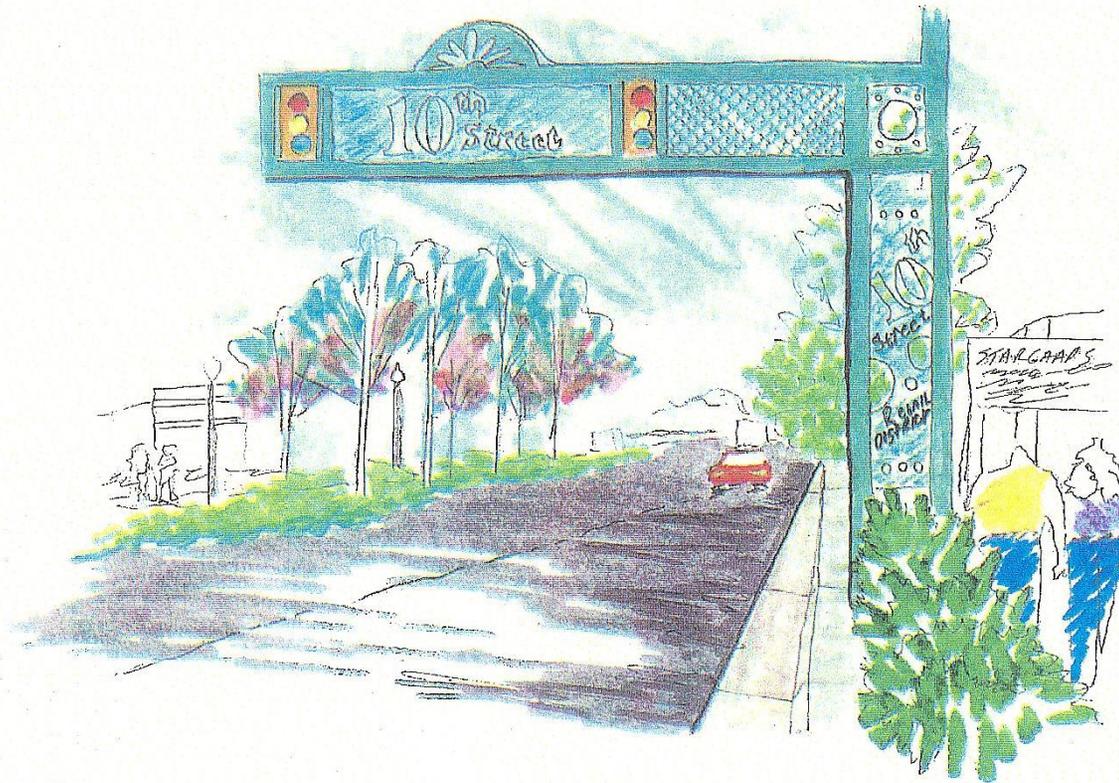


W. 10th STREET CORRIDOR



Neighborhood Plan 2004

W. 10TH STREET CORRIDOR

NEIGHBORHOOD PLAN MAY, 2004

EXECUTIVE SUMMARY

The City of Greeley 2020 Comprehensive Plan describes the evolution of the community as a series of architectural and neighborhood benchmarks that reflect the needs, choices, markets and resources available to the community as it developed. It notes that older areas of the community share established infrastructure, elements of historic significance and design, and other characteristics that reflect the priorities of the developers and City leaders of that time.

It also notes that older neighborhood areas may contain public improvements and structures that have become worn or even obsolete as the community has grown. If unchecked, property conditions may worsen to the point where an area becomes dated or unattractive in appearance, where properties may decline and disinvestment occurs. The Plan concludes with a series of policies and actions to arrest and reverse such conditions in order to maintain and protect the character and quality of all existing neighborhood areas.

In response to the policies and strategies outlined in the Redevelopment Chapter of the Comprehensive Plan, specific community areas are under review for the presence of “at risk” conditions that threaten their continued viability. The W. 10th Street Corridor became the first neighborhood reviewed under these contemporary City policies and the first area for which a strategic plan has been developed.

Impetus for the study of the W. 10th Street Corridor came from a number of areas and as a result of observance of some apparent at risk conditions including:

- X the long standing vacancy of the former K-Mart building in the heart of the 10th Street commercial district;
- X decreasing sales tax collections in the business area;
- X more calls for code enforcement and complaints of poorly maintained properties;
- X growing concern about the condition of the public infrastructure in the area (storm drainage, sidewalks, streets, etc.);
- X ageing housing stock;
- X inquiries for assistance with basic home improvement needs to the Urban Renewal Authority;
- X an increase in the number of rental properties; and,
- X a general sense that the area is in a state of transition.

MOREOVER, THE W. 10TH STREET CORRIDOR WAS PRIORITIZED FOR STUDY AND POTENTIAL SUPPORT BECAUSE IT ALSO POSSESSED IMPORTANT STRENGTHS:

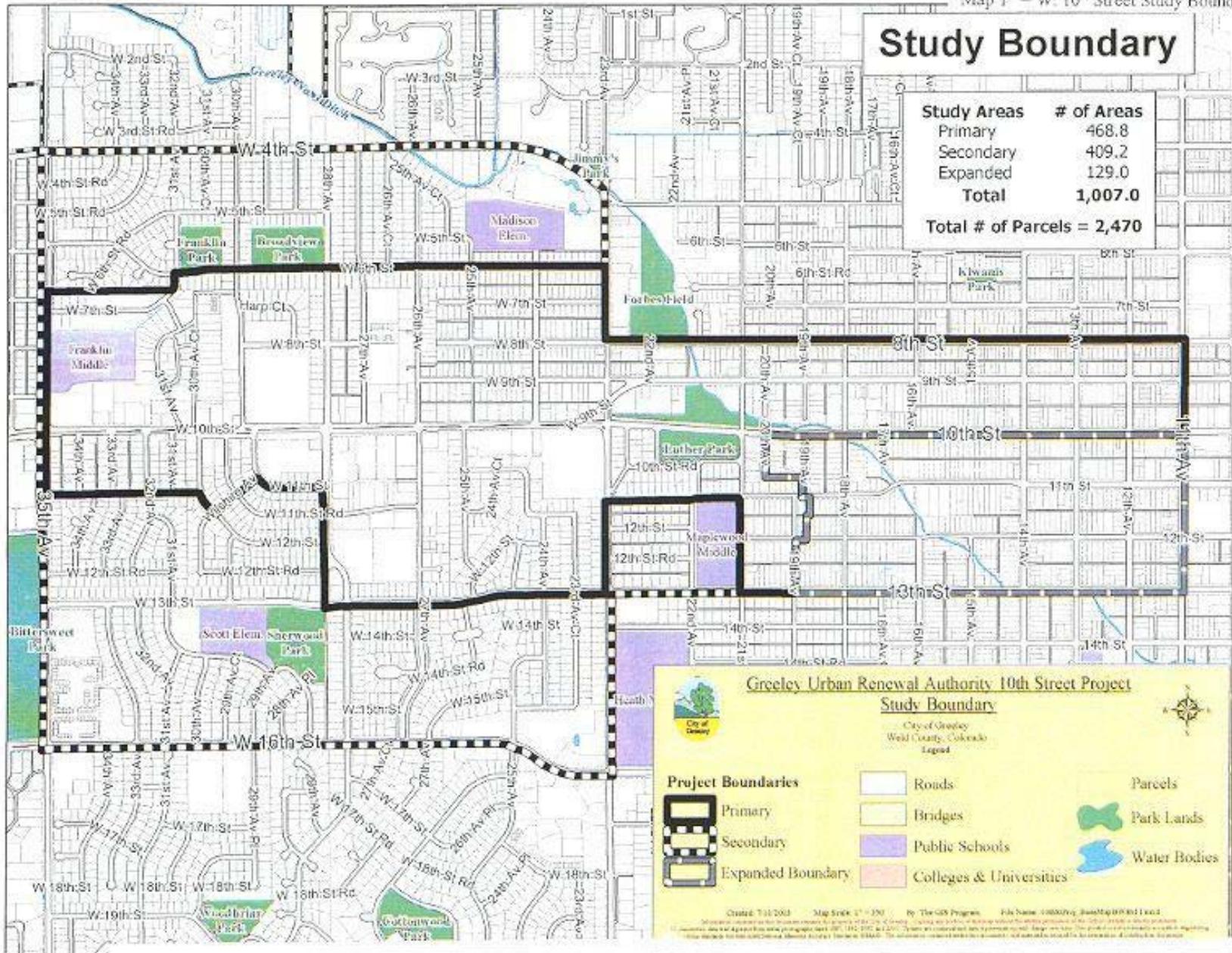
- X The area contains a large number of single-family homes, typically a sign of stability relative to home ownership;

- X Area schools show strong enrollment numbers evidencing continued viability as a residential area;
- X Despite considerable turn-over of businesses and the K-Mart site vacancy, several commercial operations have functioned in the area for some time and have recently made efforts to upgrade their buildings and sites;
- X Some public improvements have recently been made, such as placing overhead utility lines underground, providing a more pleasant view corridor; and,
- X There continues to be strong citizen interest in the welfare of the area.

Extensive field surveys of area conditions, research and evaluation of infrastructures systems, and dialog with area property owners and residents produced the findings for this study. **The conclusion is that this neighborhood area has “good bones” and a solid foundation on which to base a redevelopment effort.** The challenges it faces now in terms of evolving land uses, building conditions, and a changing demographic profile can be used to construct a rebirth of this area as a stronger shopping corridor with healthy residential neighborhoods and well functioning infrastructure to serve the area for years to come.

Essential to this redevelopment strategy is the immediacy with which the implementation strategy can be initiated. While the neighborhood needs attention, areas of potential deterioration can be arrested and reversed for a reasonable investment now. Not implementing a redevelopment and neighborhood support strategy now for this area has the strong potential to result in more expensive subsequent public and private costs that would accrue if current infrastructure conditions, public safety needs and property conditions are not addressed in an assertive manner. The success of this effort will rely upon the degree to which partnerships between all the stakeholders in the area can focus on a shared vision and planned execution of the neighborhood support strategy.

“WHAT IS THE CITY BUT THE PEOPLE.” ~ WILLIAM SHAKESPEARE



PRIORITIES & RECOMMENDATIONS

It is essential to match goals and resources in order to accomplish the most critical needs of the neighborhood. The following goals have been developed as a framework for understanding the levels of action and funding suggested to address the neighborhood improvement objectives.

NEIGHBORHOOD VISION: Sustain the neighborhood area as a safe, viable, appealing and healthy place in which to reside, attend school, recreate, work, and socialize with neighbors.

- GOAL #1:** In consideration of redevelopment opportunities and improvements, take care to preserve the existing neighborhood character by respecting existing patterns of development, structures, landscaping and open areas, and historic elements.
- GOAL #2:** Upgrade physical improvements in the neighborhood to the degree that reasonably equivalent standards are achieved between this area and newer areas of the community. This should be balanced in consideration of the overall character of the neighborhood, cost/benefit ratio, and needs as expressed by area residents.
- GOAL #3:** Pursue a variety of creative partnerships and incentive programs to fund infrastructure improvements as well as enhanced service delivery in the area, including the support of active neighborhood associations.
- GOAL #4:** Maintain active code enforcement to protect area improvements and residents from factors that contribute to area deterioration.
- GOAL #5:** Support neighborhood stability in the form of strong home ownership support and maintenance that induces reinvestment in the area, and promotes long-term residency.

RECOMMENDATIONS AND ACTION STEPS

A. PHYSICAL IMPROVEMENTS

It is suggested that a number of physical improvements be pursued to bring this neighborhood to contemporary standards to the extent practical and feasible. A prioritized listing of all improvements is contained in Attachment G in the Appendix.

B. PARTNERSHIPS

1. Formally include this neighborhood within the Greeley Urban Renewal Authority Target Neighborhood Program, thus making owners eligible for housing rehabilitation assistance and support.
2. Include citizen representatives from the area to the GURA neighborhood citizen advisory board.
3. Make concerted effort to register and maintain neighborhood associations in all quadrants of the Neighborhood Study area
4. Investigate opportunities for cooperative ventures with other governmental and non-profit establishments in the neighborhood, such as schools, churches, and similar organizations to achieve neighborhood objectives.
5. Investigate opportunities for cooperative ventures by and between the commercial establishments and neighborhood associations in the area to support compatible and complementary relationships.
6. Encourage neighborhood associations to apply for Neighborhood Improvement Grants in order to provide enhancements to the area

C. NEIGHBORHOOD SERVICES

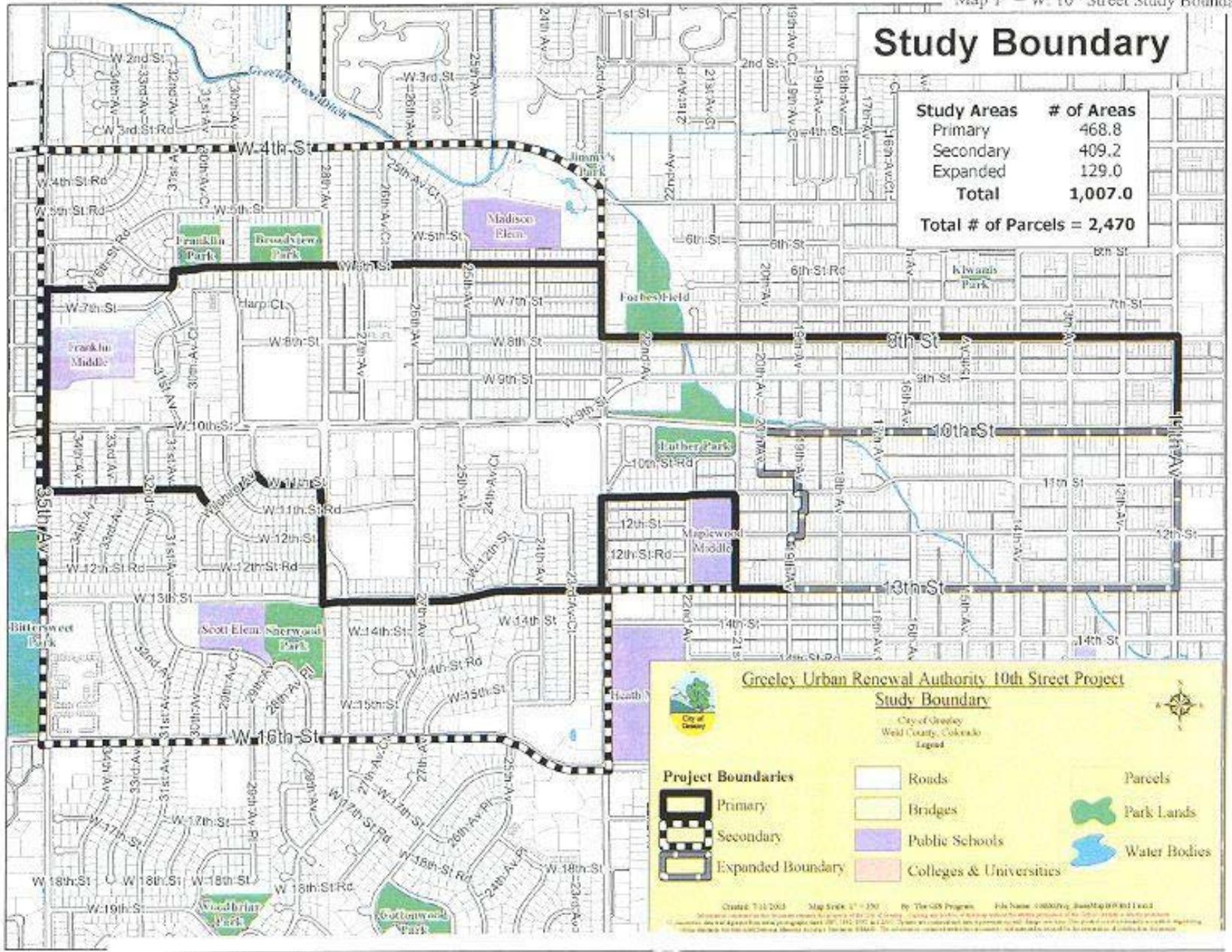
1. Make concerted effort to establish Neighborhood Watch areas in all quadrants of the Neighborhood Study area.
2. Provide on-going code enforcement attention to the area in the form of traffic control, vandalism, sanitation and zoning matters, and in public safety areas.
3. Respond to neighbor-identified traffic calming concerns by initiating neighborhood meetings to evaluate the areas of highest need.
4. Provide prompt and effective support to deter and address vandalism and graffiti in the area.

D. BUSINESS OPPORTUNITIES

1. Initiate Phase II of the W. 10th Street Corridor Study to develop Design Standards to define the redevelopment of the business corridor.
2. Complete the W. 10th Street Corridor Transportation Study between 23rd and 35th Avenues to complement redevelopment strategies.
3. Incorporate the W. 10th Street Corridor recommendations with opportunities being explored by the City Entryway Committee.
4. Explore incentives, such as Tax Increment financing and related tools, to induce commercial redevelopment of the corridor and especially the old K-mart building.
5. Support the formation of a Neighborhood Business Association through the Neighborhood Resource Office to produce a means for on-going communication and support to area businesses.
6. Establish a Business Crime Watch group to deter criminal activity in the area.

E. OTHER

1. Celebrate area features that may be perceived as design impediments, such as the power sub-station, by exploring ways to enhance the visual interest in such sites through creative design, public art and related means.



PROJECT TITLE/Yr.	RANK Dept. High Medium Low	RANK Neigh. High Medium Low	FUNDING SOURCES						TOTAL PROJECT
			Enterprise	Dev. Fee	Fed Fds	Food Tax	2A	GenFund	
City Utilities									
Stormwater Drainage - Total Cost (Date indicates CIP construction year)									\$5,546,200
Downtown Basin (remains at Level 3 - red level)	No Rank	No Rank	No projects						
28 th Ave Basin (Improves to Level 2 - yellow level)	M/6 ²	M							
16 th St. Storm Drain Crossing from 17 th St./'05			\$714,800						
26 th Ave. Storm Drain from 13 th St. to #3 Ditch/'06			\$1,306,800						
26 th Ave. - Storm Drain Phase 2 / '07			\$1,225,000						
26 th Ave. - Storm Drain, Phase 3 / '08			\$1,100,000						
			\$4,346,600						
Grapevine Basin (Improves to Level 1 - green level)									
Franklin Park Detention Pond / '04	M/6 ²	M	\$83,000						
4 th St. & 30 th Ave. Intersection Improvements / '04			\$421,500						
10 th St. & 32 nd Ave. / '06			\$610,000						
Outfall Channel N. of 10 th St. & 23 rd Ave. / '06			\$85,000						
			\$1,199,600						
Water - Non-Potable Irrigation									\$1,500,000
Madison Elementary / 2006	M	M/M	\$150,000						
Maplewood & Franklin Schools & Broadview Park / by 2014	M	M/M	\$850,000						
Heath School & Sherwood Park / by 2024	M	M/M	\$500,000						
Water - Potable									\$313,250
Water Lines NW of 23 rd & 10 th St/2004-09	M	M/M	\$284,200						
Water Lines SE of 23 rd & 10 th St/2004-09	M	M/M	\$ 29,050						
Water - Fire Hydrants (Total Cost)									\$165,000
4 Hydrants to Address Level 3 - Red Areas	H/4 ¹	H	\$30,000				\$30,000		
18 Hydrants to Address Level 2 - Yellow Areas	M	M/M	\$135,000						

PROJECT TITLE/Yr.	RANK Dept. High Medium Low	RANK Neigh. High Medium Low	FUNDING SOURCES							TOTAL PROJECT
			Enterprise	Dev. Fee	Fed Fds	Food Tax	2A	GenFund	Other	
City Non-Utility										
Access (10 th Street Commercial) - Not Determined										Est. not available
Curb & Gutter	H/3 rd	H								Est. not available
Neighborhood Area Improvements - Entryway Monumentation							xxx		xxx	As Requested
Parks - no projects planned										---
Sidewalks (38,311 linear ft. @ \$20') School Route Arterials Collectors Local	M/2 nd	H		\$150,000 ¹		\$16,217	\$600,000 ⁴ xxx xxx xxx			\$766,217
Streets (Improvements not specifically scheduled) Level 3 (Red) to Level 1 (Green) Arterials Collectors Locals Level 2 (Yellow) to Level 1 (Green) Arterials Collectors Locals Other Street Improvements Cross Pans (100 @ \$5,000 each) Striping Engineering 10% Contingency	M/7 th	M				\$2,756,303.67 \$875,349.75 \$536,573 \$1,344,380.48 \$2,708,492.48 \$123,505.72 \$1,147,040.65 \$1,437,946.05 \$2,339,810 \$500,000 \$506,311 \$490,927 701,324	xxx	xxx		\$7,804,605
Wheelchair Ramps	H/1 st	H					xxx \$488,000 ⁴	xxx	xxx	\$976,000

PROJECT TITLE/Yr.	RANK Dept. High Medium Low	RANK Neigh. High Medium Low	FUNDING SOURCES							TOTAL PROJECT
			Enterprise	Dev. Fee	Fed Fds	Food Tax	2A	GenFund	Other	
City Services										
Code Enforcement (Sanitation & Zoning) Additional Programs Additional Code Enforcement Officers	H	H								\$70,000
Crime Prevention Neighborhood Watch Programs 1 1/2 PTE Police Officers Youth Initiative	H M	H								\$112,558
Historical Preservation - no projects planned										---
Housing Rehabilitation Loans Urban Homestead Program							\$50,000 ¹		\$150,000	\$200,000
Recreation Youth Outreach Graffiti Removal										---
Traffic Enforcement/Traffic Calming	M/8 ¹	M								As Requested
Zoning/Rezoning										

NOTES:

¹The project grade and rank use an "H" for High, "M" for Medium, and "L" for Low. The standards for each are presented below.

High - The needs have been clearly established and cannot reasonably be postponed in order to avoid harmful or otherwise undesirable consequences.

- Corrects a condition dangerous to public health or safety
- Satisfies a legal obligation (law, regulation, court order, contract)
- Alleviates an emergency service disruption or deficiency
- Prevents irreparable damage to a valuable public facility
- Addresses urgent community concerns with high/cost benefit ratio and wide public usage
- Identified as high priority in adopted master plan
- The request complies with Comprehensive Plan Policies.

Medium - Project addresses clearly demonstrated need but may not fully meet above need criteria, or addresses the following:

- Rehabilitates or replaces an obsolete public facility or attachments thereto
- Stimulates economic growth and private capital investment
- Reduces future operating and maintenance costs
- Provides for the stabilization and protection of assets
- Has good cost/benefit ratio with significant public demand or provides for wide public usage or addresses at-risk population
- Leverages available state or federal funds, or has a relatively short payback period
- Identified as a medium priority in adopted master plan
- The project complies with Comprehensive Plan Policies

Low - Project does not reasonably meet above criteria or may be delayed without detrimental effects to basic services.

- Is identified as a low priority in adopted master plans
- Provides a new or expanded level of service.

² Public Works preliminary ranking of projects within Public Works projects. Other departments used "H, M & L". Ranking considers Federal APA mandates, need and typical order of construction.

- | | |
|---------------------|------------------------|
| 1. Wheelchair Ramps | 5. Lighting |
| 2. Sidewalks | 6. Stormwater Drainage |
| 3. Curb & Gutter | 7. Streets |
| 4. Fire Hydrants | 8. Traffic Calming |

⁷ This indicates the identified column as a potential funding source.

⁴ Recommended to City Council for funding from 2A - Quality of Life Fund

⁵ Additional expenses such as purchase of ROW north of 10th Street on 23rd Ave. or walkways over Canal #3 will have to be done on a detailed site by site analysis.

All dollar costs are estimates only. Estimates do not include rights-of-way costs, project administration, inflation or site specific requirements that may add cost to the project. A detailed analysis of each site and proposed infrastructure installation must be completed.

W. 10th Street Corridor Neighborhood Plan
2A – Quality of Life Fund Projects
*(Excerpted from Plan Attachment G &
Subject to Annual Appropriation)*

I.	Installation of New Street Lights (+/- 71 lights)	\$ 50,000
II.	Fire Hydrant Installation (+/- 4 hydrants, high priority zones)	30,000
III.	Sidewalk Installation (designated school routes, around parks, & on local and collector streets)	600,000
IV.	Wheelchair Ramps (+/- 240 ramps)	488,000
V.	Housing Rehabilitation Loans (Revolving Loan Program provides assistance for at least 5 owner-occupied units subject to criteria developed in conjunction with GURA's "Urban Homesteaders" program; program income available to loan out to future applicants)	50,000
<hr/> TOTAL		\$1,218,000*

