

# Welby: Where Deep Roots Grow

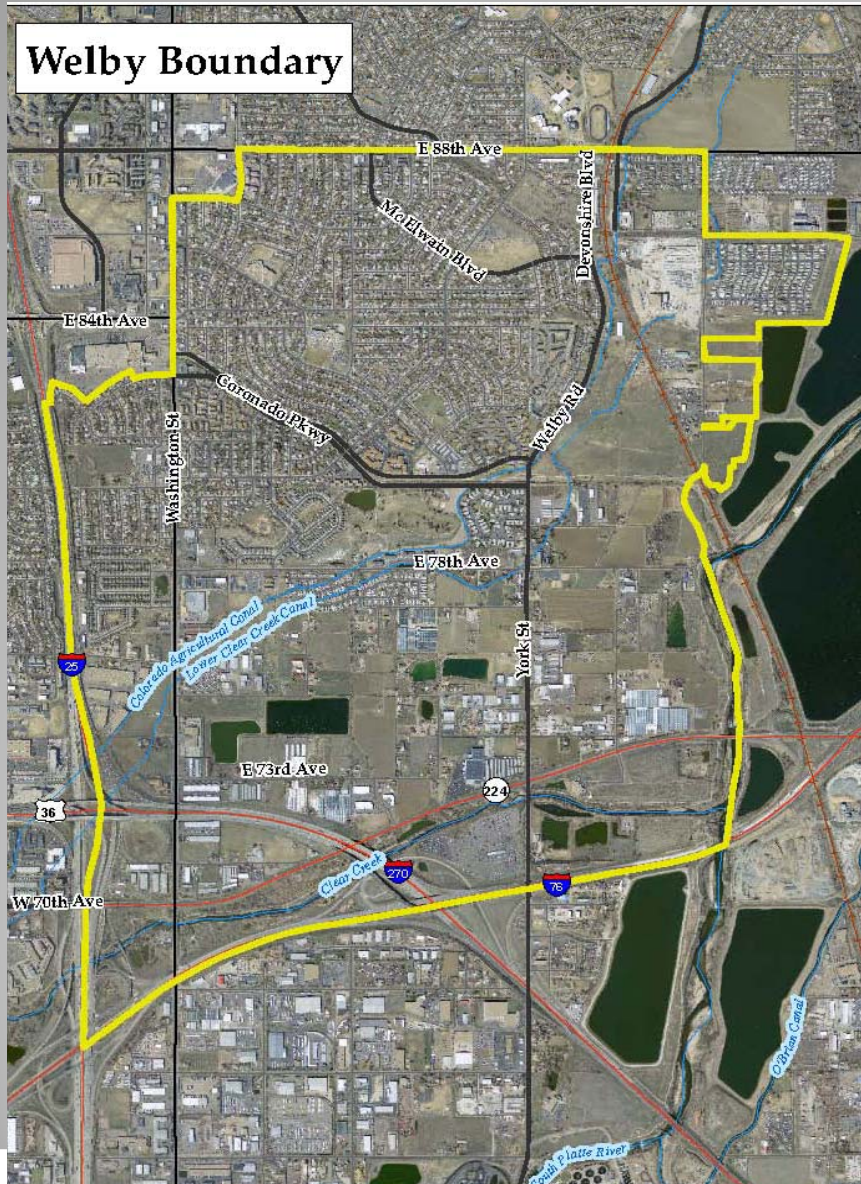


## A Neighborhood Plan for Future Development

Adams County Planning & Development Department

December 3, 2013  
Welby Montessori School  
6:30-8:00 p.m.

## Welby Boundary



## Welby Area

- 3.7 Sq. Mi.
- 14,846 People
- Strong Bond to Land
- Diverse mix of uses: Agriculture, Commercial, Residential & Industrial

## Milestones (2013-2014)

Date	Event
February 5	Kick-off Meeting with Community
Spring 2013	UCD Classes study Welby area
April 10	Community Meeting #2
April 29	UCD Student Presentations to Community
June 11	Community Meeting #3
July 16	Community Meeting #4
August 19	Community Meeting #5
September 17	Community Meeting #6
October 15	Community Meeting #7
October 29	Planning Commission Public Meeting
December 3	Community Meeting #8
January 2014	2 <sup>nd</sup> Draft/Open House
February 2014	Final Draft
Spring 2014	Adoption of Subarea Plan

## Outreach

- 3 mailings (>4,000)
- [www.adcogov.org/welbyplan](http://www.adcogov.org/welbyplan)
- [welbyplan@adcogov.org](mailto:welbyplan@adcogov.org)
- Newsletters (Spanish sections)
- Guest Speakers
- Professional Translation Services
- Child Care Services
- Healthy Catering supporting Live Well Adams County Initiative

## Partnerships

- Adams County Neighborhood Services
- Community Enterprise
- FRESC

# Community Engagement

	Welby	Adams County	Unincorporated Adams County
<b>Area Size</b>	3.7 sq. mi. (2,368 acres)	1,185 sq. mi. (758,400 acres)	1,030 sq. mi. (659,331 acres)
<b>Population</b>	14,846	441,603	89,163
<b>Households</b>	5,005	149,508	30,007
<b>Race</b>	70% White (non-hispanic) 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	51% White (non-Hispanic) 33% Hispanic 1% American Indian 1% Black 2% Asian 0% Native Hawaiian 12% Other
<b>Median Age</b>	30.7 years old	32.4 years	Not Available
<b>Education</b>	77.9% High School Degree or Higher 8.4% Bachelor's Degree or Higher	59.1% H.S. Degree or Higher 20.6% Bachelor's Degree or Higher	Not Available
<b>Median HH Income</b>	\$39,884	\$52,711	Not Available
<b>Unemployment Rate</b>	8.3%	8.1%	Not Available
<b>Poverty Rate</b>	15.9% (persons in 2011)	13.1% (% of families in 2010)	Not Available
<b>Vacant Housing Rate</b>	6.5%	6%	2.9%
<b>Median Home Value</b>	\$136,112	\$196,100	Not Available

## Community Profile - Demographics



Sector	Welby (2010)		Adams County (2011)		Colorado (2011)	
	Jobs (NAICS based)	Percent of Total	Jobs (NAICS based)	Percent of Total	Jobs (NAICS based)	Percent of Total
Agriculture, Forestry, Fishing and Hunting	168	4%	1,866	1%	40,092.00	1%
Mining, Quarrying, and Oil and Gas Extraction	0	0%	489	0%	31,330.00	1%
Utilities	12	0%	612	0%	8,449.00	0%
Construction	<b>951</b>	<b>24%</b>	<b>18,637</b>	<b>10%</b>	167,645.00	6%
Manufacturing	187	5%	11,949	6%	135,823.00	5%
Wholesale Trade	<b>489</b>	<b>13%</b>	14,366	7%	99,815.00	4%
Retail Trade	118	3%	<b>19,563</b>	<b>10%</b>	<b>278,113.00</b>	<b>10%</b>
Transportation and Warehousing	32	1%	15,198	8%	75,156.00	3%
Information	13	0%	2,909	2%	77,519.00	3%
Finance and Insurance	27	1%	3,526	2%	117,651.00	4%
Real Estate and Rental and Leasing	64	2%	4,838	3%	98,122.00	3%
Professional, Scientific, and Technical Services	84	2%	8,536	4%	249,556.00	9%
Management of Companies and Enterprises	5	0%	1,391	1%	30,071.00	1%
Administration & Support, Waste Management and Remediation	205	5%	13,066	7%	169,529.00	6%
Educational Services	<b>1,046</b>	<b>27%</b>	2,483	1%	53,820.00	2%
Health Care and Social Assistance	40	1%	17,024	9%	<b>276,387.00</b>	<b>10%</b>
Arts, Entertainment, and Recreation	0	0%	2,087	1%	69,867.00	2%
Accommodation and Food Services	118	3%	12,730	7%	233,395.00	8%
Other Services (excluding Public Administration)	244	6%	12,331	6%	167,241.00	6%
Public Administration	91	2%	<b>28,704</b>	<b>15%</b>	<b>458,889.00</b>	<b>16%</b>
<b>Total</b>	<b>3,894</b>	<b>100%</b>	<b>192,305</b>	<b>100%</b>	<b>2,838,470.00</b>	<b>100%</b>

## Community Profile – Job Sectors



# A COLLECTION OF WELBY IDEAS

Prepared by  
Adams County Planning and  
Development Department  
and  
Residents of the Welby Neighborhood

October 2013



Adams County Planning and Development Department

## • “Collection of Welby Ideas” (Released on October 28, 2013)

- No formal written comments were received
- Reviewed comments received at October 29, 2013 Planning Commission Public Meeting

## • December 3, 2013 – Community Meeting

- Discuss First Draft of Welby Plan
- Comments by December 20, 2013 for next draft

**(Additional Comments can always  
be sent to Planning Department)**

## Infrastructure

- Goal: 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:

- Improve crossing and general intersection safety for pedestrians and bicyclists (i.e. 88th Street, Washington Street, York Street, 78th Avenue).
- Encourage sidewalk connectivity along major transportation corridors including York and Welby Roads, Devonshire Blvd and along the south side of 78th Avenue between Washington and York St.

## Recreation, Open Space & Agriculture

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

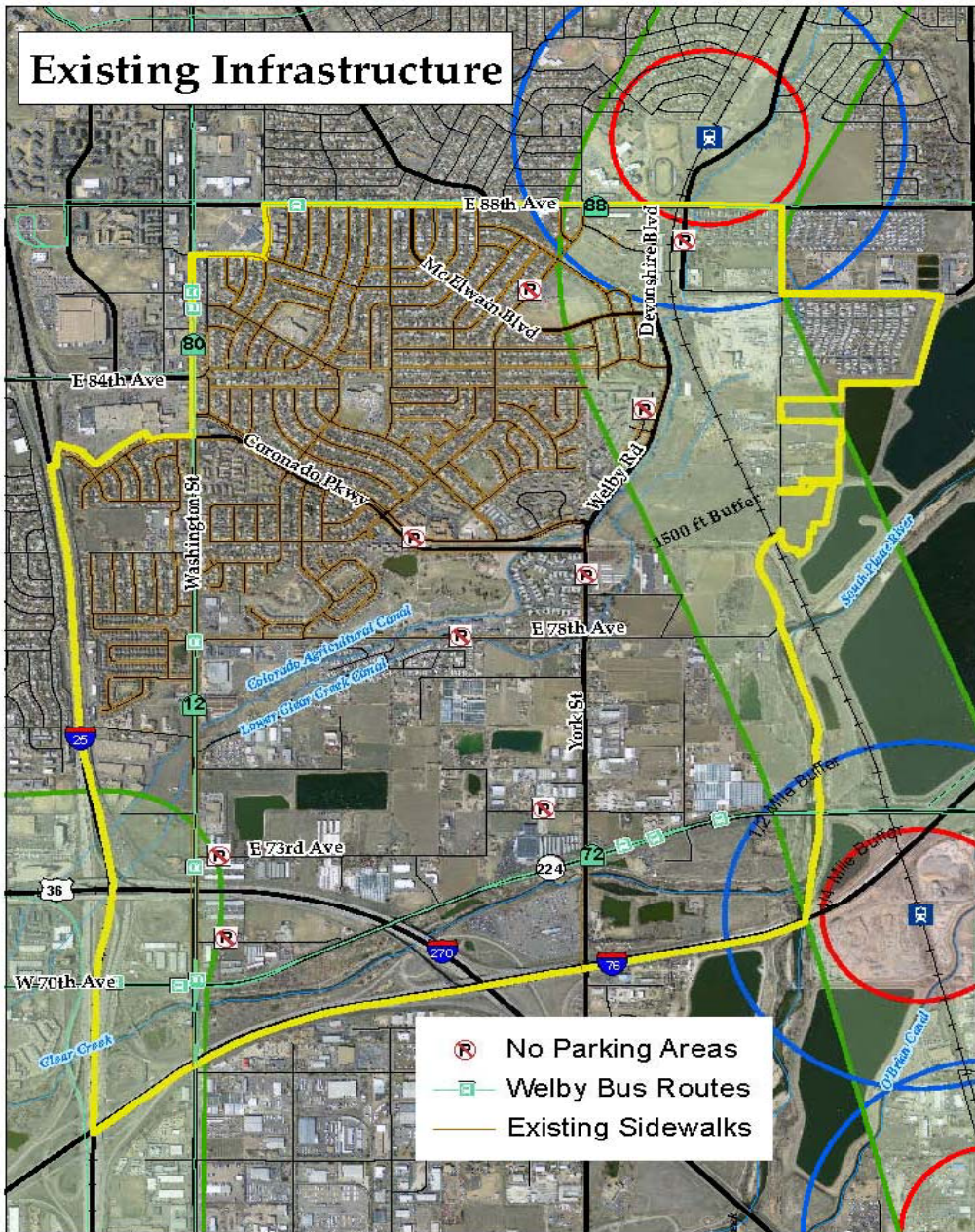
### Strategies:

- Explore recreational and redevelopment opportunities (Riverwalk) to leverage recreational areas around Clear Creek and the South Platte River.
- Work with Parks Department to explore opportunities to create a formal access to Rotella Park at 78th Avenue.
- Develop more and safer connections to existing bike trails along Clear Creek and the South Platte River.

# Goals & Strategies



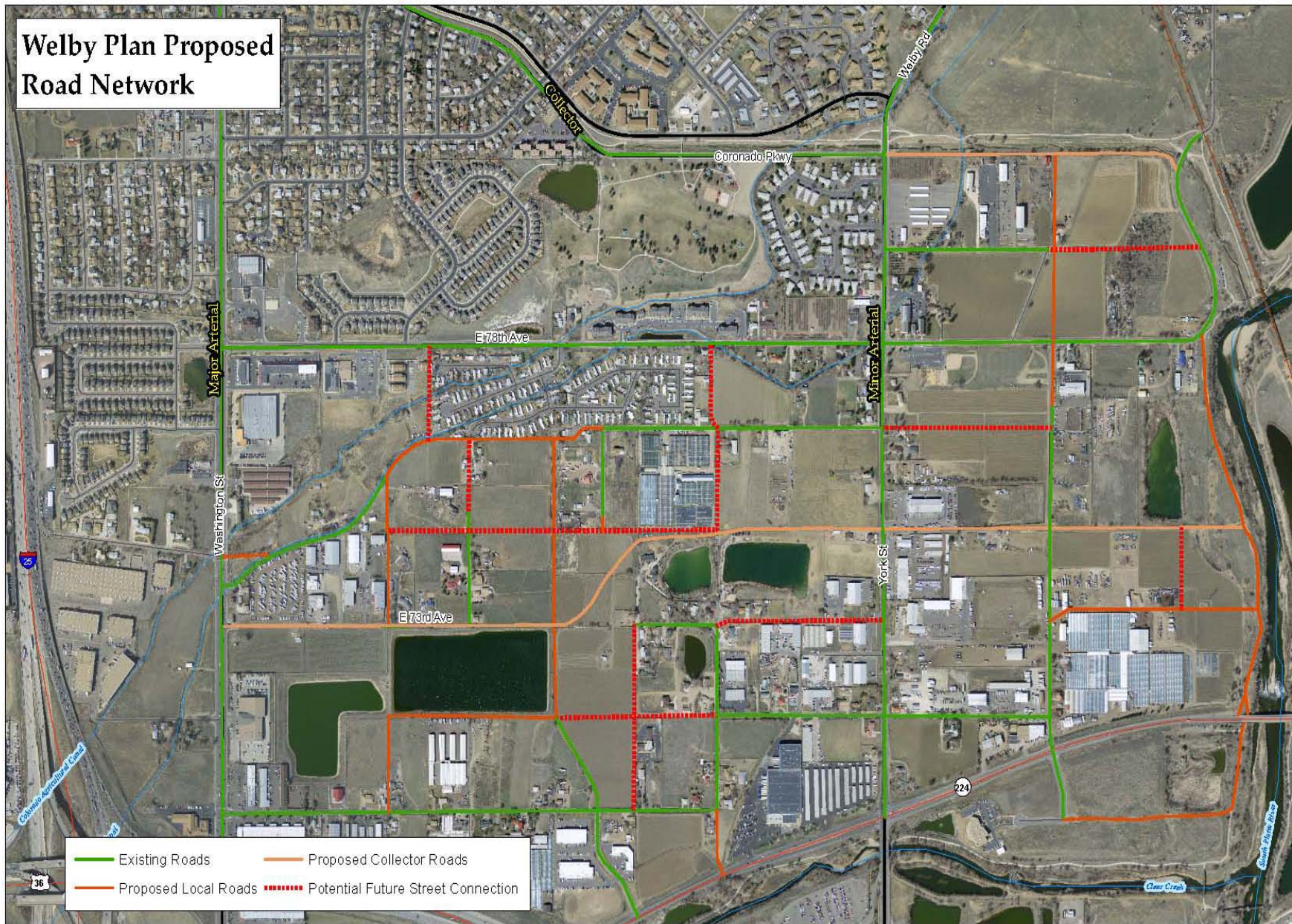
# Existing Infrastructure



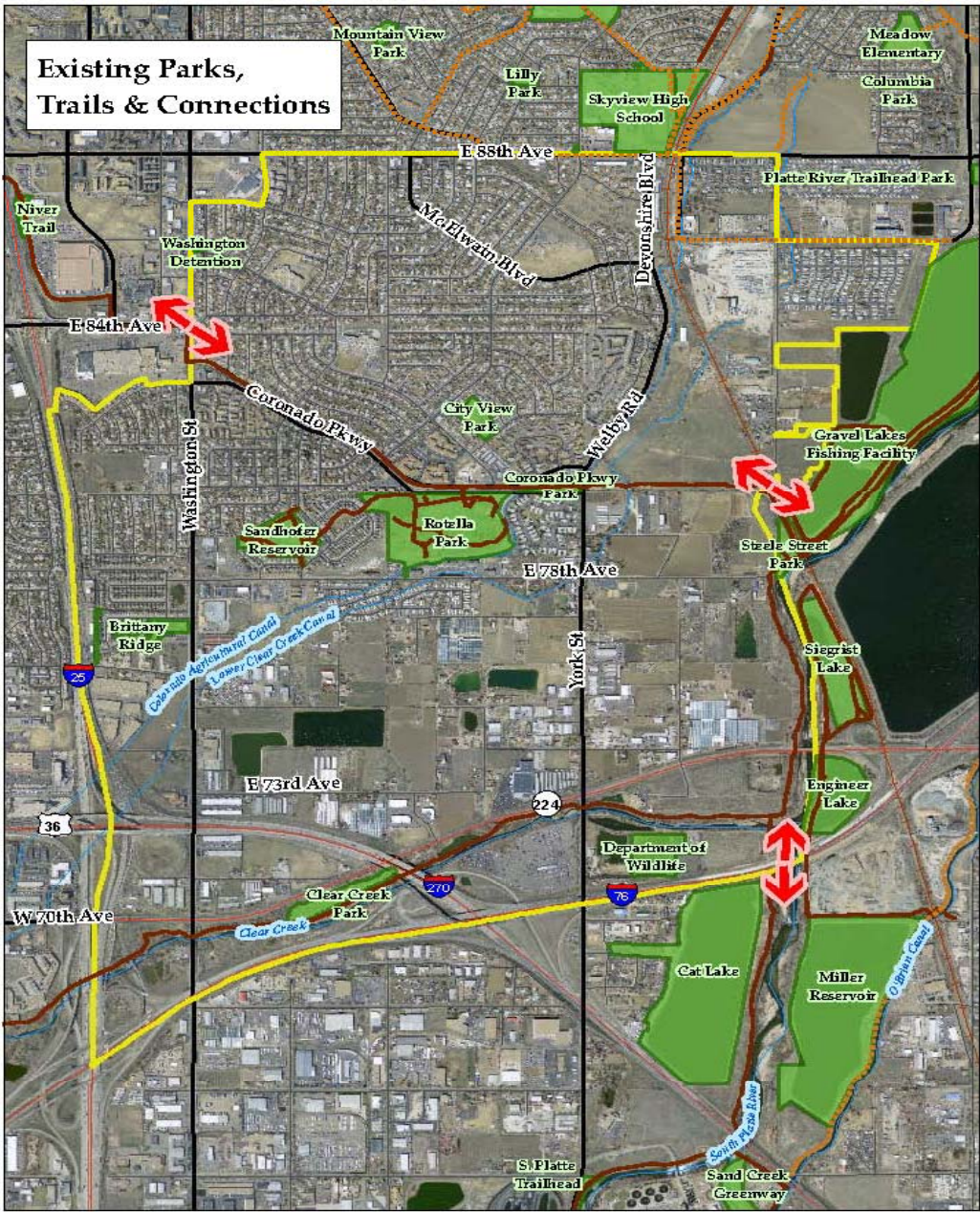
# Existing Infrastructure



# Welby Plan Proposed Road Network







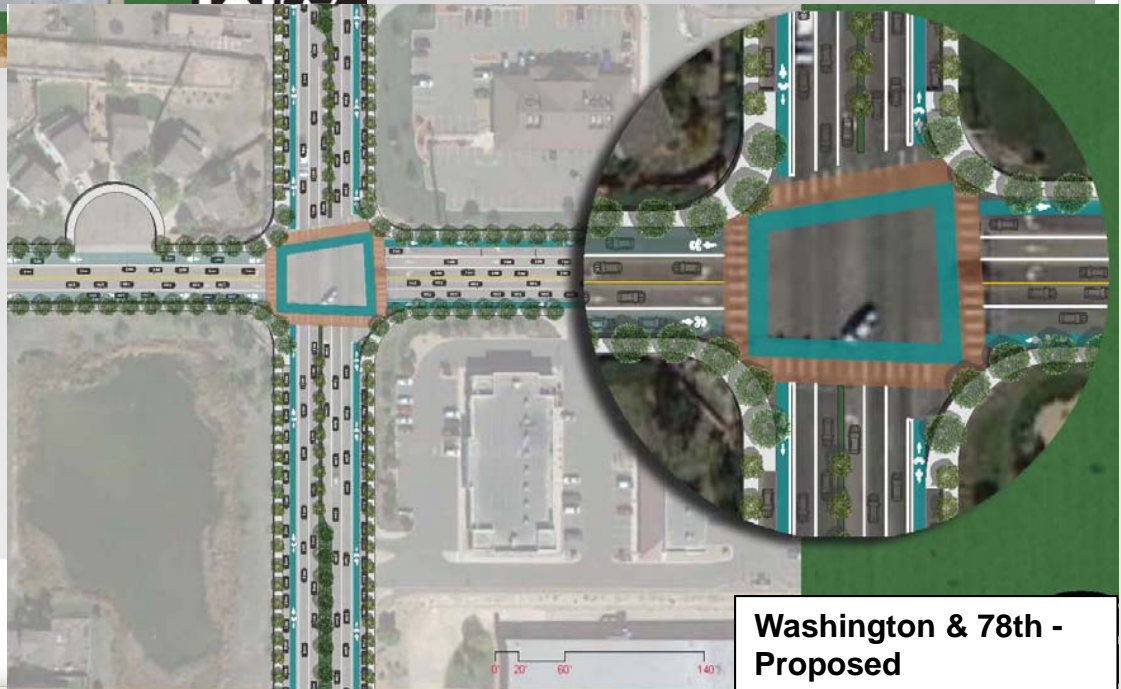
# Existing Parks, Trails & Connections



**Washington & 78th -  
Currently**



## Washington Street & 78th Avenue



**Washington & 78th -  
Proposed**



**78th & York - Currently**



## 78th Avenue & York Street

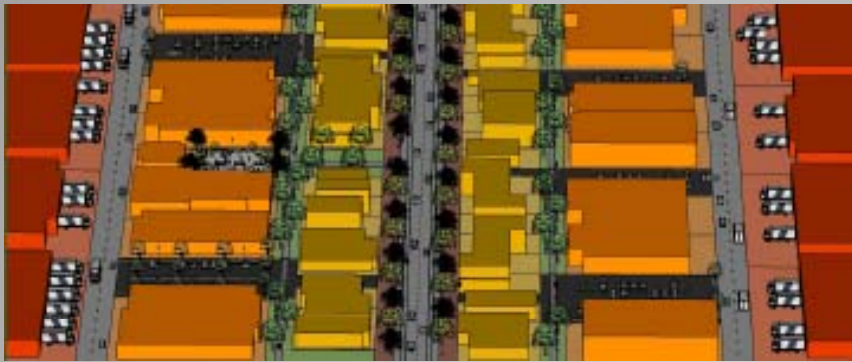


**78th & York - Streetscaped**



**Welby Streetscapes – Banners, Bike Lane, Parking, Lighting, Trees, etc.**





## Beehive Concept

- A multi-tiered business model: manufacturing, distribution, and retail sales all at one location
- Businesses that are in harmony/ complementary, i.e. physically located on a site that supports both economic development and community character
- Possible Floating Zone with flexibility in structural elements:
  - Size & Shape of Parcels
  - Percentage on Open Space
  - Height- Bulk & Floor to Area Ratio
- Incentives for energy efficient buildings
- Symbiotic arrangement reduces waste and increases efficiency

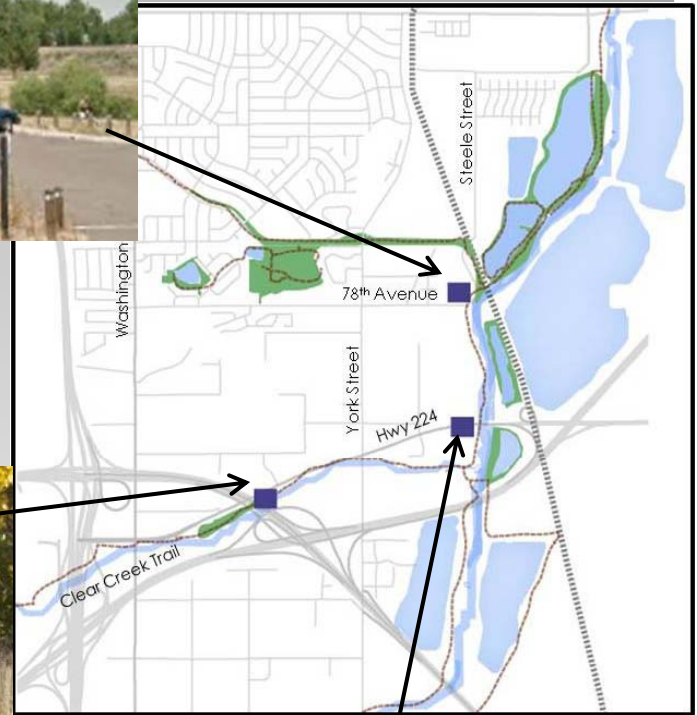
Recreation, Open Space & Agriculture Goal	Strategy	Responsible Party	Timeframe
Provide a variety of recreational opportunities, preserve open space and utilize agricultural areas for educational and economic prospects	Develop more and safer connections to existing bike trails along Clear Creek and the South Platte River.	Welby Neighborhood Association/ Parks Department	Ongoing



## Implementation



Enhancing the assets and amenities Welby already has is tantamount to attracting visitors, businesses and future residents. Trailhead signs and kiosks at strategic recreational points (SH224 & I-270, SH224 & 74th Avenue, Steele Street & 78th Avenue), as well as expanding kiosks into various Welby public right-of-way areas can provide valuable marketing opportunities.



## Trailheads & Kiosks

- **December 3, 2013 – Community Meeting**
  - Discuss First Draft of Welby Plan
  - Comments by December 20, 2013 for next draft
- **January 21, 2014**  
**Second Draft to Community**
- **January 28, 2014 – Open House**
- **Final Draft February 28, 2014**
- **March 11, 2014 – Open House**
- **Spring Adoption**

**Next Steps**

