public transportation ( airport, trains, regional transportation, to Fort Collins and the mountains)
- Diversity in shopping
- Supermarkets
- Lack of development in northeast area
- Communication about programs, City events, newspaper access
- Pedestrian and bike safety (streets are bad)
- Traffic control
- Some streets need attention
- Greeley needs more for adults to do: those without children who don't want to sit in a bar
- Lack of LGBT culture: is there a gay bar in town?
- Stop access (bus)
- Busy streets are really busy
- Public transit EDU
- Public/charter schools (K-12)
- Attractive business vs. low rental prices
- Sense of belonging
- Housing, expectations of student/community interaction
- No neighborhood parks, recreation in certain areas
- The smell; the reputation
- Skate parks
- Shopping malls: we need more stores, clothing stores, book stores
- Large event space
- Parking
- Town-gown barrier
- UNC parking
- Arts/athletics
- Image/reputation: community schools

## Opportunities

- Advertising city facilities/ membership opportunities
- Increase community events
- Something similar to “The Recreator” (Fort Collins)—central advertising
- Social media/ Next Door app (City involvement). Use existing networks in a systematic way
- Have more things to do beyond bars
- Safety concerns especially for female students on campus and downtown (sidewalks and lighting)
- Designated drivers/ van systems for rides
- Welcoming signage—especially along the Hwy 34 Corridor
- Connection to UNC—especially for non-UNC residents (not so separate)
- Entertainment/Sports offerings for the community
- More public open spaces/ not so neighborhood based
- Walkability/ bikeability
- More bike racks downtown (in front of Ice House)
- Downtown business hours, a lot of stores close at 5:00 (tie them to special events/ festivals)
- Business School community involvement/ engagement, utilize the skills of our students/ faculty/ staff
- Wifi-Lounge/ bookstore/ toy show downtown
- “Keep Greeley moving” repair roads, increase bike lanes
- More businesses geared toward students under 21
- UNC providing services to the community—classes (Academic and helpful)
- Increase communication/ reader friendly
- University is underutilized
- Mutual dependency between University and City of Greeley
- Shared goals for growth and planning between UNC and City
- Shared ownership over topics like graduation rates, literacy, etc.
- 11th Avenue corridor between UNC and downtown
- Longer dining hall hours
- More places open later/longer
- Bigger mall
- Food variety
- Festivals
- More shopping
- More college-driven restaurants
- A bookstore like Barnes and Noble
- Community Wi-Fi
- Free bus service for the public
- Have more support for students of color
- Stronger local food scene
- More farmers markets
- Offer food and health education
- A Metro line between FoCo and Denver
- I would love to see more of an artistic community based out of the town, rather than the university.
- Recycling bins and other environmentally friendly trash composts.
- It would be great to see Greeley enforce recycling in the community.
- Build a real skate park in this town! A full skate park will give the youth of Greeley a safe, fun activity
- Climbing gym
- More buffets
- Better transportation options-especially to/from FoCo, Loveland, and Denver
- Another BMOC or BHOC (I'm not sure what it said)
- Better timed traffic lights
- New or updated parks for leisure activities
- Improve Greeley mall
- Reggae festival!

- Country festival (Coachella Greeley edition)
- Better sidewalks/roads
- Taco Bell in the UC
- Frack-free Greeley, invest in renewables
- PLEASE do something at the Civic Center for people younger than 70!
- Cute shops, purposeful inclusion
- Later bus hours
- Bike-able Greeley
- Rental bike
- Downtown bike racks
- Public transit EDU
- Race conversations at City Hall, GPD, District 6
- More opportunities to check in with students
- Local foods!! (we can always eat local)
- Neighborhood directories
- Partner with campus, have free shows for kids
- Focus on youth and community relationships
- Diversity: connections to our different cultural populations, more resources for migrant families
- More opportunities for young professionals: things to do, places to live
- More things focused on health and wellness: yoga in the park, affordable memberships, parking garage
- Museum promo – Island Grove, Centennial Village
- Encourage promote T-G
- Improve public transportation