



Plan Overview

City Council Meeting
January 17, 2023

DOWNTOWN 2032 — THE PATH FORWARD
GREELEY DOWNTOWN PLAN UPDATE

Draft - December 2022

Background

- **2011:** the Greeley Downtown Development Authority (DDA) contracted with P.U.M.A. to develop an **area redevelopment and investment strategy**
- A **decade of public and private investments, events, and activities followed** ranging from entryway and corridor improvements, new hotel/conference center, municipal complex & fire station; public realm improvements, new signature events and activities, additional housing, retail and commercial uses, an expanded public art experience, and financial incentives to stimulate redevelopment

DOWNTOWN GREELEY INVESTMENT STRATEGY



PREPARED FOR THE

**GREELEY
DOWNTOWN DEVELOPMENT
AUTHORITY**

Current Initiative

- To capitalize on this **momentum**, the City Manager designated funding in late 2021 to update the plan to review, update and stimulate continued downtown revitalization; a consultant (P.U.M.A.) was selected and work on the update commenced in early 2022.
- **A planning horizon of 2032** was selected to mirror the previous decade's work and the terminus of the existing Downtown Tax Increment district
- The Plan **evaluated existing conditions** via Market, Capital Improvements, and Urban Quality Assessments to provide the foundation for recommendations
- Extensive **technical review and community outreach** informed core values and priorities that resulted in the proposed strategies and actions



Market Assessment

- Provides an overview of four market segments (Live, Work, Shop & Dine, and Visit & Stay)
- Provides baseline data before and after the Pandemic disruption
- Explores strengths and vulnerabilities in each market segment to ensure recommendations are grounded in economic reality



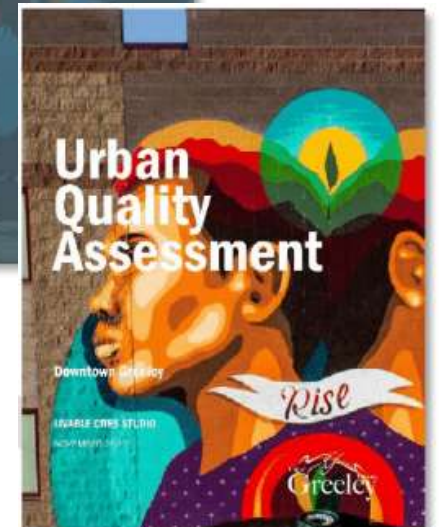
Market Assessment Key Findings:

- Housing market is robust, will remain a key economic driver
- The industrial sector, including manufacturing, are enduring economic anchors that will attract employers and offer distinction from other peer downtowns
- The office market is likely to remain niche over the next market cycle but the low cost of such space offers a lower barrier to entry for entrepreneurs and new businesses
- Retail continues to strengthen Downtown
- Connections to UNC remain an underutilized market opportunity



Capital Improvement/ Urban Quality Assessments

- Evaluated the existing conditions of streets, plazas, and parks in the study area
- Identified gaps and opportunities to support public realm and placemaking recommendations
- Provide a foundation for improvements in four key areas:
 - Public spaces
 - Forms of movement
 - Street hierarchy
 - Safety



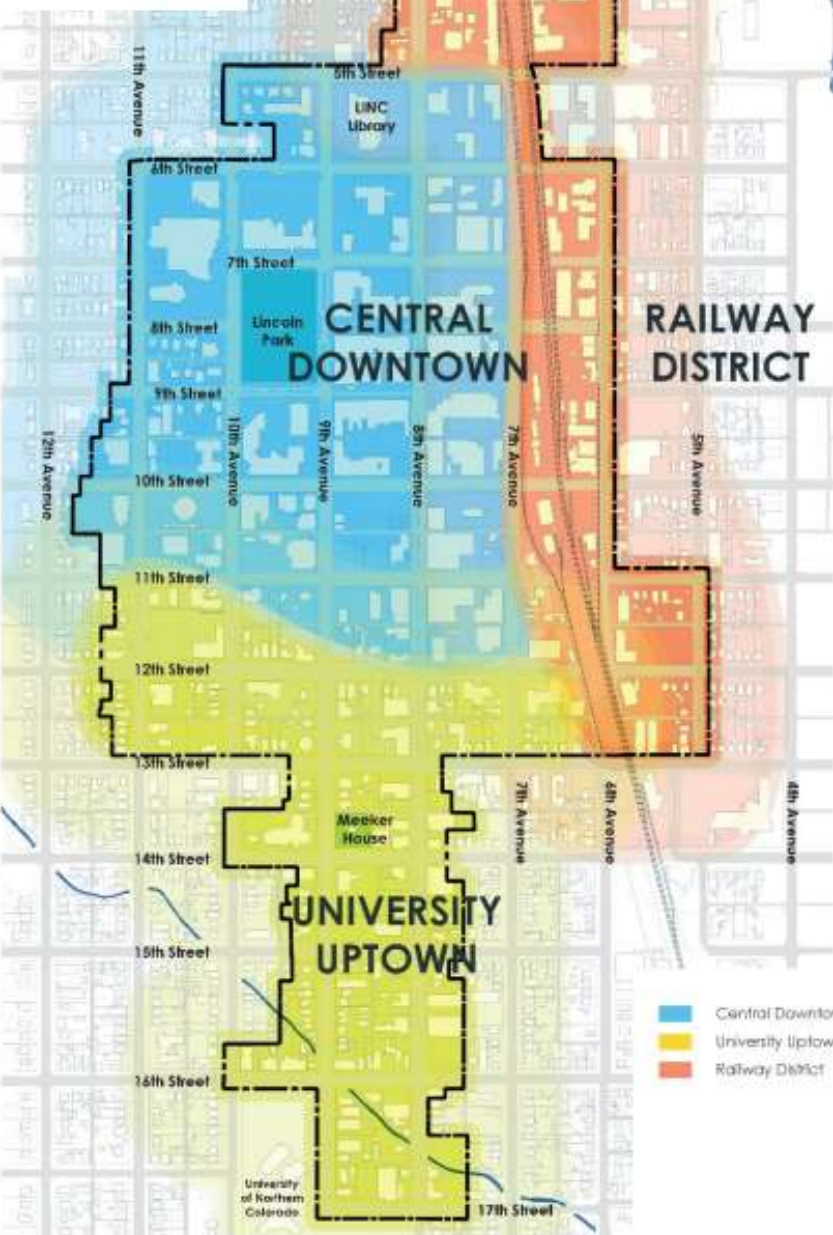
Capital Improvement & Urban Quality Assessments Key Findings:

- Eastern edge of Downtown and non-residential areas have the lowest quality public realm space and missing infrastructure (e.g. sidewalks)
- The highest quality public realm space and improvements is in the Downtown core and in the residential areas to the south
- 8th and 9th Avenues have different but complementary characteristics and good north to south connectivity
- A need for a distinct public space network and distribution of public spaces throughout the area
- The area has a disproportionate amount of area devoted to vehicles (parking, road width & capacity)
- The bicycle infrastructure can be built upon for greater use and service to the area
- Lighting near the core of Downtown is adequate but lacking in other areas

Community Engagement

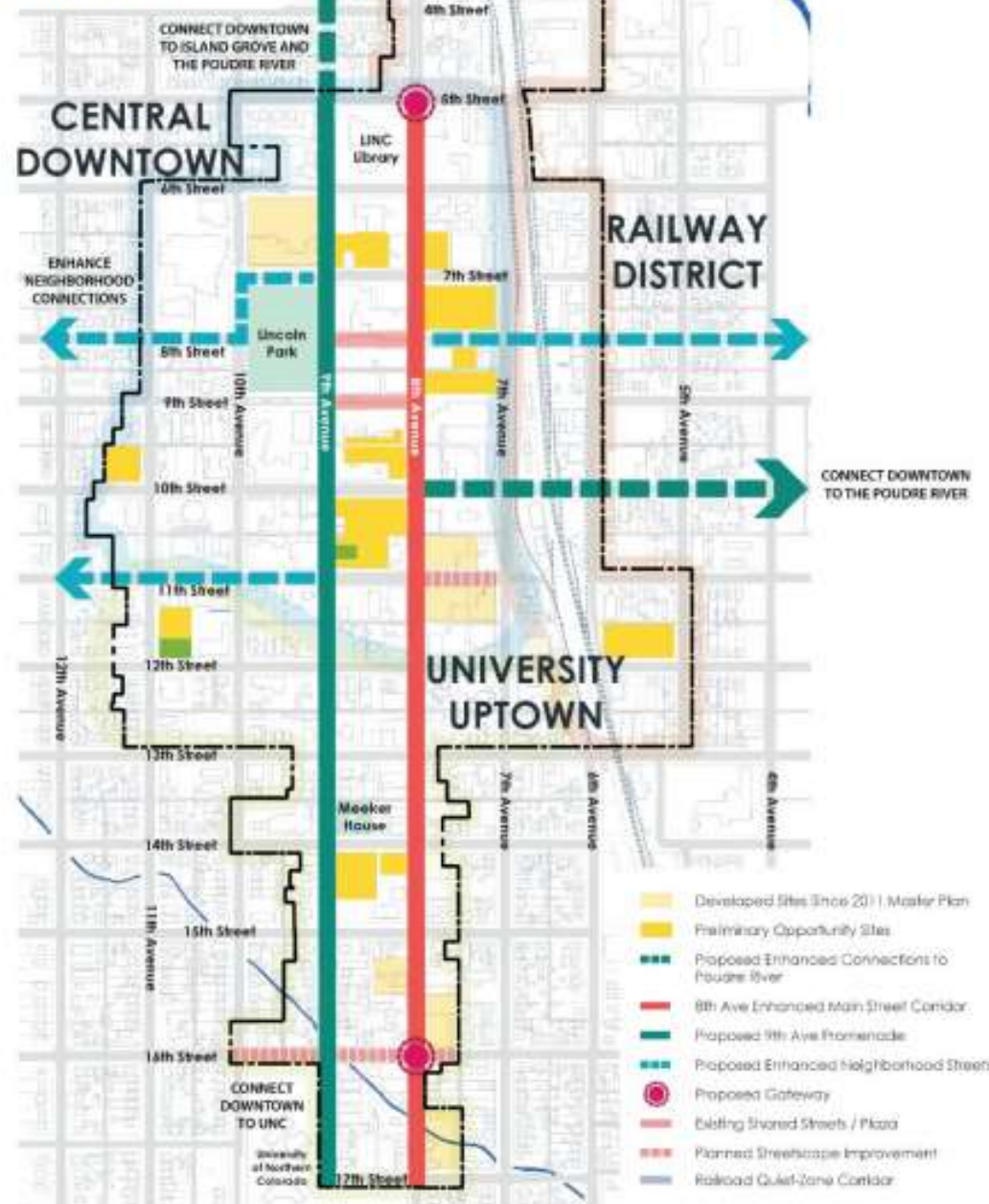
- **Inclusive and broad engagement** was key to the Plan's development that incorporated over **1,250 inputs** and included:
 - Downtown Advisory Committee
 - City Technical Working Group
 - DDA Board
 - Topic-based Focus Groups
 - Community Open House
 - Focused Outreach
 - On-line survey (over 1,100 responses in both English/Spanish)
- **Top priorities** from the on-line survey:
 - Physical improvements: repurposing underutilized parking lots, maintaining the area's historic character and more beautification
 - Services and programs more retail and restaurants, public safety, offering more services to address the unhoused

UPDATED SUB-AREAS



Area Context

PHYSICAL FRAMEWORK



Key Strategies: Summary

ECONOMY:

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



ENVIRONMENT

1. Enhance connections to the Poudre Trail
2. Improve connections to the UNC campus
3. Create new public spaces with inviting outdoor spaces distinctive to each sub-area
4. Unify Downtown's public realm with consistent standards that promote a quality setting
5. Enhance the connections to adjacent neighborhoods

EXPERIENCE

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

ACTION PLAN – CORE VALUES & VISION

OVERARCHING CORE VALUES

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

VISION

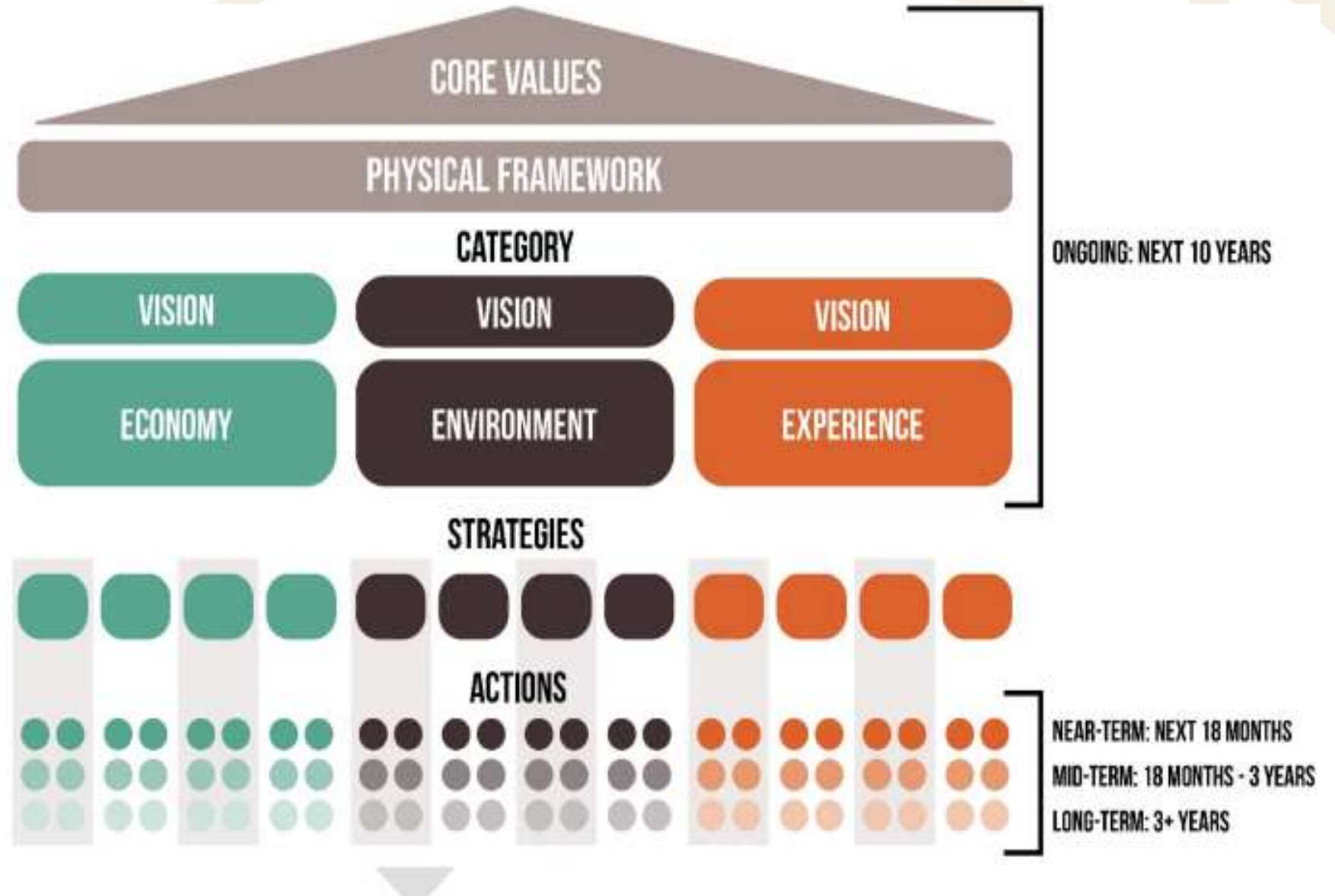
In 2032..

- 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.

Actions/Recommendations

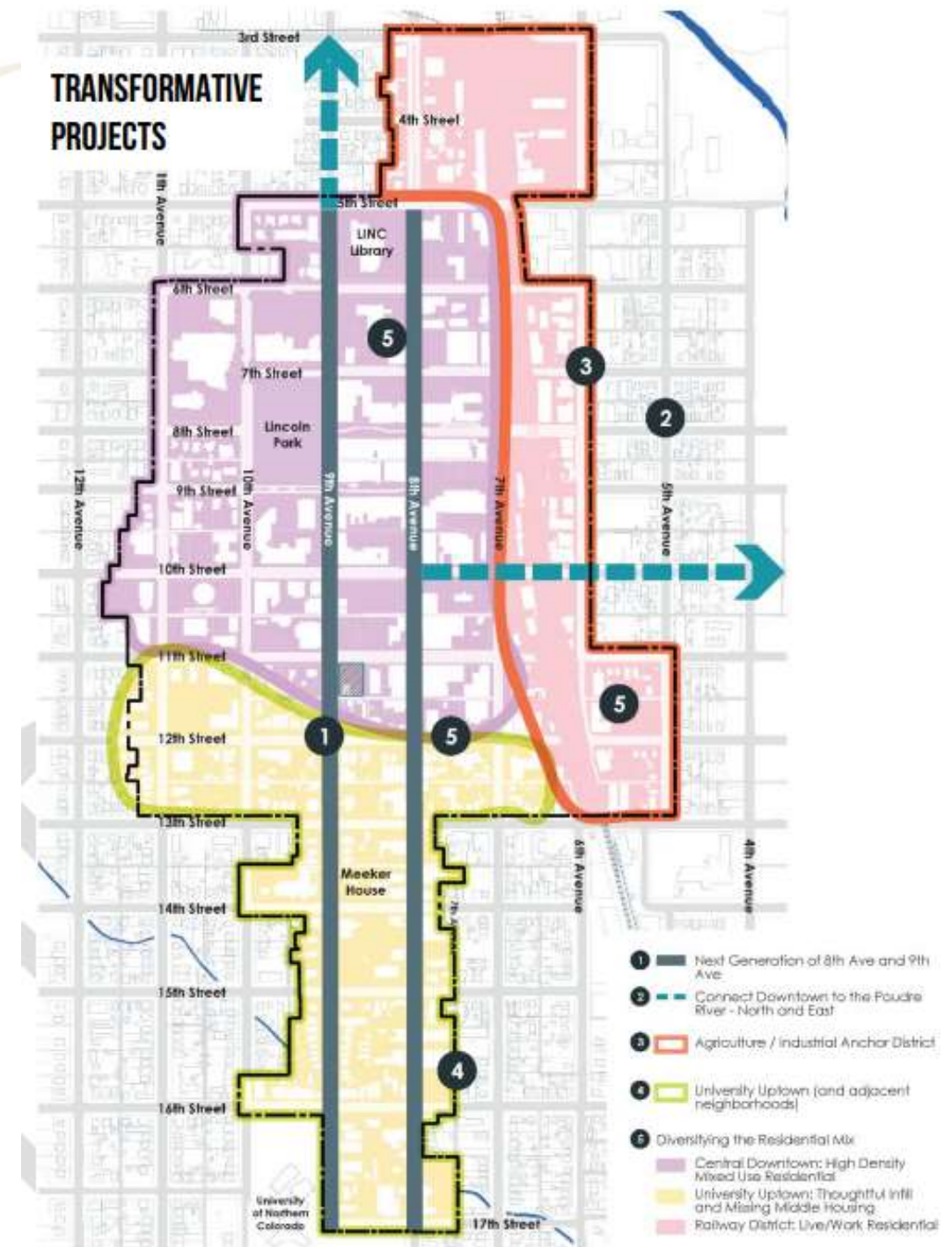
91 specific recommended actions are categorized within three overarching categories.

Key or lead parties for each action are suggested as well as a conceptual cost and general time frame.



Focused Opportunities

- The Plan also invites special focus on actions that have opportunity to be “force multipliers” with broad appeal, return on investment and expanded brand imaging for the greater Downtown area.



Consider the opportunity to activate and brand the Railway District in a distinctive way



Another way to image the multi-use 9th Avenue Corridor connecting Downtown with soft commercial and residential uses via a variety of mobility modes

Key Implementation Action

- While a multitude of interests will each contribute to the success of the 2032 Downtown Plan, it is important to establish who will “own” and orchestrate the key objectives for the success of the recommendations
- Staff recommendation is to incorporate this Plan into the City’s Strategic Work Program and formalize a working relationship with the three ‘anchor’ institutions as the **City. DDA. UNC Partnership**



Review Entities: Recommendations

- **Downtown Development Authority**
 - Reviewed Plan: December 15th
- **Planning Commission**
 - Reviewed Plan/Public Hearing: January 10th
- **City Council Work Session**
 - Reviewed on January 10th



Questions/Discussion