



A COLLECTION OF WELBY IDEAS

Prepared by

Adams County Planning and
Development Department

and

Residents of the Welby Neighborhood

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Introduction

The Welby area is 3.7 square miles and is generally located north of I-76, east of I-25, south of 88th Avenue, and west of the Platte River (Fig. 1). Within the 2012 Adams County Comprehensive Plan, Welby is identified as an area with a diverse mix of uses that includes single and multifamily residences, commercial businesses, agriculture, and industry. This diversity of uses and eclectic character is valued by area residents and reflects its unique history; however, as the diversity of uses in the area has increased over time, conflicts between different uses, such as conflicts between the residential neighborhood and industrial operations, have emerged. Moreover, the mixed-use nature of this area has led to a lack of clarity and predictability in terms of what is envisioned and permissible in terms of existing and future land uses. The older nature of this area also means that infrastructure is aging and there are opportunities to address some of these deficiencies as future development and redevelopment occurs.



Fig. 1

During the recent update to the Adams County Comprehensive Plan in 2012 (*Imagine Adams County*), residents from Welby asked Adams County to complete a more detailed study of the area. In addition several potential issues and opportunities were identified that required further discussion with area property owners, businesses, and residents as part of a future subarea planning effort which included:

- Detailed Existing Conditions Analysis
- More Refined Delineation of Future Land Use Mix
- Major Improvements and Planning Studies
- Integrating Clear Creek Trail System
- Enhancing Performance Standards
- Creating a Common Community Vision
- Exploring Opportunities to Establish Civic/Cultural Attractions
- Revitalizing Corridors and Gateways

PURPOSE OF THE SUBAREA PLAN

1. Complete a more detailed analysis of the area, which would include:
 - Inventory of agriculture, residential, commercial and industrial uses
 - Inventory of assets and constraints
 - Inventory of infrastructure (roads, sidewalks, water, sewer, etc.)
2. Identification of development trends
3. Preparation of a new land use plan which demonstrates which land uses should be allowed or permitted in certain areas.

History of Welby

In 1909, the Denver- Laramie Realty Company laid out a twenty-block town north of Clear Creek. The town, Welby, was named after Arthur E. Welby, the first Vice President of the Denver, Laramie and Northwestern Railroad Company. In 1912, Welby established a Catholic parish and soon Italian immigrants began to settle and farm in Welby until the early 1960s. During this time, Welby was a major agricultural area in the west with the largest amount of vegetable production in Adams County.

The agricultural area began to change in the late 1950s, and new highways, Interstates 25 and 76, were completed on the south and western borders of the neighborhood. New development, housing, and industry began to replace family farms.

Over the years, Welby has become one of the most diverse communities in Adams County, and is also a strong source of commerce and jobs, in part due to its central location and immediate access to major roadways.

Community Profile

With a population of almost 15,000, the people of Welby are comprised of many ethnicities and economic backgrounds. In addition, many generations of families have lived and done business in Welby, thus creating strong bonds to the area and its future. As new residents and businesses come to Welby, its community profile has changed dramatically over the years (see **Appendix A**).

Existing Zoning

Zoning regulates the uses and/or development forms of land. The Adams County Development Standards and Regulations assist in the orderly, efficient, and integrated development of the County in order to preserve the health, safety, and welfare of the public, in accordance with established County policies and plans. Among other things, they designate, regulate, and restrict the location of the buildings, structures, and use of land for residence, commercial, industry, agriculture or other purposes. An existing zoning map along with the zoning designations for the Welby area can be found in **Appendix B** as well as a list of adopted Planned Unit Developments.

Future Land Use

Imagine Adams County lays out objectives for future development and provides a rational basis for local land use decisions with a long range vision for future planning and community decisions. It is advisory in nature. The future land use map is the product of an extensive review of existing physical conditions and planning influences and analysis

of likely future needs. It identifies land uses for all areas within the County's unincorporated limits in accordance with the comprehensive plan policies. While the County recognizes that the future land use map is based on existing conditions and current infrastructure plans as well as populations for the year 2035, it is also understood that conditions will change and new infrastructure plans and population and employment projections will have to be made. As such, the future land use map for the Welby area contains land use categories as depicted on **Figure 2** and described in **Tables 1, 2 and 3**.

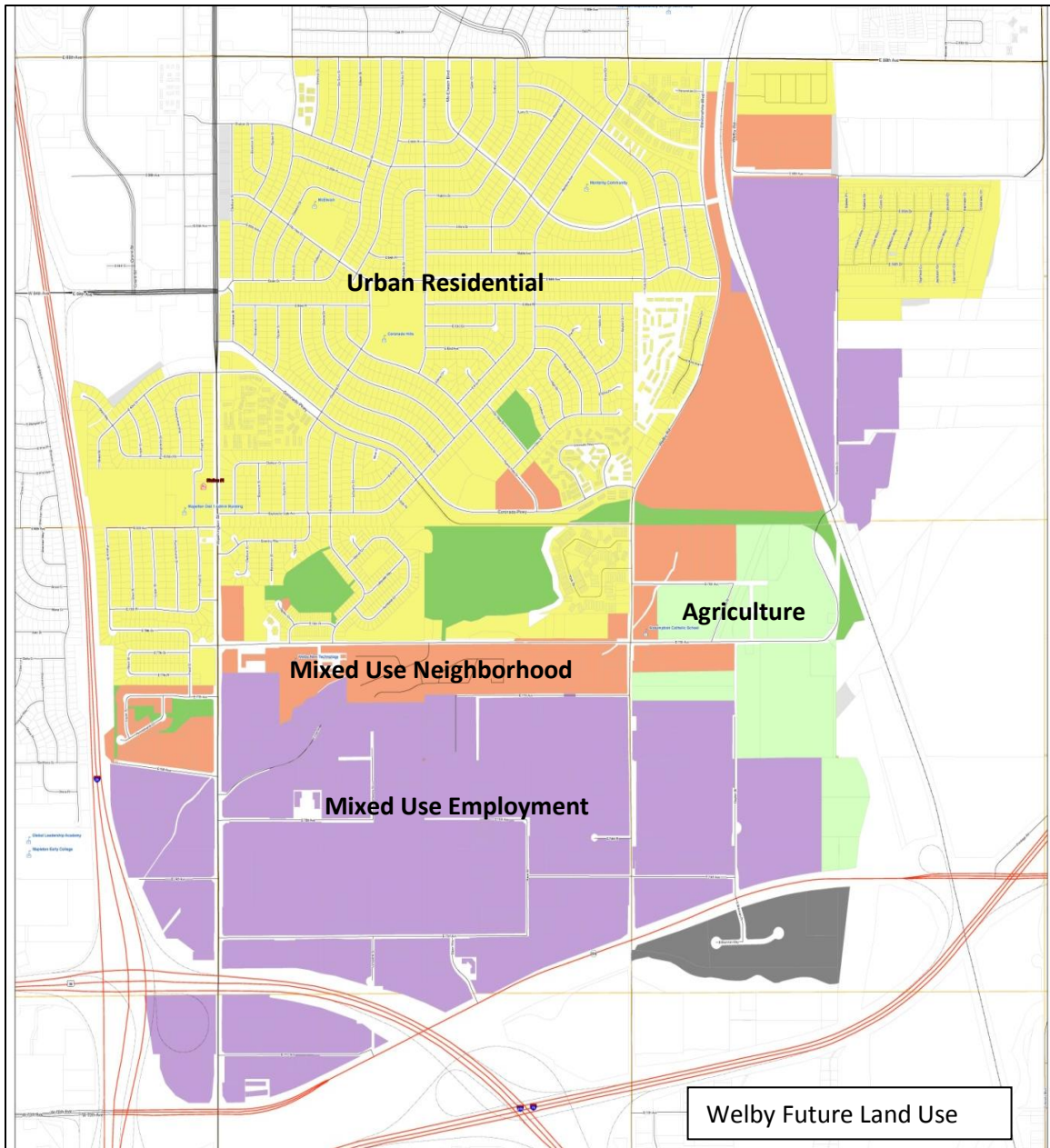


Fig. 2

Table 1 – Urban Residential Land Use Category

| Characteristics & Uses | Purpose | Criteria for Designations |
|---|---|--|
| <p>Primary: Single and multi-family housing</p> <p>Secondary: Compatible uses such as neighborhood schools, community facilities, parks, open space, and limited commercial development</p> | <ul style="list-style-type: none"> • Provide areas for a variety of housing types • Create and maintain healthy residential neighborhoods | <ul style="list-style-type: none"> • Adequate urban services and transportation facilities • Requires central water and sewer services • Avoid incompatible uses in residential neighborhoods |

Table 2 – Mixed Use Neighborhood

| Characteristics & Uses | Purpose | Criteria for Designations |
|--|--|--|
| <p>Primary: Mix of single and multi-family housing, commercial, office</p> <p>Secondary: Compatible uses such as neighborhood schools, community facilities, parks, and open space</p> | <ul style="list-style-type: none"> • Accommodate a range of housing types combined with a mix of complementary and supporting uses and activities to serve the neighborhood | <ul style="list-style-type: none"> • Compatible with surrounding environment • Avoid uses that are incompatible with residential uses • Central water and sewer required • Adequate transportation access • Adequate services and public infrastructure |

Table 3 – Mixed Use Employment

| Characteristics & Uses | Purpose | Criteria for Designations |
|--|--|---|
| <p>Primary: Offices, light manufacturing, distribution, indoor warehousing, airport and technology-related uses, and clean industry</p> <p>Secondary: Supporting retail and community facilities</p> | <ul style="list-style-type: none"> • Accommodate a range of employment uses with a mix of supporting uses to serve employment needs • Increase employment and contribute to the tax base | <ul style="list-style-type: none"> • Central water and sewer required • Adequate transportation access • Adequate services and public infrastructure |

Community Engagement

The planning process for the Welby Subarea Plan includes numerous opportunities for input from a variety of stakeholders including residents, business owners, land owners, school district officials, and adjacent municipalities (**Table 4 and sidebar**). The County also initiated a partnership with the University of Colorado in engaging graduate students from a number of classes from its Master in Urban and Regional Planning to research, gather statistical data, provide analyses on existing conditions and explore innovative ideas for the future of Welby (see **Appendix C** for excerpts of graduate work).

| Table 4 – Milestones (2013) | |
|-----------------------------|--|
| Date | Event |
| February 5 | Kick-off Meeting with Community |
| Spring 2013 | UCD Classes study Welby area |
| April 10 | Neighborhood Meeting #2 |
| April 29 | UCD Student Presentations to Community |
| June 11 | Neighborhood Meeting #3 |
| July 16 | Neighborhood Meeting #4 |
| August 19 | Neighborhood Meeting #5 |
| September 17 | Neighborhood Meeting #6 |
| October 15 | Neighborhood Meeting #7 |
| October 29 | Planning Commission Public Meeting |
| December 3 | Neighborhood Meeting #8 |
| January 2014 | Project Neighborhood Meeting |



Public Outreach

- Three mailings to community consisting of over 4,000 postcards
- Welby Subarea Plan website www.adcogov.org/welbyplan
- Dedicated email address for comments and questions – welbyplan@adcogov.org
- Monthly newsletters (with Spanish sections)
- Guest Speakers: Sheriff's Department, Community Enterprise, City of Thornton, City of Commerce City
- Professional Simultaneous Translation Services
- Child Care Services (provided by Community Enterprise)
- Healthy catering to promote Live Well South Adams County Initiative

Partnerships

- Community Enterprise
- Adams County Community & Neighborhood Resources
- FRESC
- Live Well South Adams County Initiative

At the April 10, 2013 neighborhood meeting, attendees were divided into 7 groups of 6-8 people. Groups were given the following questions to guide them in discussing various topics. They were then asked to provide the top topics.

1. What qualities about Welby are most important to you? What would you like to see preserved? What needs to be improved? What is missing?
2. Is the close proximity of industrial, residential, and agricultural uses in the south part of the community a problem? If yes, how should it be addressed? If no, are there any other areas where there are conflicts between land uses?
3. Do you want industry to grow in Welby? What ideas do you have for ways to tame/mitigate its impacts? Are there certain business types that should be excluded?
4. What additional amenities should there be in Welby? Where should they go?
5. Do you think the ability to safely walk around Welby is important? What places in Welby would you walk to if you could do it safely? What ideas do you have for improving pedestrian access and safety?
6. Would you like to see more community activities like farmers' markets, movies in the park, street festivals, music festivals, etc. in Welby? If so, where should these activities take place?
7. Is there any other information you would like to share?

Throughout the community engagement process, presentations by the Planning Department staff were given along with exercises to the community in order to assist them with identifying needs of the community and how they envision what Welby should look like in the future. Specific interest groups were self-formed during the kick-off meeting and the community was invited to sign-up for one of the seven groups which subsequently also included a Spanish speaking group. By performing SWOT analyses (strengths, weaknesses, opportunities and threats) the community identified various ideas and concepts for Welby as well as a Preliminary Vision Statement (Figs. 3, 4, 5, 6).

| Fig. 3 - April 10, 2013 Community Meeting Group Topics | |
|--|---|
| <p style="text-align: center;">Group 1</p> <ul style="list-style-type: none"> • Need Sidewalks • Crime, security - Neighborhood watch • Lack of homeless shelters • Block Parties • Segregation of businesses/housing • Abide by zoning regulations | <p style="text-align: center;">Group 5</p> <ul style="list-style-type: none"> • Want new businesses but need a vision first • Need access to park and bike trails, need new sidewalks • Traffic on York St. - congestion, lighting, safety |
| <p style="text-align: center;">Group 2</p> <ul style="list-style-type: none"> • Traffic on York St. • More industrial, infrastructure, scalability • Child safety with cohabitation of business/housing • Reduce adult entertainment | <p style="text-align: center;">Group 6</p> <ul style="list-style-type: none"> • Boardwalk area • Recreation Center • Police presence • Beautify area • Agro tourism • Improve York St. • Code Enforcement |
| <p style="text-align: center;">Group 3</p> <ul style="list-style-type: none"> • Boardwalk • More recreation • Need sidewalks, trees • Grocery Store • Zoning decisions | <p style="text-align: center;">Group 7</p> <ul style="list-style-type: none"> • Business is good • Grocery Store • Senior Center |
| <p style="text-align: center;">Group 4</p> <ul style="list-style-type: none"> • Safety - police presence • Traffic - nuisance • Open space, parks, accessibility • No pollution inducing business • Keep equestrian areas | <p style="text-align: center;">TOP ISSUES</p> <ul style="list-style-type: none"> • Need for sidewalks • Improving traffic on York Street and beautification • Safety - police presence |

Fig. 4 - June 11, 2013 Community Meeting – Interest Group Feedback

Agriculture & Open Space

- Is agriculture still viable?
 - Little active farming
- Could we preserve the history of agriculture and keep some land preserved
 - Historic center for agriculture history
- Would have to be a win-win
- Add and retain value, not take away
- Better access to trails and river
- South access to Rotella park

Environmental

- Shade trees in open spaces and along streets
- **Tree-lined streets** (46th Ave. between Sheridan & Federal)

Historical Preservation & Cultural Resources

- Honor the past
- Comprehensive branding – tractor, truck farms (street lights, signage, banners, stories on signage/historical markers, wayfinding)
- Museum/cultural center
- Trail/road signage
- Riverfront gathering site
- Celebrate agriculture – summer markets, playgrounds with information
- Farms/fields – historical
- Design guidelines for storefronts
- Design review board

Infrastructure, Transportation and Trails

- Walking trails, landscaped
- Infrastructure that promotes healthy living
- Lighting, call boxes, bike patrols along trails, parks
- Contiguous sidewalks
- What is the plan for Steele Street?
- Reinvent a river culture – River walk – shops, food, farmers market (like Pueblo)
- Speed control along York, Devonshire - Roundabouts, landscaped islands

Strong Business Community

- Vision: already strong, just not formally organized
- Potential for business association? For what purpose?
 - Business to business opportunities
 - Branding/events/business attraction
 - Better prepare kids in the community
- Future land use
- Don't want to limit opportunities
- Mixed use zoning possibility
- Creating opportunity
- What do we not want?(smells, marijuana)

Vibrant Residential Neighborhoods

- Safe
- Connect and communicate with neighbors
- Unifying activities
- Gathering spaces – small parks, community garden, picnic areas
- Rotella park revitalization (water fountains for play)
- Sidewalk culture (32nd, like Lowell)
- Balance between modern and traditional amenities
- Build out Welby Montessori playground into a robust park area for community
- Spanish Speaking
- Greater police presence for speeding at the Montessori school
- Jaywalking is a problem
- Invite sheriff's office to a meeting
- A recreation center
- Lack of local commercial stores, parks and grocery store
- Montessori school needs a gym
- School supported a community garden, but group did not get grant and needs financial assistance to get started
- Want Welby to be the "lungs" of the Denver metro area
- Sculpture garden
- More recreation spaces for BBQ; fishing near the Welby lakes
- Lack of sidewalks along 78th
- Lack of public transport from Welby to downtown
- More restaurants
- Heart of Welby – commercial corridor between 74th & 78th along Washington
- English and computer classes and citizenship classes
- Art club, zumba/yoga classes offered in Spanish
- Need public lighting in the Brittany Ridge area (77th Ave and Washington
- Graffiti problems along York St.

Fig. 5 – July 15, 2013 Interest Groups SWOT Analyses & Preliminary Community Vision Statement

Agriculture & Open Space Environmental

- S:** Lots of land, location, transportation hub
- W:** Funding
- O:** Agriculture business, local food production, recreation
- T:** Land use conflicts, negative image, organized groups

Environmental Considerations

- S:** Clear Creek, EPA/County Regulations,
- W:** Lack of: investments, grants, GOCO funds, maintenance, solar lighting, green resources
- O:** Clear Creek, trails, pocket parks
- T:** Unregulated growth, lack of resident support

Historical Preservation & Cultural Resources

- S:** Deep roots, great schools, people with vision, history
- W:** Preserving history, need to leave area for cultural experiences
- O:** Branding, alternative revenue streams,
- T:** Losing history (people, sites)

Infrastructure, Transportation and Trails

- S:** Lots of land, location, transportation hub
- W:** Funding
- O:** Agriculture business, local food production, recreation
- T:** Land use conflicts, negative image, organized groups

Strong Business Community

- S:** Active community, transportation hub, successful business community, live/work
- W:** Infrastructure needs to be improved, additional services
- O:** Maximizing economic growth for jobs, undeveloped land available development of business community, river front,
- T:** Safety and branding

Vibrant Residential Neighborhoods

- S:** Education choice, location, active community members, family history, trails, outdoor recreation, land to develop, live near where you work, transportation, churches
- W:** open space, funding, lack of public transportation, safety and infrastructure, lack of the Arts, preserving history, branding and signs, sidewalks, need neighborhood board
- O:** Strong sense of place, plan pocket neighborhoods, highlight gateways, agriculture, recreation services, civic building
- T:** Safety, access, organized groups

Other

- S:** Development opportunities
- W:** Lack of consistency in land use decisions, incompatible uses –
- O:** Create a stronger vision for Welby, encourage entrepreneurs and investment from the private sector, build off nearby market opportunities,
- T:** Adams County could place fees on property owners to finance some of these ideas, needs to be transparent and part of this process, should not impact others, what burden will be on tax payers?

Spanish Community

Concur with various topics including agriculture tourism, recreational services, transportation routes and safety, preserve history and need arts structures

PRELIMINARY VISION STATEMENT

*Preserve historic and cultural heritage
while improving quality of life and
maximizing economic prosperity.*

Fig. 6 –Comments from August 20, 2013 Community Meeting

| | |
|---|--|
| <ul style="list-style-type: none"> • Why the need for a plan? • How to be involved with more than one interest group • Will the plan have any restrictions on land? • What, if any, are the economic impacts/costs of Plan? • Future generations – what do they want from us? • Homeowners to make choices • Need to understand impact of plan on properties : economic burden v. benefits • “Perspective Plans” – What are the economic impacts? • Will there be any special assessments? • Will there be an increase in sales tax? • Will Welby be incorporated? • Where are the land use conflicts? Don’t believe there are any. • Why the urgency for a plan? • Land has not been developed because of “choice” – the property is not on the market • Will the Plan be more restrictive on land development? • County regulations work as is – we are happy with them and the comprehensive plan • Welby is an attractive place for businesses • Taxes are low in Welby and it has a Denver address | <ul style="list-style-type: none"> • Do not agree with preliminary Vision Statement • Do not agree with UCD work and it being on the website • Do not want any more speakers at meetings – waste of time • Good to have an open mic night • Goal – subarea plans for neighborhoods to come together and plan • What do we want for Welby? • Welby needs a common vision • Not about small clichés imposing will on others • How do we change structure of planning process in order to get all opinions – some people do not or are unable to attend all of the meetings • Are Team Captains and the Steering Committee writing the Plan? • Give examples of communities similarly situated – mix of uses – common vision to maximize economic opportunities. • Perl Mack Neighborhood has a collective voice – Welby needs this so it is recognized by various organizations and government agencies • Want to retain property rights • Plan for south of I-76? • Strange juxtaposition – do what we want with our own property but have restrictions on others, i.e. against medical marijuana and halfway houses |
|---|--|

County’s Response

The County’s Comprehensive Plan establishes general patterns for future land use, transportation and other infrastructure needs. Subarea Plans, such as those for the TOD Districts, Berkeley Neighborhood, and other Adams County projects have more detailed planning on a geographic basis. The adoption and incorporation of subarea plans into the Comprehensive Plan adds greater detail, guidance and predictability to future development. Your feedback will help create a formal plan with a vision for the area which may include: design standards, new zoning, improvements projected for the future, and others as identified in this process. Planning staff will be capturing and compiling all of the feedback received at community meetings and develop a draft plan for the community to review and refine through the fall. The Planning Commission and the Board of County Commissioners (Board) will then review the Subarea Plan and hold public hearings before taking formal action. If adopted by the Board, the plan will become part of the County’s Comprehensive Plan. Presently, there is no plan and we are still working on capturing the community’s thoughts. Zoning is the way the County controls the physical development of land and the kinds of uses. Existing zoning on all properties in Welby is what currently dictates development. Owner authorization is typically required for zoning changes. The final subarea plan will include what we have captured from the community’s thoughts, and September’s meeting will give everyone the opportunity to show us visually what they would like to see in Welby

Economic Development

To be developed in more depth with respect to the community's desire for a strong business community.

Transportation

To be developed in more depth with respect to addressing transportation issues as a whole for the community including street connectivity, multi-modal transportation options and infrastructure issues.

Preliminary Neighborhood Feedback

Preliminary feedback Goals and Strategies of the Welby Neighborhood have been categorized into eight issue areas:

1. Agriculture and Open Space
2. Environmental Considerations
3. Historic & Cultural
4. Infrastructure, Trails
5. Public Safety
6. Strong Business Community and Local Economy
7. Vibrant Neighborhoods
8. Other

1. Agriculture and Open Space

Goal 1: Provide a variety of recreational opportunities, preserve open space and utilize agricultural areas for educational and economic prospects.

Strategies:

- a. Identify and implement open space opportunities in the southwest end of the county in accordance with Adams County Open Space, Parks & Trails Master Plan.
- b. Opportunities for educating community to learn about rich agricultural history and processes and provide information about open spaces areas and connections to regional trails.
- c. Economic viability of agricultural, residential and business opportunities in the area.
- d. Examine additional access to and redevelopment of Rotella Park.
- e. Find ways to encourage visitors' use of trails into Welby.
- f. Examine the addition of pocket parks into new development.
- g. Explore "Riverwalk" concept along Clear Creek and South Platte River.

2. Environmental Considerations

Goal 2: Seek to create a greener and healthier environment for the community through respectful use, care and maintenance of the area's overall environment to support a high quality of life.

Strategies:

- a. Respectful use and care for the environment including beautifying Welby through proper landscaping, gateways, lighting, sidewalks, trails and signage.
- b. County helps develop and maintain landscaping plan in accordance with Adams County landscape requirements.
- c. Tree-lined streets should enhance the area.
- d. Shade trees should be incorporated in open space and proposed open space areas where appropriate in a strategic manner.

- e. Saving and enhancing natural resources (i.e. wetland and wildlife conservation, Department of Wildlife partnership)
- f. Preserving historic and culturally important places through education programming
- g. Conserving open space and environmentally sensitive areas in accordance with Adams County Open Space, Parks & Trails Master Plan and conserving environmentally sensitive areas to mitigate negative impacts from new development.

3. Historic & Cultural

Goal 1: Honor Welby's rich agricultural past and create and promote a culturally enriched environment.

Strategies:

- a. Providing awareness through the collection and education of Welby/Adams County history.
- b. Explore design guidelines for buildings where appropriate.
- c. Identify historic buildings.
- d. Explore the creation of a historical preservation/society
- e. Obtain grant funding for equipment for the purpose of recording history
- f. Comprehensive Branding (i.e. streetlights, signage, banners, historical markers, tractors, truck farms, oral histories, etc.)
- g. Creating and promoting a culturally enriched environment by developing cultural performance/classroom spaces, museums and placing permanent art.
- h. Offer an assortment of community clubs/classes (bi-lingual) (i.e. art club, zumba, yoga, computer, English, citizenship, etc.)

4. Infrastructure, Trails

Goal 1: Provide for the safe, efficient and cost-effective movement of people, goods and services while supporting a diverse economy and high quality of life for all residents and businesses

Strategies:

- a. Enhancing trail connections – creating corridors
- b. Highlight agriculture access to Urban corridor (i.e. sharing road with farm tractors)
- c. Infrastructure that promotes health living
- d. Neighborhoods interconnected by creating a system of bike trails that are safe, beautified and maintained (i.e. off-street, on-street, or designated bike lanes).
- e. Promote safety through integration of call boxes, law enforcement bike patrols and contiguous sidewalks
- f. County Partnerships (**needs further examination**).
- g. Traffic mitigation
- h. Connect through to the bike trail near Clear Creek and South Platter River and the current system of trails.

5. Safety & Enforcement

Goal 1:. Maintain a safe neighborhood environment that actively addresses graffiti and emphasizes public awareness and crime prevention.

Strategies:

- a. Safety for our community (i.e. lighting, etc.)
- b. Law enforcement presence at Montessori and Assumption schools for traffic monitoring
- c. Safe trail usage
- d. Deter graffiti
- e. Traffic mitigation (i.e. roundabouts, landscaped islands, etc.)

6. Strong Business Community

Goal 1:. Develop a strong business community that encourages residential, commercial, and industrial development that is appropriate to the Welby area and provides jobs and services for area residents.

Strategies:

- a. Create a business association
- b. Promote business to business opportunities
- c. Develop branding/events to attract businesses
- d. Vibrant business growth, consistent with residential community standards
- e. Increasing opportunities for current and prospective business owners by creating an environment of successful local businesses supported by unique services (i.e. incubators, etc.)
- f. Identify alternative revenue streams (i.e. agro tourism, permanent farmers markets, food to table, “Riverwalk” concept with boardwalk and access to/from trails. Highlight local businesses with signage along highly traveled corridors (i.e. Washington and York Streets)

7. Vibrant Neighborhoods

Goal 1:. Support a resilient community rich in different ages, incomes, and household types, and promotes distinctive and attractive neighborhoods with a strong sense of place that sustains the vision of Welby.

Strategies:

- a. Utilizing a well-conceived neighborhood plan created through a partnership with Adams County, Welby residents and businesses, that will promote distinctive and attractive neighborhoods with a strong sense of place that sustains the vision and value of the community [ANOTHER POSSIBLE VISION STATEMENT FOR COMMUNITY]
- b. Communication and involvement with Welby citizens.
- c. Explore infrastructure improvements.
- d. Promoting a sustainable residential and business community by incorporating green initiatives in the neighborhood – “Live Welby, Grow Welby” (i.e. healthy eating and healthy habits).

- e. Need for commercial grocery store
- f. Permanent art (i.e. sculpture gardens)
- g. Promote and support education and activities for children and adults (i.e. civic buildings, community /event centers & access to recreation districts, etc.)
- h. Explore recreation district partnerships
- i. Form city partnerships – access to existing facilities (Thornton and Commerce City?)
- j. Unifying activities
- k. Gathering Places (i.e. small parks, civic buildings, community gardens, picnic areas, etc.)
- l. Balance between modern and traditional amenities

8. Other

- a. Identify and support development opportunities
- b. Work with County to ensure consistency in land use decisions
- c. Discourage land uses not consistent with Imagine Adams County
- d. Explore opportunities with undeveloped land
- e. Build off nearby development opportunities in Thornton, Commerce City and at future RTD stations
- f. Encourage entrepreneurs and investment from private sector
- g. Create a stronger vision/branding (i.e. marketing plan) for Welby to attract developers
- h. Create a positive and welcoming image of the community (i.e. streetscapes, gateway signage)
- i. Maximize economic growth for jobs
- j. Improve infrastructure and street connections

APPENDIX A

Appendix A

Demographics

| | Welby | Adams County | Unincorporated Adams County |
|---|--|--|--------------------------------|
| Area Size | 3.7 Sq. Mi. (2,368 acres) | 1,185 Sq. Mi. (758,400 acres) | 178.5 Sq. Mi (114,115 acres) |
| Population | 14,586 | 441,603 | 89,163 |
| Households | 5,005 | 149,508 | To be Added |
| Race | 70% White 20.3% Hispanic 2.3% American Indian 1.7% Black 1.3% Asian .2% Native Hawaiian 4.5% Other | 55% White (non-Hispanic) 28% Hispanic 1% American Indian 2% Black 3% Asian .6% Native Hawaiian 11% Other | To be Added |
| Median Age | 30.7 years old | 32.4 years | To be Added |
| Education | 77.9% High School Degree or Higher 8.4% Bachelor's Degree or Higher | 59.1% High School Degree or Higher 20.6% Bachelor's Degree or Higher | To be Added |
| Median Income | \$41,430 | \$52,711 | To be Added |
| Unemployment Rate | 8.3% | 8.1% | To be Added |
| % of Families Below Poverty Rate | 12.9% | | To be Added |
| Vacant Housing Rate | 6.5% | 6% | To be Added |
| Median Home Value | \$136,112 | \$196,100 | To be Added |
| Top 10 Jobs by NAICS Industry Sector | <ol style="list-style-type: none"> 1. Retail Trade 2. Health Care 3. Accommodation and Food Services 4. Manufacturing 5. Construction 6. Administrative and Waste Services 7. Wholesale Trade 8. Educational Services 9. Professional and Technical Services 10. Public Administration | <ol style="list-style-type: none"> 1. Retail Trade 2. Health Care 3. Construction 4. Transportation and Warehousing 5. Wholesale Trade 6. Educational Services 7. Accommodation and Food Services 8. Manufacturing 9. Administrative and Waster Services 10. Public Administration | To be Added |

Source: 2010 U.S. Census

APPENDIX B

Appendix B
Existing Zoning Map, Zoning Categories & Planned Unit
Developments



Map1 – Existing Welby Zoning

Appendix B

| Type of Zoning | Number of Parcels | Total Area (Square Feet) | Average Area of Parcel (Square Feet) | Percent of Total Area |
|----------------|-------------------|--------------------------|--------------------------------------|-----------------------|
| A-1 | 158 | 19,425,342.2 | 122,945.2 | 22.20% |
| A-3 | 9 | 1,472,962.0 | 163,662.4 | 1.68% |
| C-0 | 3 | 209,494.4 | 69,831.5 | 0.24% |
| C-1 | 2 | 128,533.9 | 64,266.9 | 0.15% |
| C-2 | 2 | 23,953.6 | 11,976.8 | 0.03% |
| C-3 | 3 | 73,407.6 | 24,469.2 | 0.08% |
| C-4 | 19 | 974,887.8 | 51,309.9 | 1.11% |
| C-5 | 17 | 1,478,707.2 | 86,982.8 | 1.69% |
| I-1* | 181 | 18,968,351.3 | 104,797.5 | 21.68% |
| I-2 | 20 | 3,606,091.7 | 180,304.6 | 4.12% |
| I-3 | 3 | 98,586.8 | 32,862.3 | 0.11% |
| M-H | 2 | 1,310,071.9 | 655,036.0 | 1.50% |
| P-U-D | 1,277 | 9,997,120.2 | 7,828.6 | 11.43% |
| R-1-C | 2,384 | 26,267,121.8 | 11,018.1 | 30.02% |
| R-2 | 50 | 719,053.3 | 14,381.1 | 0.82% |
| R-3 | 461 | 1,548,742.8 | 3,359.5 | 1.77% |
| R-4 | 394 | 1,108,109.0 | 2,812.5 | 1.27% |
| R-E | 2 | 85,931.9 | 42,965.9 | 0.10% |
| Totals | 4,987 | 87,496,469.4 | | |

*Data to be verified

Appendix B

Planned Unit Developments

Residential

- Chapparral Village
- Devonshire Square
- Welby Hill Duplex
- High Point Village
- Springbrook Park
- McDougal Street Subdivision
- Riverside Subdivision
- Shiloh Townhome
- The Estates at Devonshire
- Riverdale Farms
- Roller Subdivision
- Crown Park Subdivision

Industrial

- Rotella Park Manor
- Hughes Industrial Park
- R. Mazone Subdivision

Mixed-Use

- City Horizon
- Brittany Ridge II
- Steelock Gen. Fence

APPENDIX C

University of Colorado Academic Work

Welby Profile - Economic



- Educational services and Construction make up 50% of all jobs in Welby
 - Education represents almost 30%
- Most residents work outside of Welby

IMPROVE ACCESS

Signed Bike Routes

New Multi-Purpose Trails

New Trail Access Points

LEGEND

- Existing Park
- Existing Regional Trail
- Improve Access
- Signed Bike Route
- Multi-Use Trail or On-Street Bike Lane
- Pedestrian Bridge
- Trailhead Sign
- Trail Access Point

SHAREWELBY
Live | Work | Share | Create

Beehive Overlay Vision

Credit: FoodHub

Credit: The Denver Post

BEEHIVE

Symbol of industry and co-operation

- FREEMASONRY



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Mixed-Use

Mixed-Use Residential

Mixed-Use Residential land use designations are geared toward building residential density near transit.



Better Cities & Towns, Stapleton, Denver

Mixed-Use Commercial



Better Cities & Towns, Stapleton, Denver

Mixed-Use Commercial land use encourages corridor development that caters to multiple forms of transportation.

Overlay Zones

Overlay Zones provide an opportunity to help develop mixed-use areas within Welby without changing the underlying zoning, or affecting property owners' rights. Overlay zones would focus on regulating the effects of particular land uses, such as noise and emissions, instead of the land uses themselves. By limiting the negative effects of mixed-use environments, specifically, the interactions between typically incompatible uses, Welby can foster an environment that is both mixed-use and harmonious.

Mixed-Use Light Industrial



Institute of Hotel Management, Food Production Lab



Agriculture near Industry



Edible Orlando, Small Farms

The Mixed Light Industrial land use designation encourages the development of mixed agricultural, residential, commercial and light industrial uses that are internally compatible in an effort to achieve a well-designed development and provide a more efficient arrangement of land uses, building, and circulation systems.

City South Management Authority, San Antonio, Texas

Mixed-Use Industrial

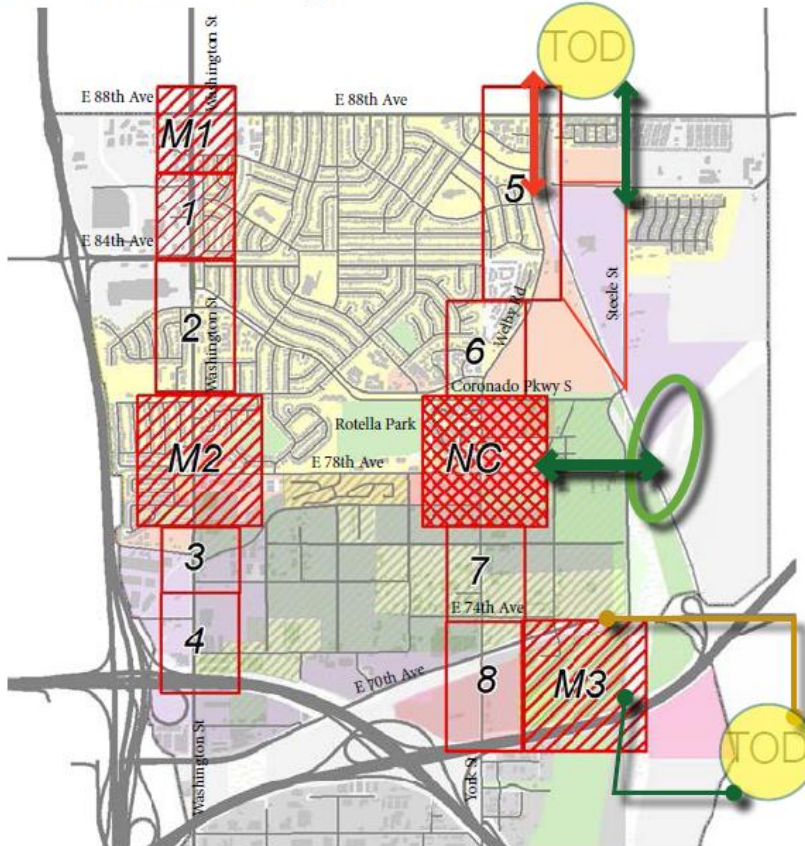


Mixed-Use, Austin, Texas, Consort, Inc.

The Mixed-Use Industrial land use designation is similar to Mixed-Use Light Industrial, but allows slightly more intensive industrial uses, and does less to encourage agricultural uses.

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Place-Making



Nodes and Sub-Districts

APPENDIX D

APPENDIX D

COLLECTION OF IDEAS MAP

