

# DOWNTOWN 2032 – THE PATH FORWARD



Greeley, Colorado

January 10, 2023



# AGENDA

- Community Engagement Overview
- Recap of Findings from Existing Conditions
- Overview of the Action Plan
- Discussion/Questions





The background of the slide is an aerial photograph of a city, showing a dense grid of streets and buildings. The entire image has been filtered with a uniform reddish-orange color, giving it a monochromatic appearance. The text is centered over this background.

# RECAP OF FINDINGS FROM COMMUNITY OUTREACH

# COMMUNITY OUTREACH - OVERVIEW

- **Over 1,250 inputs** from the Greeley community, including:
  - 5 roundtable meetings
  - 4 Advisory Committee meetings
  - 4 Technical Working Group meetings
  - Touchpoints with Greeley Downtown Development Authority (DDA) Board
  - Friday Fest pop-up
  - Online survey (available in English and Spanish) – **1,100 responses**
  - Community Open House – **nearly 40 attendees**
  - Focused Outreach to Historically Marginalized Populations



# COMMUNITY OUTREACH – STAKEHOLDER THEMES

**WELCOMING AND INCLUSIVE  
PROGRAMMING AND ACTIVATION  
STOREFRONT ECONOMY AND CHARACTER  
LIVABILITY  
INFRASTRUCTURE AND INFILL DEVELOPMENT  
CONNECTIVITY**

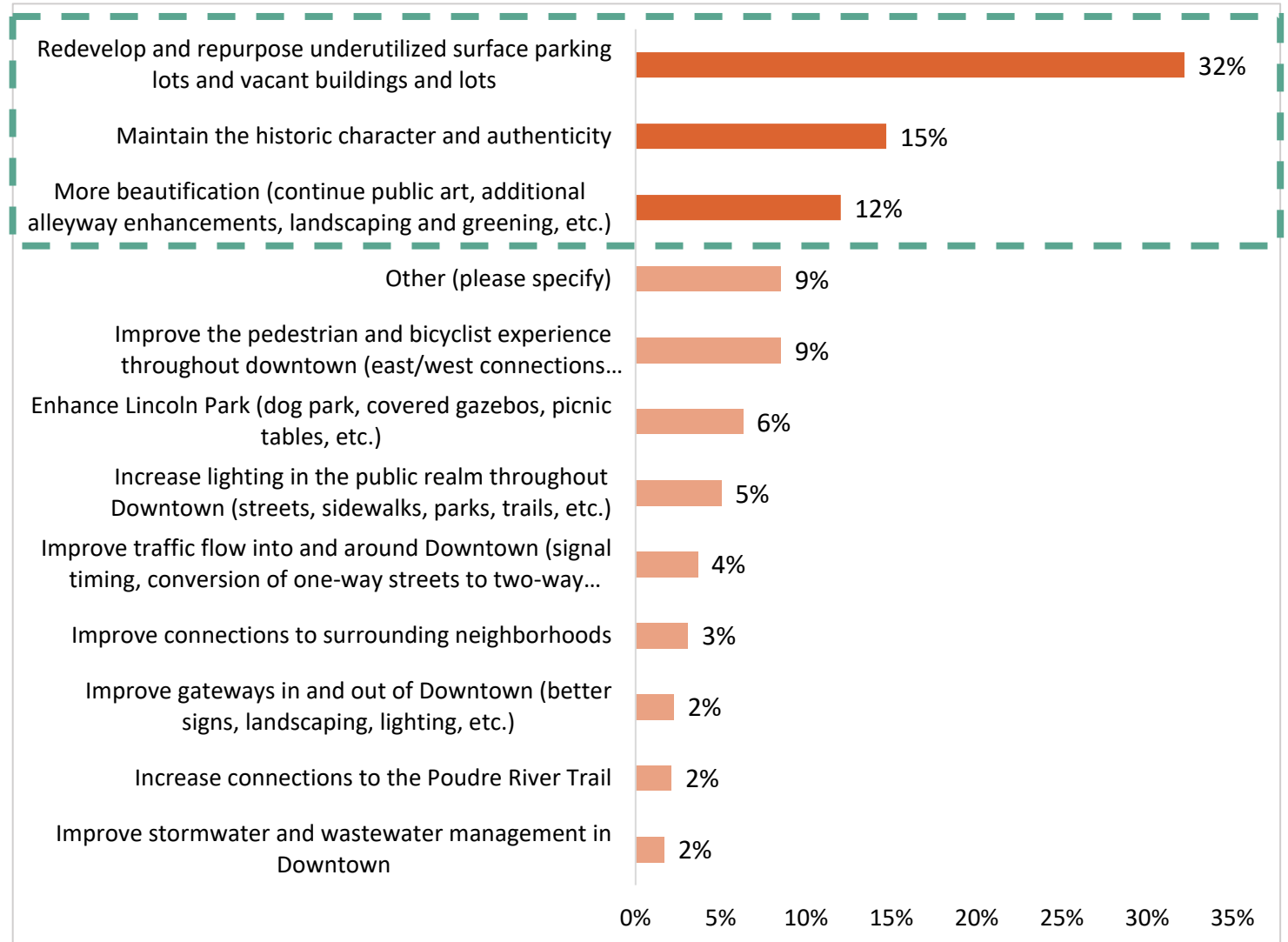


# COMMUNITY OUTREACH – ONLINE SURVEY

*Of the physical improvements listed, which ONE action will be MOST important?*

Top 3 MOST important actions:

1. Redevelop and repurpose underutilized surface parking lots and vacant buildings and lots - **32%**
2. Maintain the historic character and authenticity - **15%**
3. More beautification (continue public art, additional alleyway enhancements, landscaping and greening, etc.) - **12%**

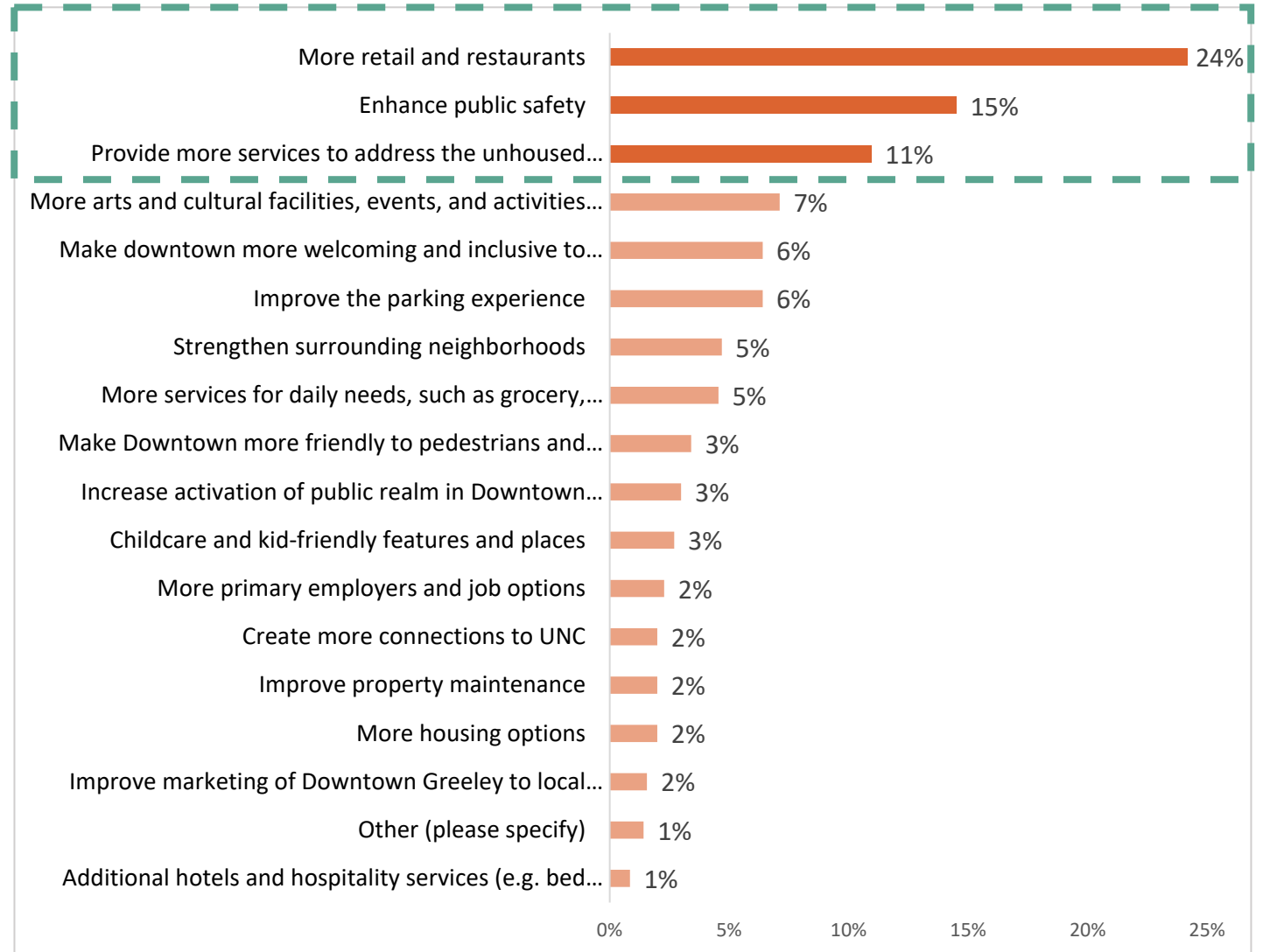


# COMMUNITY OUTREACH – ONLINE SURVEY

*Of the services listed, which ONE action will be MOST important?*

Top 3 MOST important actions:

1. More retail and restaurants - **24%**
2. Enhance public safety - **15%**
3. Provide more services to address the unhoused population - **11%**



The background of the slide is a brown-toned aerial photograph of a city street grid. A semi-transparent grid of white lines is overlaid on the map, creating a pattern of squares that align with the street layout. The text is centered horizontally and vertically over this background.

# RECAP OF EXISTING CONDITIONS



# KEY FINDINGS – MARKET ASSESSMENT

- Housing market and demand remains robust, will remain a key driver
- Ag/manufacturing/industrial an enduring economic anchor and potential differential advantage
- Office likely to remain niche, although opportunity for small businesses, incubation and co-working
- Retail continues to strengthen, can benefit from new housing plus tapping primary market opportunities (i.e. younger and Latinx households, UNC)
- Connections to UNC remain an underutilized opportunity

# KEY FINDINGS – CAPITAL IMPROVEMENT ASSESSMENT

- Eastern edge of Downtown has the lowest quality public realm
- Areas around the Downtown core have a higher ranked capital improvement quality due to investment
- The residential areas south of the Downtown core generally have a higher quality public realm
- Although 8th Avenue and 9th Avenue have distinctly different characters, they generally provide good north to south connectivity through Downtown
- In most cases, non-residential areas are fair to poor quality with significant stretches lacking basic sidewalks



# KEY FINDINGS – URBAN QUALITY ASSESSMENT

- There is a lack of a distinct public space network and unequal distribution of public spaces.
- Downtown has a huge amount of land area dedicated to cars
- There is a bicycle infrastructure foundation in Greeley that can be built upon, but that needs to be completed and fully connected
- There are pockets of adequate lighting near the core of Downtown, but lighting is lacking in other parts of Downtown

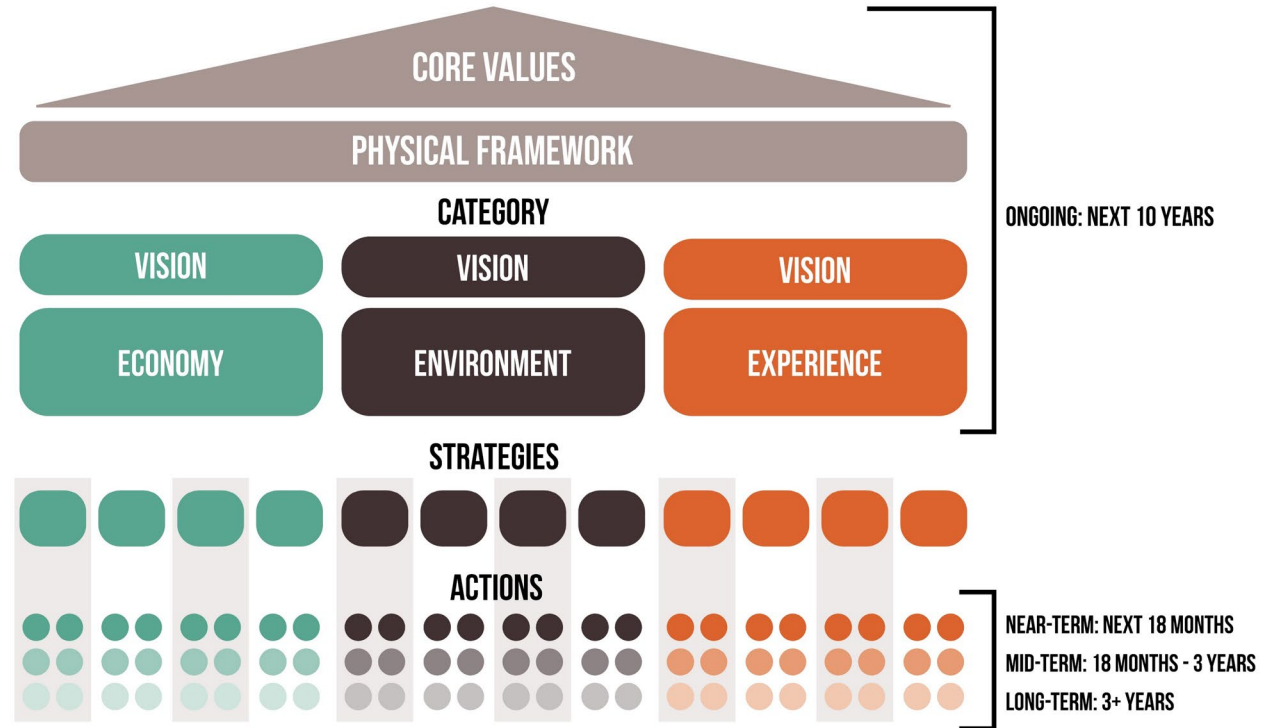
The background of the slide is an aerial photograph of a city, showing a dense grid of streets and buildings. The image is overlaid with a semi-transparent reddish-orange color, which makes the text stand out. The text is centered horizontally and vertically.

# OVERVIEW OF THE ACTION PLAN



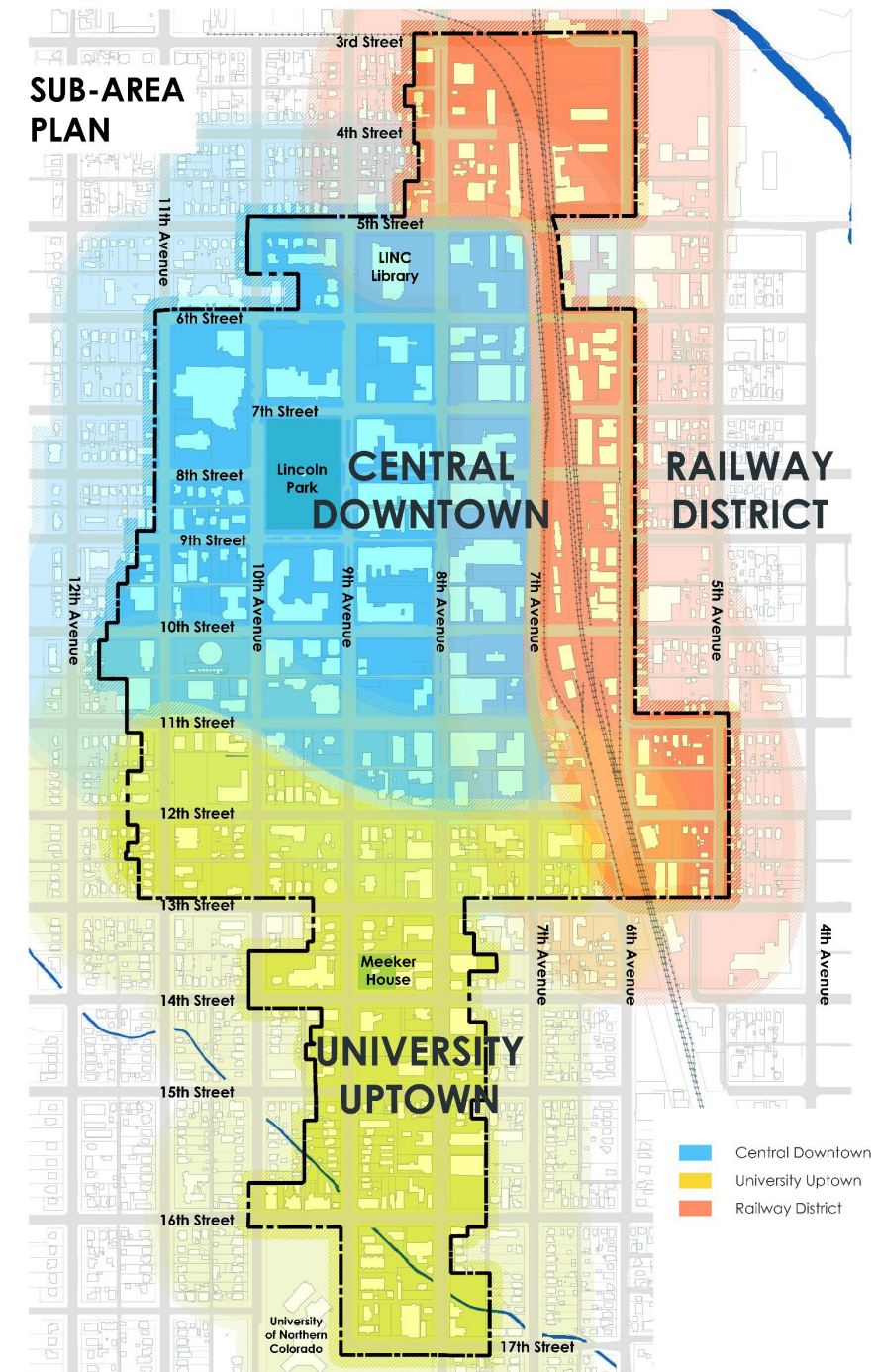
# ACTION PLAN – OVERVIEW

- Guided by the Physical Framework & Core Values
- Action Plan sorted into 3 topic categories:
  - Economy
  - Environment
  - Experience
- Each topic category will have:
  - Vision Statement
  - Strategies
  - Actions
    - Conceptual Cost
    - Responsibility Centers
    - Sequencing



# ACTION PLAN – PHYSICAL FRAMEWORK OVERVIEW

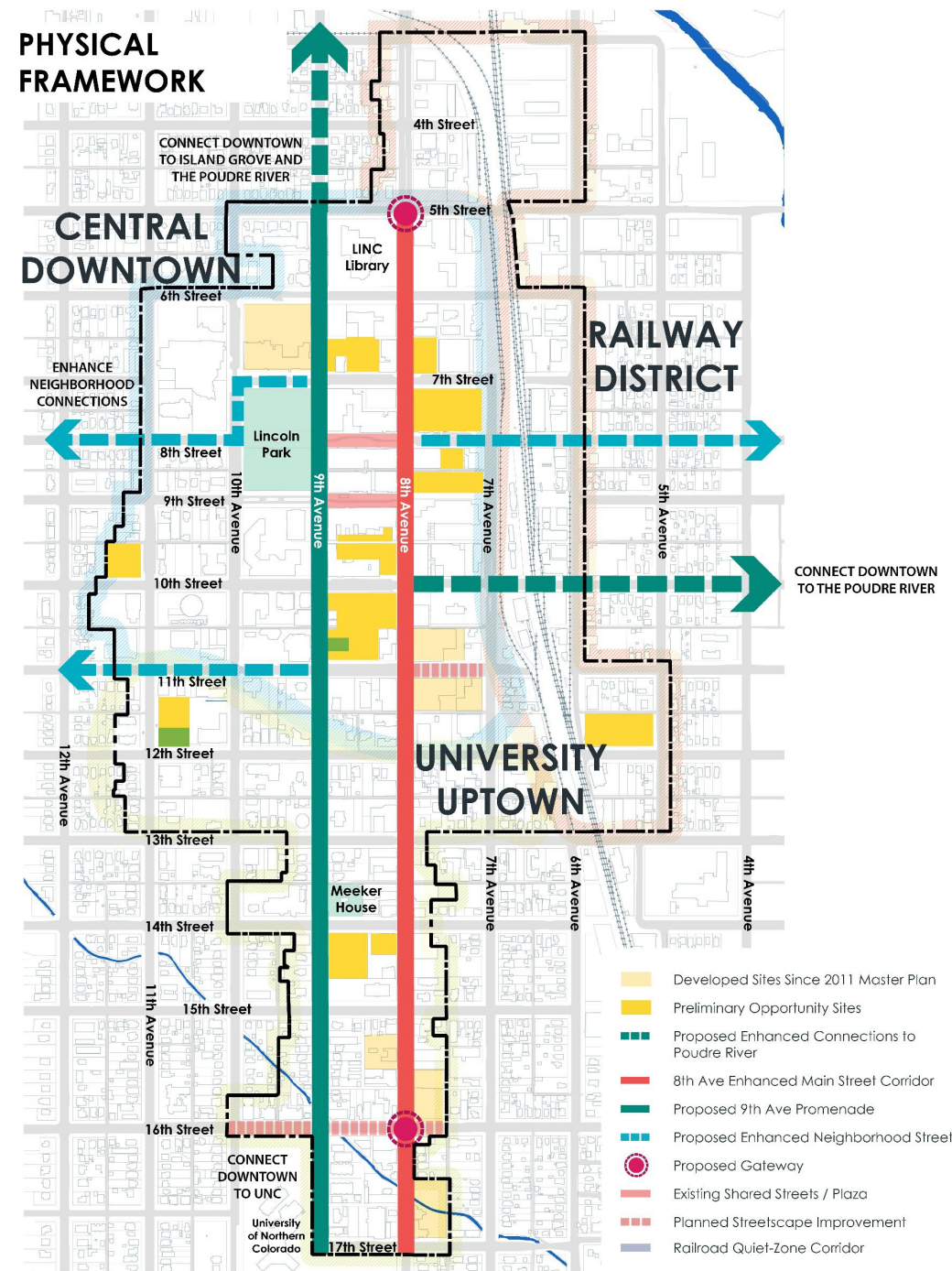
- Sub-Areas
  - Central Downtown
  - Railway District
  - University Uptown





# ACTION PLAN – PHYSICAL FRAMEWORK

- Opportunity Sites
- Transformative Projects
  - Next generation of 8th and 9th Avenues
  - Connect Downtown to the Poudre River
  - Agriculture/industrial anchor area – Railway District
  - University Uptown (and adjacent neighborhoods)
  - Diversifying the residential mix





# ACTION PLAN – TRANSFORMATIVE PROJECTS

- 9th Avenue Promenade
  - University Uptown district, neighborhood-focused
  - Ground floor commercial uses that transition to 3-story townhomes
  - Detached bike lane and public realm amenities (outdoor seating, landscaping, play equipment for children)





# ACTION PLAN – TRANSFORMATIVE PROJECTS

- Railway District
  - Adaptive reuse of existing buildings
  - Public realm enhancements – landscaping, sidewalks
  - Outdoor seating
  - Public art





# ACTION PLAN – CORE VALUES & VISION

## OVERARCHING CORE VALUES

- Welcoming & Inclusive
- Prosperous & Vibrant
- A Complete Neighborhood
- Accessible & Connected

## VISION

### In 2032..

- Downtown Greeley's **ECONOMY** will be robust and diverse, offering residents, employees, students, patrons, and visitors a range of options for jobs, housing, shopping, and dining.
- The Downtown physical **ENVIRONMENT** and public realm will be inviting and accessible for people walking or using mobility devices, biking, riding transit, or driving.
- The Downtown **EXPERIENCE** will be vibrant, fun, welcoming, and inclusive.

# ACTION PLAN – ECONOMY STRATEGIES

1. Continue to stimulate infill development and redevelopment of underutilized sites.
2. Encourage diverse, vibrant storefront uses throughout Downtown.
3. Continue to diversify the housing base in Downtown.
4. Sustain and attract more primary employers and jobs.
5. Cultivate a Downtown economy that is relevant and welcoming to an array of community stakeholders and visitors.

# ACTION PLAN – ENVIRONMENT STRATEGIES

1. Enhance connections to the Poudre River north and east of Downtown.
2. Improve connections to the UNC campus.
3. Create new public spaces focused on families, residents, visitors, and the everyday use of inviting and comfortable outdoor spaces, ensuring that each sub-area has an identifiable and destination public space.
4. Unify Downtown's public realm with standards that provide consistency and improve the overall quality.
5. Enhance the quality of the connections to the adjacent neighborhoods around Downtown.



# ACTION PLAN – EXPERIENCE STRATEGIES

1. Promote local arts and creative experiences in Downtown.
2. Ensure Downtown is clean, safe, and welcoming.
3. Celebrate historic character and charm in Downtown.
4. Continue to activate Downtown through programming and events that are relevant and inclusive to Greeley's diverse population.
5. Market existing Downtown assets and amenities to both locals and visitors.

An aerial photograph of a city grid, likely New York City, is shown in a monochromatic brown color. The image is centered with the text "DISCUSSION & QUESTIONS" in white, bold, sans-serif capital letters. The background shows a dense pattern of streets and buildings, with a diagonal road or river cutting through the lower right portion of the frame.

# DISCUSSION & QUESTIONS



An aerial photograph of a city grid, likely New York City, with a river (the Hudson River) visible on the right side. The image is overlaid with a semi-transparent orange filter.

THANK YOU!