

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 8th 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



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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 20th 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.

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.