

# 2060 Comprehensive Plan Redevelopment

*As a community ages, it evolves in response to different community needs, choices, markets and resources. Originally downtown areas, adjacent neighborhoods and industrial districts were located where there was access to transportation corridors, especially railroads, major travel routes and rivers. It was not uncommon to find mixed-use buildings in which shop owners lived over or behind their businesses. Originally, community growth was moderate, commensurate with resources available to manage construction and the movement of goods and services.*

*As automobile transportation progressed post World War II, community design assumptions altered dramatically, allowing residents more freedom to move further from the town center. Community design and infrastructure shifted to support heavier vehicular demands, parking lots emerged, and commercial uses began to follow residential rooftops in more dispersed areas.*

*Older areas of a community share an established infrastructure; elements of historic significance and design; and, the characteristics which reflect the priorities of the original community settlers. Often, older areas also contain a worn or non-existent set of public improvements in relationship to contemporary standards. Older building code construction is evident and may require expensive retrofit to meet modern needs. In many cases, these older buildings and properties also show signs of deferred maintenance. Unchecked, or unsupported, such conditions worsen to the point where the area becomes unattractive in appearance and performance, businesses and residents depart, and the area becomes a challenge to maintain as a viable neighborhood or center of commerce. Deteriorating building conditions, opportunities for crime, and falling property values make older areas more risky investments, which lead to further decline. Without incentives, or a policy which balances community growth with preservation of older areas, efforts to improve established commercial and residential areas seem like trying to catch an elephant with a butterfly net. Newer building and development code standards may further complicate the ability of an older area to be redeveloped to attract new users.*

*Successful redevelopment recognizes that transitional codes, financial incentives, and a clear sense of value and purpose are necessary to transform established areas in a way that complements its origin, but also adapts to contemporary trends.*

No stream rises higher than its source. Whatever man might build could never express or reflect more than he was. He could record neither more nor less than he had learned of life when the buildings were built

– Frank Lloyd Wright



**I.**  
**REDEVELOPMENT CHAPTER**  
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## Introduction & Perspective

### Past

In June of 1870, shortly after the first settlers arrived in Greeley, the community had 30 tents, 150 homes under construction, a population of about 500 people, and 30 miles of irrigation ditch. The commercial area was 8<sup>th</sup> Street, between Lincoln Park and the railroad. In later years, the commercial and industrial center of the community was found between 5<sup>th</sup> and 16<sup>th</sup> Streets and 6<sup>th</sup> and 8<sup>th</sup> Avenues. “Inside” or interior residential lots sold for \$25, while the larger corner lots sold for \$50. By the 1880s, the community had grown west of 14<sup>th</sup> Avenue into an area known as the Gardenside District and, by 1900, city population had grown to 3,023.

Early redevelopment efforts began when the first town hall, built in 1879 at 7<sup>th</sup> Street and 9<sup>th</sup> Avenue, was replaced with a larger building at the same location in 1907. The first courthouse, built in 1883-84, was torn down to accommodate the present-day courthouse, which was completed in 1917. The Meeker School, built in 1873 for children in grades 1<sup>st</sup> – 12<sup>th</sup>, was razed in 1922, as newer schools were built and it was no longer needed. These changes in the community were viewed as “progress,” as older buildings were torn down to make way for new, modern buildings that were usually larger than their predecessors. Into the latter half of the 20<sup>th</sup> century, the demolition of older, outdated structures was common and it wasn’t until the historic preservation movement gained momentum in the United States that the adaptive reuse of older structures became an alternative to demolition. With today’s emphasis on recycling and “green” construction practices, reuse of an existing older structure may be the ultimate in recycling. A good example of adaptive reuse is the Greeley History Museum, which was redeveloped for use from its original construction as The Greeley Tribune building.

Annexation of land into Greeley over the past decades was primarily to the west and resulted in what is known as **“greenfield” development** – development that takes place on previously undeveloped land. These areas were often open fields prior to development – hence the term “greenfield.” This type of development has fewer constraints, although infrastructure needed to support the development, such as roads and utilities, usually does not exist at the site. As development occurred to the west, older commercial areas, such as Downtown and the 10<sup>th</sup> Street corridor have declined, as have many older residential neighborhoods. The recent number of foreclosures has resulted in many abandoned structures in these older neighborhoods which are apparent by the boarded up windows and doors. Vandalism at abandoned structures has increased and the City’s Water Department estimates that about five percent of residential units in Greeley are unoccupied, without water service. As a result, many of these neighborhoods may become at risk for further decline.

We shape our  
buildings; thereafter,  
they shape us

– Winston Churchill



**GREENFIELD DEVELOPMENT** – development on property that has not been previously developed.

With over 50 years as the planning horizon for this Comprehensive Plan, buildings constructed now and in the next several years have the potential to become “historic” by the year 2060. The current national threshold for defining “historic” is structures that are 50 years or older; the City requires all buildings 40 years or older to be reviewed prior to removal or extensive remodeling, in order to identify any potentially significant buildings at risk, but also to afford an opportunity to document existing building conditions and work with landowners on options to preserve essential features of the structure, if appropriate. Many of the older residential structures were built using distinctive architectural styles and offer their own unique “sense of place” in neighborhoods that have a variety of housing, mature landscaping, and a blend of socio-economic backgrounds. The Greeley Historic Register currently has 74 structures designated as landmarks in older neighborhoods in the community and two designated historic districts.

### **Present**

Today, redevelopment can mean “scraping” or removing structures from a site and replacing them with new construction; or it can mean finding a new or different use for an existing structure and making modifications to the structure. Either way, redevelopment is becoming more appealing, as construction and infrastructure costs have increased. Sites that have infrastructure existing are becoming increasingly valuable. Redevelopment can take place on “brownfield” locations that were formerly used for industrial uses, on “grey field” or economically obsolescent retail or commercial areas, or in declining residential areas.

A key “**brownfield**” site that is now undergoing redevelopment is the Western Sugar site, located in the oldest part of Greeley at US Hwy 85 and 13<sup>th</sup> Street. A Tax Increment Financing (TIF) district was created in late 2007 to create a specific urban renewal area to promote revitalization and redevelopment of the area. Under state law, a TIF district is allowed to dedicate the new sales tax revenues and additional property tax revenues generated from improvements in the TIF to make eligible improvements to properties within the district. This redevelopment tool has a 25-year life (30 years within Downtown areas) and functions to stimulate reinvestment, new economic development, and jobs, thereby reducing “blight” in older areas and increasing the health and viability of the area. The Western Sugar TIF, which is limited to property tax, was instrumental in attracting Leprino Foods to this site, where a \$143m cheese manufacturing plant will be constructed. Leprino is expected to create 260 new jobs initially, with 500 at full build-out. Other “brownfield” areas exist in the community, particularly along the US Hwy 85 corridor, in north and central Greeley, and east toward the Greeley-Weld County Airport.

**BROWNFIELD DEVELOPMENT** – development on property that was formerly used for industrial purposes.

VIBRANT Unique VALUE

**“Greyfield”** areas typically have outdated buildings, large parking areas often without landscaping, and lower tax revenues. Buildings can be razed and redevelopment can occur, or a reworking of the existing structures can be done, with façade and site improvements offering a facelift to the site. The Downtown is one of several “grey field” areas where under-utilization of existing buildings and land has been the trend in recent years. The Downtown Development Authority (DDA), created in 1998, is responsible for the economic viability of an area over 55 blocks in size. The DDA adopted its “Plan of Development” in 2002, after Colorado Preservation, Inc., a statewide preservation organization, named Downtown Greeley as an “endangered place” as a result of “years of business flight to the outskirts of the community.” A Special Improvement District (SID) was created in 2002 and led to opening the 8<sup>th</sup> and 9<sup>th</sup> Street Plazas to one-way vehicular traffic and rebuilt utility infrastructure. The area was designated a local historic district and design guidelines were adopted to guide exterior alterations and future development. A **Tax Increment Financing (TIF) District** was also created for the DDA, providing funding for revitalization of properties within its boundaries. A 2008 update to the DDA’s Plan of Development focuses on the areas of transportation and circulation, housing, historic preservation, community entryways, and revitalizing the Downtown as an “arts and entertainment” district. Since the 2002 DDA plan, a number of rehabilitation projects have been completed in the area, adaptively reusing many of the historic structures. A new “sense of place” is being created in the downtown, as the majority of these older buildings offer a unique architectural design and history not found elsewhere in the community and serve as the heart of the community. The most recent downtown renovation and reuse is the Kress Cinema and Lounge Movie Theater in the original Kress Department Store.

Other key “grey field” areas in Greeley include the Greeley Mall area and 10<sup>th</sup> Street corridor. An **urban renewal area** and TIF district were created in late 2007 for the Mall area. This TIF is expected to help spur redevelopment of land in and around the Mall, which has seen a number of tenants relocate to newer centers, or close, in recent years. An urban renewal area and TIF district were created in 2005 for 10<sup>th</sup> Street, between 22<sup>nd</sup> and 35<sup>th</sup> Avenues and a corridor study has been completed. Improvements needed for the corridor are outlined in the corridor study and of particular note, is the completion of the City’s new Police headquarters at the former site of the long-vacant K-Mart Store.

The Neighborhood Resources Office (NRO) was created in 2002 to provide assistance to neighborhoods throughout the community. The staff of this office encourages neighbors to work together to identify and strengthen the unique qualities of their neighborhood. Programs offered by the NRO help bring neighbors together to work on issues and projects of common interest, such as noise complaints, student-neighbor conflicts, property maintenance, or parking problems. These are issues

**GREYFIELD DEVELOPMENT** – development on property formerly used for retail or commercial use.

**TAX INCREMENT DISTRICT** – a state-defined special district for redevelopment and community improvement projects which are financed through the growth of tax revenue resulting from the redevelopment of a distressed area.

**URBAN RENEWAL** – the clearing, rebuilding and/or redevelopment of declining urban areas.

**URBAN RENEWAL AREA** – an area defined and approved for urban renewal activities.

that often occur in the older, established neighborhoods of the community and can have a negative effect on the stability of a neighborhood. Mediation services offered by the NRO have proven to be a successful approach to resolving these kinds of issues. The City's Neighborhood Building Blocks, or NB2 program, is designed to ensure that neighborhoods are attractive and vibrant – keys to being desirable and safe places to live. NB2 operates through a team of staff members from all City departments offering programs such as Action Alert, Operation Safe Stay, and Great Neighborhoods. These programs contribute to the livability and stability of city neighborhoods, regardless of the age of the neighborhood.

Code enforcement activities have expanded since 2001, with the City taking a more proactive approach to identifying and solving enforcement issues. Enforcement can ensure that safe, healthy, and attractive neighborhoods are maintained throughout the city. Table RE1 on the next page shows total violations, as well as sanitation and zoning-related violations reported separately over the past five years. The top three types of violations are related to sanitation (weed control and refuse accumulation) and zoning (landscaping) – all of which play a significant role in the visual appearance and image of neighborhoods and the community. All reported violations do not become formal court cases, as many homeowners agree to comply, while other complaints are unfounded. The number of reported violations and cases handled by Code Enforcement staff has continued to increase over time, particularly for sanitation violations. With the increasing number of homes in foreclosure, many of these issues are expected to increase, as homes are left vacant with little or no maintenance provided. Some areas are already feeling the affects of multiple foreclosures on the appearance, value, and safety of their neighborhood.

In recognition of the opportunities to discourage criminal behavior as early as possible, the Greeley Police Department has a special unit of officers called the "Neighborhood Action Team (N.A.T). This unit is integral to the NB2 team and works hand in hand with Code Enforcement and Neighborhood Resources to address "broken window" situations before nuisance problems grow into neighborhood problems. This type of community policing has helped **Neighborhood Watch** organizations grow and has been a strong support for a variety of other neighborhood activities.

#### **NEIGHBORHOOD WATCH**

– a voluntary program where neighbors work together with City representatives to address crime, property maintenance, traffic and noise issues in their neighborhood.

<b>Year</b>	<b>Sanitation</b>	<b>Zoning</b>	<b>Total Violations</b>
<b>2003</b>	1,747	1,285	3,032
<b>2004</b>	2,002	1,189	3,191
<b>2005</b>	1,372	1,303	2,675
<b>2006</b>	1,971	1,614	3,585
<b>2007</b>	2,348	1,594	3,942
<b>2008</b>	3,184	2,429	5,613

\*Source: Greeley Code Enforcement

City Planning staff has completed neighborhood plans and studies for the area around UNC, the John Evans Neighborhood, 10<sup>th</sup> Street Corridor, Northeast Neighborhood, and the Sunrise Neighborhood. A joint study with Weld County is now underway for the areas lying east of US Hwy 85, known as the East Greeley Comprehensive Plan.

The Greeley Urban Renewal Authority (GURA) has played a significant role in redevelopment in the older neighborhoods of Greeley since 1969, when it was established. GURA boundaries take in North Greeley, Downtown and North Downtown, and the areas around Sunrise Park, 14<sup>th</sup> Avenue, 10<sup>th</sup> Street, 5<sup>th</sup> Street, John Evans, and UNC. A housing rehabilitation program is operated by GURA and has provided improvements to nearly 800 housing units since 1976. GURA has facilitated the development of a number of affordable housing developments through property acquisition and resale and has funded a variety of neighborhood improvements. GURA has also acquired land for development and has moved 24 homes onto these sites – homes that would otherwise have been demolished - and rehabilitated them prior to sale as affordable units. The acquisition of foreclosed homes for resale for qualified low and moderate-income buyers is a new program receiving HUD funding and GURA anticipates participation in this program as a way to put abandoned housing units back into use and stabilize neighborhoods.

The City’s Development Code was written primarily for “greenfield” development and as a result, has been difficult to use for redevelopment projects. While some code changes were made to better identify and support compatible infill construction, redevelopment is not a “one size fits all” form of development, as each site or project has its own unique characteristics, opportunities, and constraints. There are often issues that exist for a site that may be difficult to overcome and may include building or site configuration, access, and/or parking issues that may serve as disincentives for redevelopment to occur.

Healthy

Flexible  
BALANCED

The Planning staff has recently completed a draft Redevelopment Study, after working with representatives of the development community to identify the factors that influence redevelopment, as well as strategies to support and facilitate redevelopment. A series of points dealing with socio-economic factors, the Development Review process, and site and policy factors were presented at roundtable discussions with developers and from these points, recommendations for addressing the issues were identified. Of the issues identified by developers, some of the key ones relate to site drainage and the overall need for flexibility in City design and development standards.

### **Patterns**

The following key trends related to redevelopment have been identified:

- The Downtown continues to require focused efforts to attract new users and compete favorably with other commercial areas of the community, though there are encouraging signs with the addition of several new community facilities (Ice Haus, Museum) and numerous private investments since the last Comprehensive Plan update. Improving the stability and vitality of this area will take continued creative and cooperative efforts from the City of Greeley, DDA, and property and business owners and groups
- Many residential neighborhoods are experiencing distress as a result of the high number of foreclosures in the community. Programs that help stabilize and strengthen these neighborhoods are extremely important, especially in older, established areas
- Structures being designed and built today and in the next several years have the potential to be considered historic during the planning horizon of this Comprehensive Plan, so consideration should be given to creating potential landmarks for the future
- There is increasing interest in mixed-use redevelopment projects, combining housing with other land uses, since infrastructure typically exists in redevelopment areas. These sites are often in areas where population densities are higher and as a result, make good locations for higher density housing, with access to public transportation.
- While there has been effort to accommodate infill development through municipal codes, there are still some zoning, building, and fire code provisions that may impede adaptive reuse of existing older structures, making it difficult to encourage and promote their reuse. Many code provisions would require more suburban 'greenfield' standards that are not consistent with the prevailing character of some of the established areas

Every great architect  
is – necessarily – a  
great poet. He must  
be a great original  
interpreter of his  
time, his day, his  
age  
– Frank Lloyd  
Wright



**Progress**

Since the adoption of the 2020 Comprehensive Master Plan in 2000, many of the action steps of the 2020 Plan have been accomplished, or are in process. The following “Report Card” summarizes some of the key accomplishments. The full Redevelopment Report Card can be found in the Appendix of this document.

- ✓ Creation of Neighborhood Resources Office, providing assistance to neighborhoods
- ✓ Expansion of Code Enforcement program, resulting in a more proactive stance on bringing properties into compliance with City Code
- ✓ Completion of draft Redevelopment Study and identification of potential code amendments to facilitate redevelopment
- ✓ Creation of new Tax Increment Financing (TIF) Districts for the Greeley Mall area, Western Sugar area, and 10<sup>th</sup> Street corridor
- ✓ Completion of neighborhood plans and studies for UNC, John Evans, 10<sup>th</sup> Street, Northeast, and Sunrise neighborhoods
- ✓ The DDA adopted a 2002 Plan of Development to guide and facilitate redevelopment in the Downtown; a successful mill levy election within the Downtown District provides another key incentive to support revitalization of this area

**Potential**

The following Redevelopment themes were identified to create a 2060 Greeley:

- Vibrant
  - Unique
  - Value
  - Flexible
  - Healthy
  - Balanced
  - Downtown – Heart of Greeley
  - Educational hub
  - Amenities
  - Purposeful
  - Progressive
  - Appreciates in value
  - Preservation...conservation
  - Regionally connected
  - Ultimate example of green building
  - Adaptive re-use
  - “Smart”
  - Character of place
  - Compact/efficient
  - Destination
  - Safe place
- Special

**Promise**

Viable, vibrant and enriched established areas of the community

**II.**  
**REDEVELOPMENT CHAPTER**  
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**Educational Hub**  
**Purposeful Amenities**

## ◆ REDEVELOPMENT ◆

**GOAL:** Prioritize support to established areas of the community to maximize the taxpayer return on existing infrastructure investment, promote the viability and value of such areas, and enhance the community image, reputation and inclination for community investment in these areas.

### OBJECTIVES

#### RE1 REDEVELOPMENT AND INFILL STANDARDS

##### A Sustain and promote complementary neighborhood design

- 1 Identify the boundaries and unique qualities of each established neighborhood that defines its “sense of place” in the community. Take measures to maintain and promote those attributes in design elements, infill projects and related development activities
  - a Undertake Neighborhood Sub-area plans in the Redevelopment Area of the community to define cohesive neighborhood boundary areas and physical characteristics and attributes that distinguish the neighborhood
  - b Review and strengthen as warranted those Development Code regulations related to infill design and redevelopment to protect the existing neighborhood areas
- 2 Require redevelopment or infill projects to utilize site design and building architecture which is sympathetic to the surrounding area in order to enhance the desirable character and form of the neighborhood to reinforce or improve its condition (see also CD1A6 and CU1A3a)
  - a Review the Development Code regulations to assure this standard is adequately addressed

##### B Encourage stability and reinvestment in established areas

- 1 Investigate amendment of municipal, building, and fire codes to encourage the rehabilitation and re-use of older structures (see also CD1A5, CD3B1b, CU1A1, EN5A1, GR3B1d, HS5A5, HS5B4, and RE1B4)
  - a Adopt a Redevelopment Code and thereafter review the code at least every three years to assure it is relevant and complementary to redevelopment objectives of this 2060 Comprehensive Plan

- b Establish a financial resource whereby existing buildings may be improved to comply with or meet the intent of building and fire code standards through low interest-rate loans or similar incentives
- 2 Identify areas of concern or hazard for older structures and neighborhoods such as the presence of lead-based paint, asbestos, and other toxic materials (see also policies EN5F3, HS4B2, and PS2A4c)
  - a Educate the public about identification and effects of such hazards and appropriate mitigation or treatment options
  - b Establish, cultivate, and communicate financial resources available to assist with such mitigation
- 3 When considering requests for annexation and zoning for development in suburban areas, weigh the potential impacts to established commercial areas (see also LU1B2)
  - a Consider an amendment to the Development Code that specifically adds this as a land use zoning criteria
- 4 Review the City fee structures to provide incentives for reinvestment in older, existing areas of the community through infill and redevelopment activity (see EC1A1, RE 1B1a and TR2C1)

**C Retain defined neighborhoods**

- 1 Discourage “**scrape-offs**” and demolition of structures older than 40 years without careful evaluation in order to maintain desirable and positive neighborhood identity and to conserve existing resources
  - a Identify older structures which may be vulnerable to demolition due to deteriorated condition or economic obsolescence
  - b Work with land owners to assess viable alternatives to demolition
  - c Investigate the development of financial resources and technical assistance to support landowner’s ability to retain older buildings
- 2 Recognize the need for established neighborhoods to evolve to meet contemporary markets
  - a Seek methods to encourage redevelopment within a context of change that balances existing development with adaptive reuse and renewal needs (RE1B1a)

**SCRAPE-OFF** – the removal of all structures, buildings, and objects from a site.

- 3 Engage in active code enforcement to protect area improvements and residents and address signs of neglect (see also policies CD2A2, HS5B3, LU2A5cii, LU2A11, and PS4B2) aExplore maintenance options for abandoned and foreclosed properties to reduce impact and to prevent distressed conditions from spreading throughout the neighborhood

**RE2 DOWNTOWN**

**A Maintain the historic genesis of the community as an essential “town center” and focal point**

- 1 Encourage **historic** preservation downtown through the use of financial, building, and related incentives for rehabilitation and restoration of landmark structures and facilities (see also CD1B1 and CU1A2)
  - a Work with the **Downtown Development Authority** and Historic Preservation Commission to update the menu of incentives available to Downtown landowners and provide information about such resources in broad formats and in a timely manner
- 2 Adhere to the adopted Downtown architectural and design standards to guide redevelopment efforts in the rehabilitation, replacement, and reuse of existing structures to assure compatibility with the existing character of the urban center
  - a Review the standards every five years to assure relevancy and efficacy of application
- 3 Expand and improve Lincoln Park as a community open space for special events, leisure activity and as a gathering place as intended and provided for with the original settlement of the community

**B Maximize the utilization of the existing public infrastructure in the area by stimulating reinvestment in Downtown and adjacent neighborhoods**

- 1 Identify the major obstacles to the rehabilitation, reuse, and reinvestment in Downtown buildings and develop strategies to address such limitations (see also RE1B1a)
  - a Identify and promote incentives available to Downtown development such as Enterprise Zone, Tax Increment Financing and other such inducements

**DOWNTOWN DEVELOPMENT AUTHORITY (DDA)** – The organization responsible for maintaining and improving the economical viability of a 55-block area around downtown Greeley.

**HISTORIC** – the public and private resources in the City, including buildings, homes, replicas, structures, objects, properties, parks and sites that have importance in the history, architecture, archeology or culture of the City, State or Nation, as determined by the Historic Preservation Commission.

b Through this 2060 Plan, reaffirm the 2002 Downtown Development Authority Plan of Development, as updated, to guide development decisions in the established **Downtown Development District**

- 2 Aggressively pursue new mixed use opportunities in Downtown to reduce vacancy rates, achieve an effective return on the City infrastructure investment and establish the area as a vibrant, stimulating and essential component of the City (see also CD1D3 and PS1A4a)
- 3 Support the versatility and appeal of Downtown by promoting unique mixed-use land use opportunities, such as residential lofts above stores, adaptive reuse of existing structures, and education, art, and entertainment venues (see also LU5B2 and PS2A1)
- 4 Support the viability of adjacent neighborhoods by promoting housing rehabilitation, infill and neighborhood improvement projects, particularly those which increase home ownership in the area
  - a Expand and investigate the development of programs to increase housing, and particularly ownership, for Downtown workers, such as with the **Urban Homesteader program**
- 5 Increase the stability of Downtown by increasing the overall density in this urban neighborhood with a measured blend of home ownership and multi-family uses and commensurate commercial uses to support the area
  - a Assess the commercial area to ascertain how the neighborhood marketplace uses and services could be enhanced and/or expanded to reinforce the attractiveness of the area for housing

**C Facilitate the rebirth of Downtown as a regional multi-use activity area while preserving and promoting the cultural aspects of the area**

- 1 Reinforce the use of Downtown as the gathering place for the celebration of important community events such as, but not limited to Arts Picnic, Cinco de Mayo, Farmers' Market, First Fridays, Independence Day Parade, Greeley Lights the Nights, Friday Fest, Das Greeley Oktoberfest, and the Blues and Jazz Festivals (see also CU2A1)

**DOWNTOWN DEVELOPMENT DISTRICT** – the boundaries of the Downtown Development Authority, within which a range of land uses and special districts exist to support the vitality and preservation of Downtown.

**URBAN HOMESTEAD PROGRAM** – a program of the Greeley Urban Renewal Authority which stabilizes declining areas by providing low-interest loans to support turning rental housing back into owner-occupied housing.

- 2 Reinforce Downtown as a “public service campus” with a full range of governmental, entertainment, educational, public safety, recreational, library and civic services through enhanced pedestrian linkages
- 3 Promote a Downtown transportation system which provides complementary, unique, pedestrian-friendly area while meeting the mobility and transportation needs of the **Central Business District** and the community (see also CD1D3)
  - a Explore regulatory amendments to the Model Traffic Code which would allow for multiple, alternative and special forms of transportation to be allowed in a defined Downtown area, such as seg-ways, Smart cars, horse drawn carriages, trolley, and other similar devices
  - b Retain and promote development of the Downtown as a key transportation hub for the community and the region; consider linking services with inter-City bus service to the Downtown
  - c Emphasize pedestrian importance and safety, linkages and comfort in the downtown transportation system
  - d Explore the improvement of the rail corridor with the use of “Quiet Zones” to minimize disturbances to adjacent land use from train whistles (see also EN3B2e)
- 4 Reinforce linkages between Downtown and other nearby key community activity through such means as design, transportation shuttle services and land uses (see also EC4B5 and EN1A2c)
  - a Examples of key activity center connectors include:
    - i University of Northern Colorado
    - ii Island Grove Regional Park
    - iii North Colorado Medical Center
    - iv North Greeley/**Mercado District**
    - v E. 8<sup>th</sup> Street/Greeley-Weld Airport
    - vi Poudre River Trail
    - vii Weld County Business Park
- 5 Support the Downtown initiative to create an Arts and Entertainment District identity (see also CU2B1b)

**CENTRAL BUSINESS DISTRICT** – the centrally—located business area within a community which is often referred to as the “downtown”.

**MERCADO DISTRICT** – a neighborhood market place that focuses on the sale of specialty products of native Mexico and the cultural aspects of design through the use of native architecture, materials and mixed land uses.

**RE3 ESTABLISHED NEIGHBORHOODS**

**A Maintain, enhance and protect the character of established neighborhoods**

- 1 Educate and support neighborhoods in the development of Character Overlay District designation as well as locally designated historic districts to support the preservation of important physical features and land uses unique or characteristic of the area
- 2 Work in partnership with community organizations, property owners and businesses to develop a defined character that includes cohesive and complementary design features and land use standards to support renovation, reinvestment and reuse of those transitional areas (see also CD1A4a)
  - a Develop and/or enhance corridor plans for the following existing areas, with the intent to provide a thematic linkage between the entirety of the corridor:
    - North Greeley Mercado District
    - 9<sup>th</sup> Street (14<sup>th</sup> to 23<sup>rd</sup> Ave) Corridor
    - 11<sup>th</sup> Avenue from US Hwy 34 Bypass to “O” Street
    - 8<sup>th</sup> Avenue
    - 10<sup>th</sup> Street between 14<sup>th</sup> Ave to 35<sup>th</sup> Ave
    - E. 8<sup>th</sup> Street from Downtown to the Airport
    - US Hwy 85 Bypass
    - 23<sup>rd</sup> Avenue /10<sup>th</sup> Street power station and road median
    - 9<sup>th</sup> Avenue/Monroe Avenue Historic District
- 3 Protect and retain trees with important historical, cultural, horticultural, habitat or environmental value
  - a Replace trees in established neighborhoods to retain the character of area habitats (see also CD1A4a, CD1B2, CU1A4, EN4A7, andLU7B2)

**B Increase the viability of such areas with a full complement of housing, neighborhood commercial, recreational, school and related activities**

- 1 Stabilize older neighborhoods by increasing the overall density in these areas with a measured blend of home ownership and multi-family uses and commensurate commercial, recreational and related uses to support the area’s residents
- 2 Create neighborhood associations to promote, advocate and provide leadership and liaison to the City to support the area’s success

Ultimate Example of Green  
Building SAFE place

**C Address conditions which contribute to distress, disinvestment and blight in older areas of the community**

- 1 Identify conditions, when present in a neighborhood, that evidence distress or deterioration. Such conditions could include, but not be limited to, age and condition of structures, lack of or poor condition of neighborhood infrastructure, condition of property, economic status of the area, vacancy of commercial and multi-family structures, crime activity and related indicators (see also EC4B2, LU2A13 and PS4A1)
  - a Identify community areas and specific neighborhoods which should be reviewed for the presence of at-risk conditions. Complete sub-area plans in these vulnerable neighborhood areas to review distress conditions and work with landowners to craft a strategy to address the concerns (see also CD2A3, LU2A13, and PS4B1)
  - b Where appropriate and constructive, nominate neighborhoods to be placed on the **Colorado Endangered Places list** to add focus to the concern and garner financial resources to address the issues of concern
  - c Make measured progress in providing infrastructure such as sidewalks, curb and gutter, lighting, fire hydrants, and parks in order to maintain and enhance established neighborhoods and provide them with equivalent improvements as newer areas of the community receive (see also LU2A12)
- 2 Encourage the establishment of neighborhood organizations to increase safety and attention to area conditions, but also celebrate the essence of neighborhood relationships and living thereby increasing the quality of life and appeal of established neighborhoods

**D Preserve and protect cultural, architectural and geographic structures and features of historic importance**

- 1 Promote opportunities to support the placement of homes, structures or neighborhood areas on the local Register of Historic Places where appropriate and consistent with the City's Preservation Plan standards (see also CD1B1, CU1B2, EN5B1f, and LU2A9)

**COLORADO  
ENDANGERED PLACES  
LIST** – the most  
threatened historic  
places in Colorado as  
identified by Colorado  
Preservation, Inc.