



City Master Plans – Pres 20-223

Comprehensive Plan, Transportation Plan,
Economic Development Strategic Plan, Parks
Recreation, and Golf Master Plan

Agenda

- In 2018/2019, at a Council work planning session, Council added an update to the city's master plans to the project list for the City
- On June 15, 2020, Council requested a Study Session to learn more about the City Master Plans slated to be updated in contract brought forward for consideration with Res-20-34
- Plan Overviews
 - Comp Plan
 - Transportation Plan
 - ED Strategic Plan
 - PRG Plan
- 2020 Update Process
 - Schedule
 - Budget
 - Consultant
- Next Steps



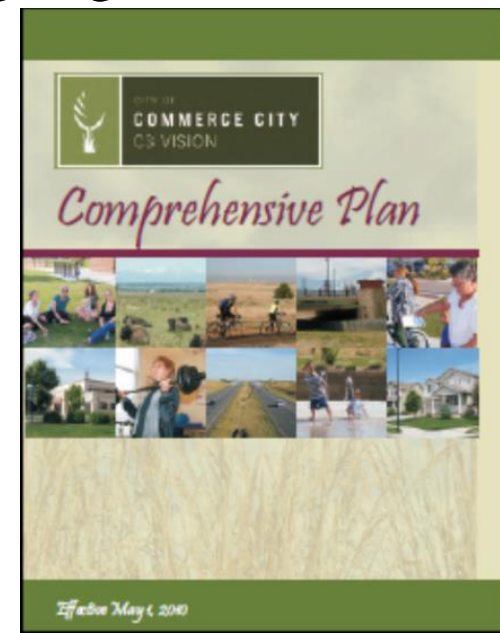


Comprehensive Plan



Purpose – Comp Plan

- What is a Comprehensive Plan?
 - A long-range vision of what the community wants to be
 - Typically a 20-30 year horizon
 - Comprehensive in scope and topics (including housing, economic development, land use, transportation, parks, etc.)
 - Policy document that guides implementing regulations and development approvals.
 - Informs:
 - Land use decisions
 - Areas for reinvestment
 - Employment growth



Need – Comp Plan

- Why Should a Community Plan?
 - To facilitate the growth, development, and redevelopment of the city
 - To protect the public and preserve quality of life
 - To develop community vision and achieve goals
 - To protect private property rights & reduce nuisances
 - To encourage & continue economic development
 - To facilitate decision making on land use
 - To protect environmentally sensitive lands & habitats
 - To protect property from natural hazards & mitigate effects



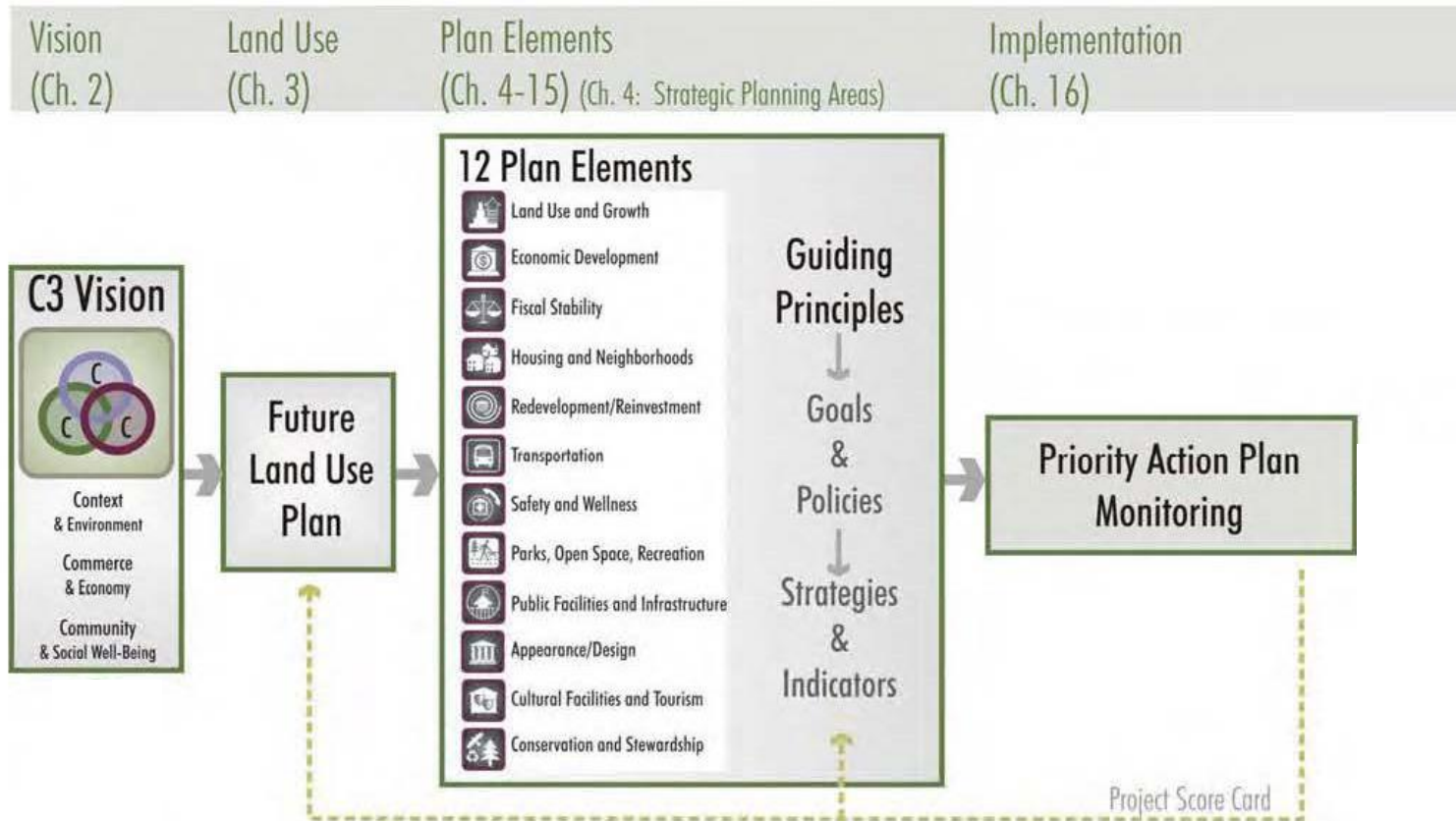
Use – Comp Plan

Includes the following:

- Community Goals and Objectives
- Background Analysis and History
- Future land Use Plan and Map
- Updated every 7-10 years.
 - Current Comp Plan dates from 2010.



Organizational Structure



Future Land Use Plan Map

Future Land Use Plan



Legend

- DIA Growth Boundary
- County Boundary
- Denver International Airport
- DIA Noise Contours - 60 LDN
- Current Roadway
- Future Roadway
- National Wildlife Refuge, Bear Lake State Park
- Wildlife Refuge Visitors Center
- 100 Year Floodplain
- Future Roads
- Planned Transit Station
- Possible Transit Station
- Future Transit Line
- Future Light Rail Line
- Future Adams County Government Administrative Complex
- Future Adams County Regional Public Safety Training Center
- Existing School
- Future School Site

Centers

- Activity Center
- Employment Campus / Business Center
- Regional Commercial Center
- Community Commercial Center
- Local Commercial Center

Future Land Use

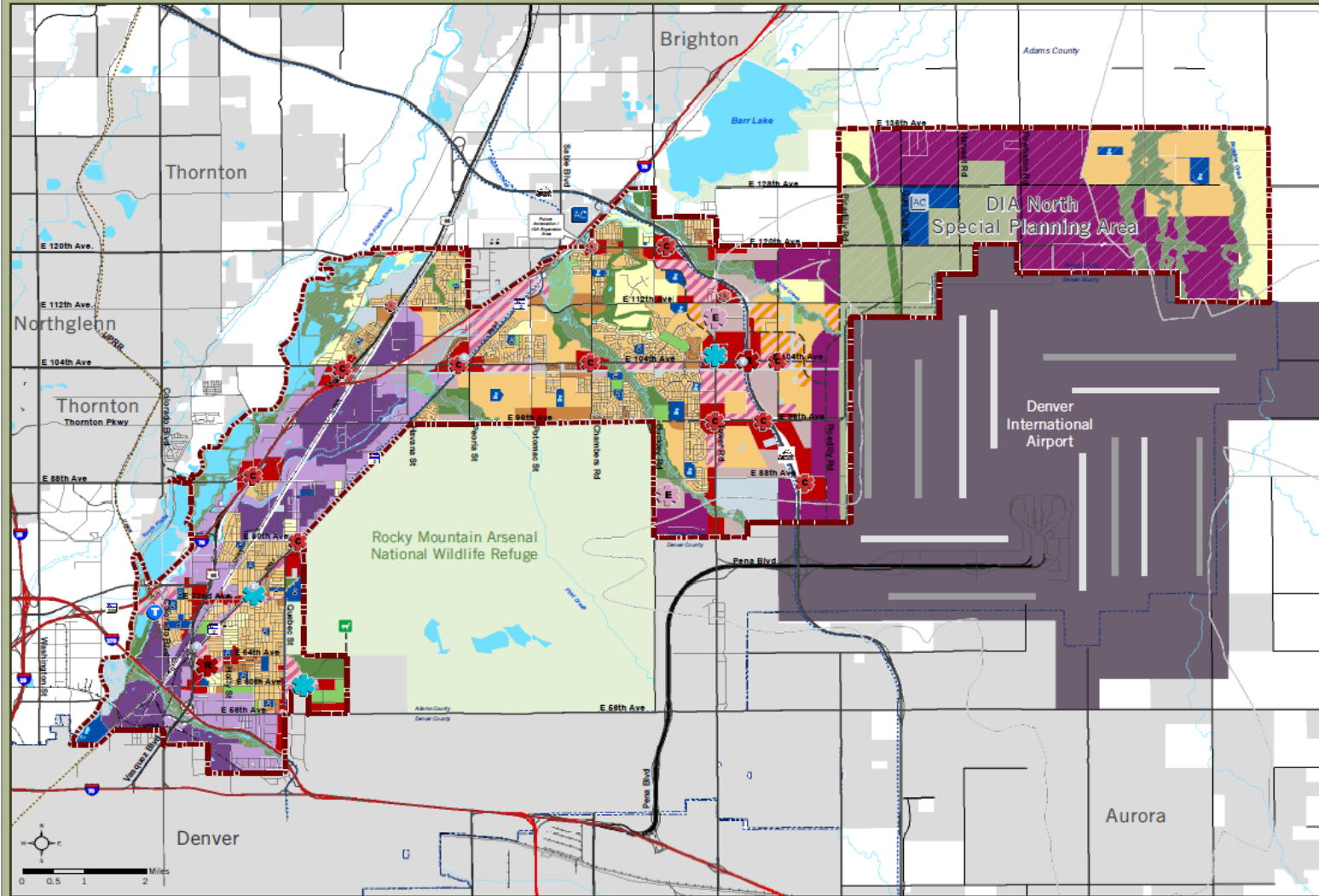
- Residential - Low
- Residential - Medium
- Residential - High
- Mixed-Use - E-4X0
- Mixed-Use (Corridor and Commercial)
- Commercial
- Office / Flex
- DIA Technology
- Industrial / Distribution
- General Industrial
- DIA Reserve
- Utility
- Public Space
- Park
- Open Space

Figure 3.2

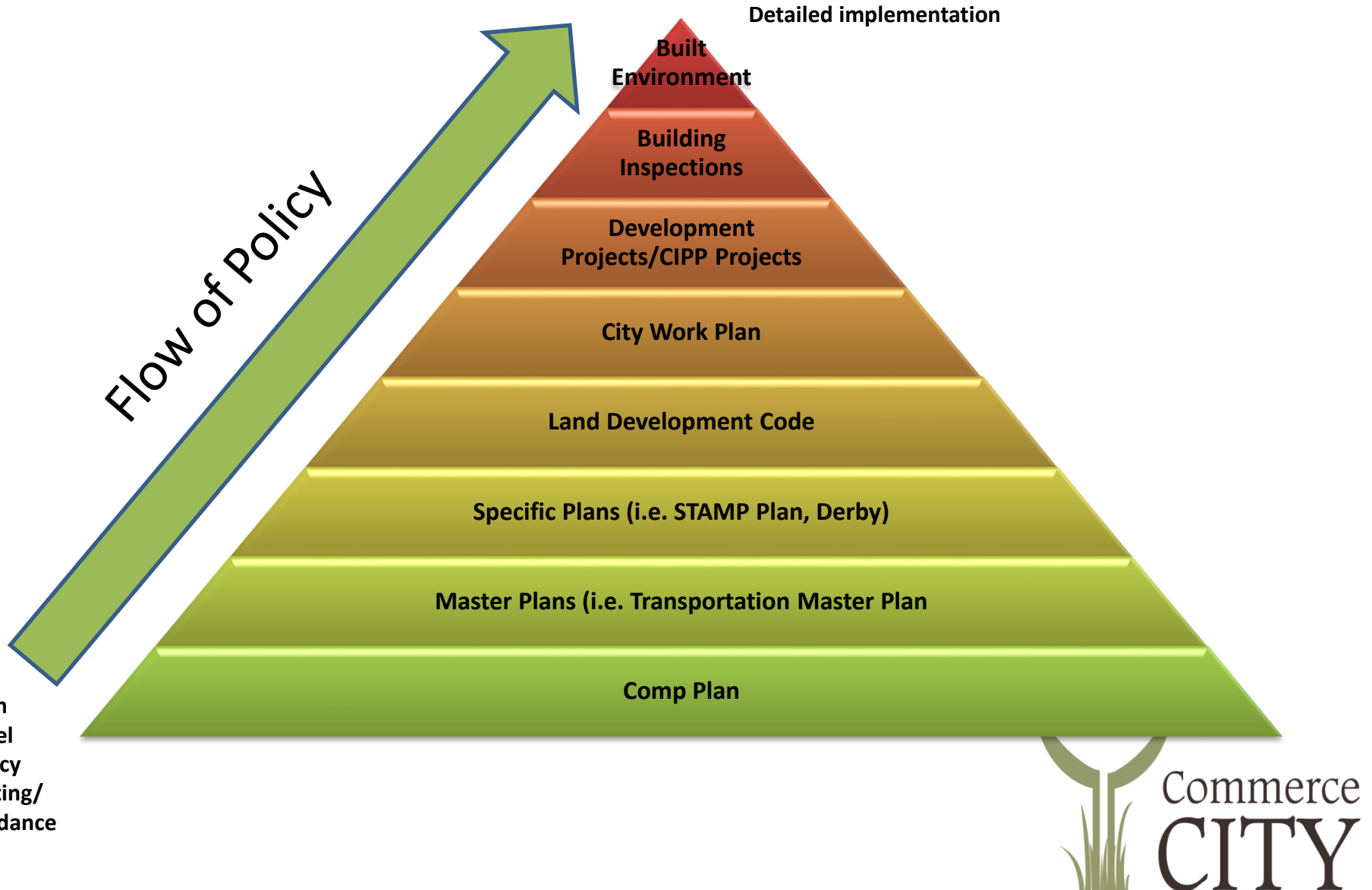
Source: Adams County
Tax Assessor, Adams County
GIS, Commerce City GIS,
U.S. Census TIGER files,
Clarion Associates, 2008

9/27/10

CLARION, BB C, RWU



Use – Comp Plan



Flow of Policy

- Comprehensive Plan/Work Plan Relationship
- Work Plan 2019
 - Outcome 1.1 Balanced mix of land uses
- Comes from Comp Plan Goal
 - Goal LU 1 Maintain a Balanced Mix of Land Uses
 - Supported by:
 - Goal ED 1: Increase economic diversification
 - Goal FS 4: Revenue Diversified
 - Goal HN 2: Variety of Housing Types to Meet Needs
 - Goal T 1: Balanced, Comprehensive Transportation System
 - Goal PF 1: Coordinated utilities and infrastructure/future growth



Accomplishments – Comp Plan

- Staff Audit
 - Staff completed a review of the 2010 Comprehensive Plan prior to issuing the RFP for the plan update
 - Ranked implementation success of each policy, strategy, and goal on a scale of 1-10
 - Results varied between 1 for policies that were not implemented to 8 for successful system improvements
 - As part of the contract for the plan updates, the Consultant will complete a complimentary audit to determine areas of focus for the plan update.



Accomplishments – Comp Plan

- Creation of additional Plan Documents
 - Station Area Master Plan
 - Historic Preservation Plan
 - Walk.Bike.Fit Multi-Modal Transportation Plan
 - Irondale Neighborhood and Infrastructure Plan
- Increased Trail System in Northern Range
- Greater Partnership with Housing Authority



Update – Comp Plan

- Integrate Comp Plan, Work Plan, and Council Goals
 - Integrating Community Vision and Organizational Goals will require innovative approach
- Sustainability
 - Emphasized throughout plan
- Include detailed Fiscal Impact Analysis



Update – Comp Plan

- Efficiencies gained with subsequent master plan updates
 - Data sharing
 - Consistency
 - Budget savings
- All significant city master plans will be updated at the end of the overall project.



Need for Update - SWOT Analysis

Strengths

- 2010 provided a strong foundation that only requires an update and not a replacement

Weaknesses

- Market evolution
- Master Plans lack an intrinsic connection
- Global Pandemic will require dynamic community engagement

Opportunities

- Ability to capitalize on cutting-edge ideas and strategies
- Still over 40%, or 26 square miles, of the City's future growth area left to develop

Threats

- Un-anticipated impacts to the Budget
- Adjacent jurisdictions have or are in the process of updating Comp Plans giving them a competitive advantage for landing prospective businesses and grant funding opportunities.

Need for Update – Competitive Perspective

Jurisdiction	Comp Plan Approval Date
Denver	May 2019
Aurora	September 2018
Thornton	July 2020
Northglenn	RFP for update closed 4/09/2020
Brighton	April 2016
Adams County	RFP for update closed 3/26/2020
Commerce City	May 2010

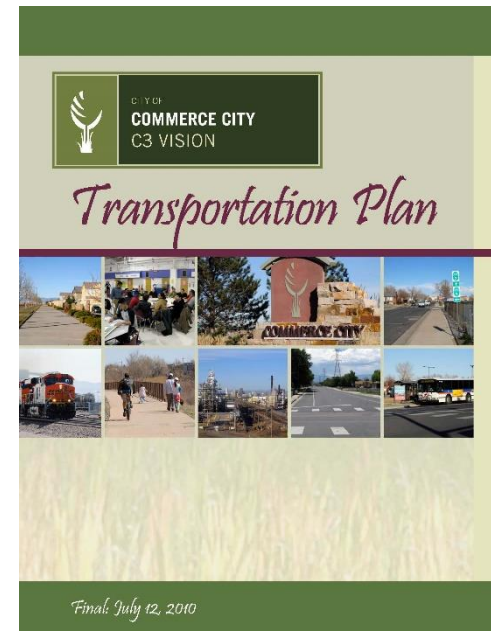


Transportation Master Plan



Purpose - TMP

- A TMP provides a link between the transportation system and land use growth
- A TMP is a living plan that responds to current needs and identifies the new policies, strategies and actions needed to meet the community's goals
- Periodic updates are key to maintaining the TMP's relevance



Purpose - TMP

- Set groundwork for a safe, accessible and sustainable multimodal transportation system connecting people with each other and where they want to go.
 - Enhance safety
 - Provide equitable transportation solutions
 - Achieve transportation network reliability
 - Identify travel choices



Need - TMP

- An updated TMP is a summary of the City's transportation policies and strategies and builds on policies contained in the 1985 and 2010 TMPs
- Provides a vision for the future transportation network addressing the following key topics:
 - 1) Improvements needed to foster and maintain a balanced and sustainable community
 - 2) How to accommodate the requirements of all modes of travel (vehicles, freight, transit, bicycles, and pedestrians)
 - 3) Identify locations that have inadequate capacity, experience congestion, and/or exhibit poor safety records and potential



Need - TMP

- Provides a vision for the future transportation network addressing the following key topics:
 - 4) Determine when and where transportation improvements will be needed to address these conditions
 - 5) Estimated improvements cost, and what benefits will be realized to most efficiently allocate limited financial resources
 - 6) Identify who will be affected and benefited by these investments



Use - TMP

- Identifies Project Prioritization List for:
 1. Roadway Improvements
 2. Transit System Improvement
 3. Bicycle and Pedestrian Access Improvements
- Establishes measures of success



Accomplishments - TMP

- Construction of multi-use paths along arterial roadways including along Chambers Road, Highway 2, Tower Road, 96th Avenue and 104th Avenue.
- Implementation of updated Traffic Calming Policy in 2015 and continued installation traffic calming devices including speed humps and roundabouts
- Implementation of new City-wide crosswalk policy in 2019
- Continued technology upgrades in traffic signal operations including deployment of advanced signal controllers and Traffic Operations Center improvements
- Innovation of systems to improve pavement management and snow and ice control including a comprehensive pavement management program that proactively reduces life-cycle costs.



Update - TMP

- Continued growth in the Northern Range along with increasing congestion
- Commerce City population growth of approximately 33.5% between 2010 and 2020
- Changes in traffic patterns over the past 10 years including traffic generated from E-470 and Denver International Airport (DIA)
- Progress on construction of FasTracks, RTD North Metro Line and Commerce City Station
- Development of other transportation system planning documents including the Walk.Bike.Fit Plan (2012) and Station Area Master Plan (2013)
- Project funding challenges that are likely to be faced over the next decade and new opportunities that may develop.





Economic Development Strategic Plan



Purpose/Need – ED Plan

- Economic development is a program, group of policies, or set of activities that *influences* economic change in a community through wealth generation, economic diversification, job growth and preservation, and by building the local tax base
- The City's Economic Development Strategic Plan, in conjunction with the Comprehensive Plan, establishes a vision for the kind of economic change desired within Commerce City
 - The Plan helps focus efforts, commitment and ultimately resources to help achieve the vision
 - The last Economic Development Strategic Plan was completed in 2010 by Angelou Economics

FINAL REPORT:
Commerce City: Action Plan

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Use/Update- ED Plan

- The Economic Development Strategic Plan uses a long-term focus. However, periodic Plan updates are needed to re-evaluate the goals, policies, and strategies in the Plan based on any changing economic or community conditions. Periodic updates are key to staying competitive during economic changes and to maintaining the plan's relevance.
- A Plan update:
 - Will re-evaluate identified target industries for business development
 - Help identify project prioritizations for:
 - Business retention, expansion and attraction efforts
 - Business incentive programs
 - Help inform other Master Plans
 - Establish measures of success



Update – ED Plan

- COVID-19 pandemic
 - Supply chain disruptions, vulnerable business industries, employment declines
- Large E-470 corridor mixed-use developments
 - More shovel-ready sites in the City
- Several million square feet of new, speculative industrial buildings
 - Increased business location “choices”
- Regional aerotropolis marketing effort
 - Potential for increased business development activity
- The RTD FasTracks light-rail station is moving closer to completion
 - Transit oriented development opportunities
- Opportunity Zone designation for census tract 89.01
 - A new tool in the toolbox for investment attraction
- New residential and some commercial development on former Mile High Greyhound Park property
 - New development focus in the core city
- Residential growth
 - More commercial development demand





Parks, Recreation, and Golf Master Plan



Purpose – PRG Plan

- Renewed direction for parks, trails, open space, recreation & golf city-wide (including growth boundary)
 - Inventory revised (acquisitions & improvements)
 - Outreach (vision/voice of current stakeholders & residents)

Prairieways Action Plan



Guidelines for Parks, Trails and Open Space

Need - PRG

- Parks & Recreation Master Plan (1994)
- Prairieways Action Plan (1999)
- Strategic Plan for Recreation Programs, Services & Facilities (2007)
- Buffalo Run Golf Course Strategic Master Plan (2014)



Use – PRG Plan

- Guide future programs, services & operating budgets
- Guide capital improvement projects & new construction
- Guide land acquisitions, easements, etc.
- Guide evaluation of cooperative agreements, partnerships, etc.
- Identify potential funding sources
 - 2K, Park impact fees, Lottery, ACOS, grants, partnerships, etc.



Update – PRG Plan

- Critical to reflect today's community; Commerce City has changed significantly in the past 20 years
- One consolidated/updated plan becomes the guiding document for present & future planning
 - City Council action
 - Advisory committee recommendations
 - Staff recommendations





Update Process



Master Plans Update Schedule

- Update will build on existing plan
- Issued RFP for consultant in Summer 2019
- Selected Consultant in late 2019
- 12-18 month update process
- Adoption in late 2021
- Coordination with other city wide plans

2020

2021

2022

Comprehensive Plan

Transportation Plan

ED Strategic Plan

Parks, Rec and Golf Plan

Budget

Plan	Proposed 2020 Budget	2010 Budget	Difference
Comprehensive Plan	\$300,000	\$279,612	\$20,388
Transportation Plan	\$200,000	\$155,357	\$44,643
ED Strategic Plan	\$67,000	N/A	
PRG Master Plan	\$150,000	N/A	
Total	\$717,000	\$434,969	\$282,031



Funding Sources

- Capital Improvement and Preservation Plan Budget 2020-2022
 - Parks, Recreation and Golf Master Plan Allocation
 - \$75,000 from lottery funds
 - \$75,000 from Adams County Open Space Grant
 - must be expended by Nov 2021
- \$5,000 Healthy Places grant funds



Consultant

- Houseal Lavigne is an award-winning community planning, urban design, and economic development consulting firm with extensive experience in a range of assignments.
 - www.hlplanning.com
- They have worked with more than 300 communities across the country, including successful planning projects in other Colorado communities
 - Aurora
 - El Paso County
 - Frederick
 - Grand Junction
 - Loveland
 - Windsor

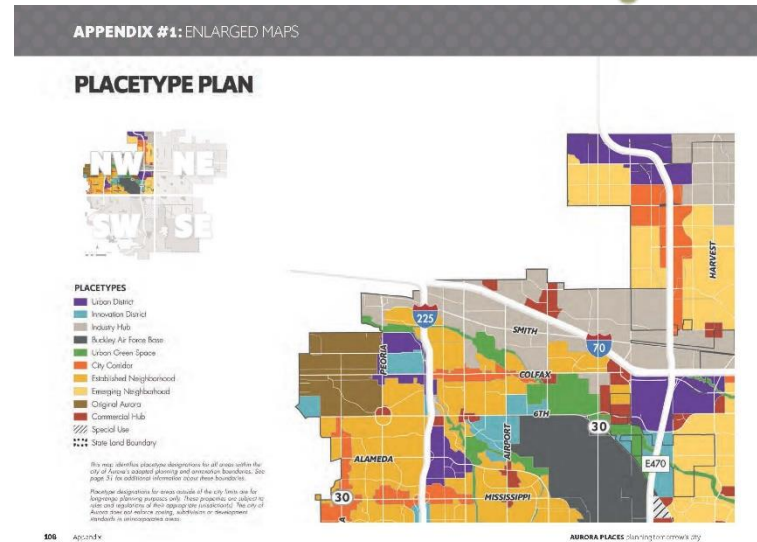
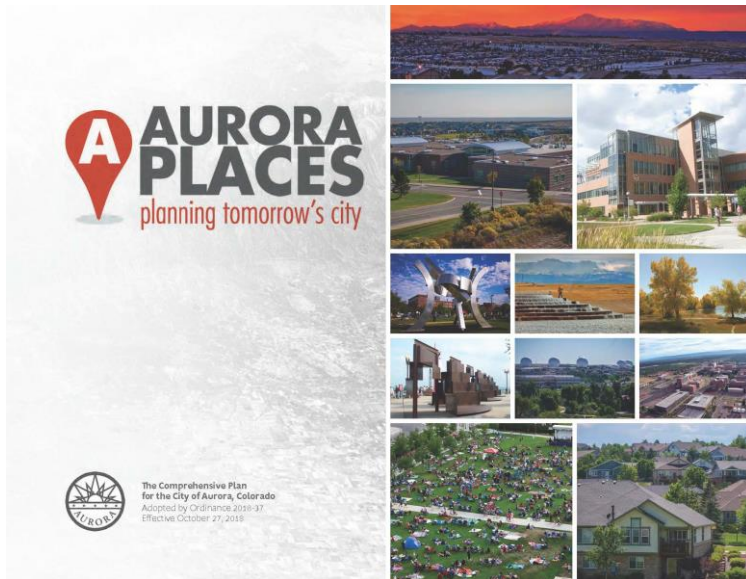


Consultant

- As a testament to their project methodologies and approach, they have frequently been recognized by their peers and honored with awards or special recognition.
- 13 awards for “Best Plan” from several state chapters of the American Planning Association (APA)
 - 2019 APA Colorado Merit Award for Aurora Plan
- Awarded the APA’s 2014 National Planning Excellence Award for an Emerging Planning and Design Firm.
 - This prestigious award recognizes their innovative planning approach, targeted implementation strategies, creative and effective outreach, integration of emergent technologies, industry-leading graphic communication, and overall influence on the professional planning profession across the United States.



Examples from Aurora Plan



Housing

By expanding the types of housing and neighborhoods that Aurora offers, the city can better meet the diverse preferences and needs of residents across the income spectrum.

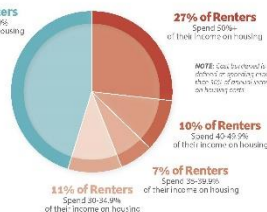
Moderately priced, single-family homes and smaller-scale apartment buildings are needed to meet the needs of middle-income households. While our city contains a variety of housing products at various price points (both for sale and rental), there is a supply-and-demand gap at many price levels. This discrepancy between supply and demand is strongest for both the lowest and highest income households.

Although Aurora's single-family housing values are increasing at a rate similar to that of the metropolitan area, Aurora remains one of the most affordable communities in the region. According to Zillow, Aurora has one of the lowest median sale prices in the region, even though the median price is higher than the country's median. However, because housing is less affordable than in the past, Aurora is seeing a rise in higher-end, luxury housing in Aurora.

Aurora's median rent is similar to the metropolitan area, yet the city has fewer rentals below \$1,000 and more above \$1,000 than the region. Comparatively, in 2019, 10 percent of rentals in Aurora were priced lower than \$750 per month. Many renters in our city are being pushed out, increasing cost, becoming cost-burdened, or are being forced to house together to afford to stay in their homes.

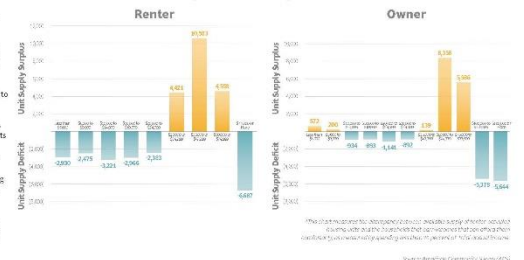
The Percentage of Renter Households

The majority of renters in Aurora are cost-burdened by high housing costs.



Renter/Owner Unit Supply Discrepancy

Housing is available to meet the needs of moderate income households but is not adequately available for lower and higher income households.



Examples from Aurora Plan

COMMUNITY CONVERSATION

Aurora Places is built on a foundation of community input resulting from an ambitious outreach campaign.

The community and planning team collaborated in person and online, at events, in small groups, and community-wide workshops. In 2016 and 2017, the planning team interviewed individuals, held focus groups and community workshops, conducted online surveys, hosted the sMap interactive mapping tool, and distributed do-it-yourself (DIY) workshop kits to local outreach teams. To ensure that the city's non-English-speaking community had an opportunity to participate, the Aurora Places team conducted outreach in six languages.

In January 2017, local experts, representing a variety of community topics, participated in focus group discussions. In spring 2017, the Aurora Places team hosted community workshops focused on creating a vision for Aurora's future. The issues, opportunities and desired actions expressed in this chapter reflect the opinions and feedback from community residents and stakeholders. The discussions and comments from these groups were used to inform the planning process and develop insights into the key issues facing the Aurora community.

3,200+

Aurora Places team has engaged more than 3,200 residents, businesses and city staff in the making of this plan.

800

RESPONSES

The online surveys generated almost 800 responses.

500

MAP POINTS

The community mapped more than 500 assets, issues and concerns using sMap, a web-based application developed by Housecall Mapping Associates.

6

LANGUAGES

Outreach was conducted in English, Spanish, Korean, Amharic, Somali and Burmese.

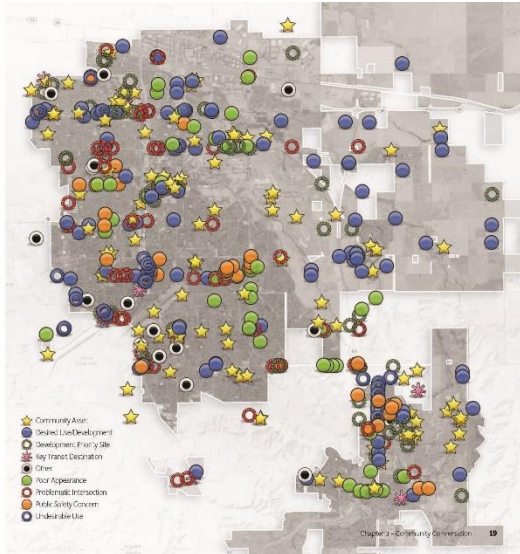
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DIY + LOT

Do-It-Yourself (DIY) workshop kits distributed to local outreach teams (LOT) resulted in input from 5,000+ residents.

SMAP

As part of the planning process, sMap, a web-based outreach and engagement platform, was used by residents across Aurora to gather input on issues, concerns, opportunities and aspirations. In a later round of community outreach, sMap was used to prioritize the most important components related to community health, diversity, mobility, sense of place, local economy, housing and sustainability. Input provided helped to shape the vision, core principles and goals included in Aurora Places.



AURORA PLACES planning team's city



Aurora Placetypes Commercial Hub

Commercial Hubs are centers of activity supporting adjacent neighborhoods with shopping, services, entertainment and community life.

Commercial hubs are especially on top to the future economic and local value of Aurora. This placetype primarily contains uses that provide goods and services to nearby residents and visitors. Neighborhoods that can also serve as a place to live in the area. This placetype is characterized by shopping centers and areas that provide a center of commerce. Businesses may be located in the city centers, often at the intersection of two or three streets. Although many in the area and many of the placetypes serve as a small neighborhood-level commercial use, improvements to these centers should better connect them to surrounding neighborhoods and provide a wider array of services and experiences.

The Commercial Hub's primary uses are retail, commercial service and restaurant. Smaller community parks, trails, plazas, common greens and shared outdoor areas provide social gathering spaces as well. The Commercial Hub is intended to serve the needs of multiple uses by neighborhood, transit, pedestrian and bicycle connections should serve and connecting them to the Commercial Hub's primary placetypes.

Primary Land Use

- Restaurant
- Commercial
- Commercial Service

Supporting Land Use

- Single-Family Attached Residential
- Multifamily Residential
- Office
- Institutional

Street and Open Space Network



Connect neighborhoods with safe and convenient pedestrian and bicycle connections. Provide shared outdoor spaces and encourage community activity.



Defining Features

1. Include medium- or high-density housing to support the local customer base, as well as local businesses and services.
2. Provide a wide range of neighborhood-serving retail uses, such as a grocery store, pharmacy, home goods, personal services and restaurants, among others.
3. Celebrate and promote local businesses owned by diverse organizations that support the local customer base in the Commercial Hub.
4. Locate Commercial Hub at the intersection of two streets to be able to access the neighborhood with safety and convenience, particularly by public transit.
5. Incorporate drainage swales, rain gardens, permeable, water-efficient sidewalks and modern and accessible water systems in new development.
6. Connect Commercial Hub to surrounding neighborhood with safe and convenient pedestrian and bicycle connections. Improve street lighting to enhance walkability.
7. Design centers around a central gathering feature, gathering space, a common green, plaza, permeable, natural feature or other shared space. Offer various common spaces for outdoor recreation and community building and/or retail uses, and convey a sense of community.

Request

- Resolution 2020-34 authorizes the City Manager to execute a contract with Houseal Lavigne Associates not to exceed \$717,000.
 - Professional Services Agreement to update:
 - Comprehensive Plan
 - Transportation Plan
 - Economic Development Strategic Plan
 - Parks, Recreation and Golf Master Plan



Next Steps

- August Comprehensive Plan update kick-off
- Recruit Citizen's Advisory Committee
 - Appointed by Council
 - 15 members
 - Half from existing Boards and Commissions
 - Residents, Business Owners, Property Owners Developers, etc. make up remaining membership
- Elected Officials Roundtable in Fall
- Creation of Project Charter
- Updates completed for all plans by the end of 2022





Questions?

