

WELBY: Where Deep Roots Grow



A Community Plan for Future Development

Prepared by
Adams County Planning and Development Department
and
the Welby Community

January 2014 – 2nd DRAFT

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ACKNOWLEDGEMENTS

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Executive Summary

Welby: Where Deep Roots Grow, a Community Plan for Future Development (Welby Plan) focuses on the urban, historic, and important southwest Adams County community of Welby. The Welby Plan represents the product of hard work and innovative ideas for how to build on and transform existing assets, and reinvest and maintain a vibrant community that attracts investments from both inside and outside of Welby.

Why a Plan for Welby?

The 2012 *Imagine Adams County*, Adams County's comprehensive Plan, identified several areas for further planning and study – commercial corridor revitalization, the Agricultural Tourism Study Area (in partnership with the City of Brighton), and the Southwest Adams County Area (including Welby), among others. Specifically, several potential issues and opportunities were identified in Welby through the *Imagine Adams County* planning process that required further discussion with area property owners, business owners, and residents. Working with the community, issues and opportunities were identified as well as the purpose for a plan:

- Detailed Existing Conditions Analysis
- More Refined Delineation of Future Land Use Mix
- Major Improvements and Planning Studies
- Integrate Clear Creek Trail System
- Enhance Performance Standards as needed
- Create a Community Common Vision
- Explore Opportunities for Civic/Cultural Attractions
- Revitalize Corridors and Gateways

Subarea Planning

It is not always clear to people why a plan is needed and its value. Planning is important for several reasons:

- Important way for people to become involved
- Every place is different – variety of approaches
- Planning's overall purpose: guide what is built
- Seeks to guide both short-term and long-range improvements at local level
- A Plan helps prioritize investment decisions
- How does it **inform** to make things **better**?

What Does a Plan Do?

IT WILL:

- Allows the County to **understand** Welby's "needs and wants"
- **Informs** land development and decisions consistent with community's vision
- **Marketing** tool
- **Protects and enhances** the health, safety and welfare of residents and the county as a whole
- **Market driven** with community support

IT WILL NOT:

- Won't raise taxes
- Won't take away property rights
- Won't affect current zoning and entitlements
- Won't cause the County to take property

Almost 1,000 people from the Welby community participated in community meetings, focus groups, and online outreach resources to help create and mold this plan. Many residents, property owners, and business owners are passionate about making Welby a great place to live, work, and visit, and are prepared to do the work necessary to grow, develop and maintain its unique character. The Welby Plan is visionary, realistic, and practicable as it offers strategies that:

PURPOSE OF A WELBY 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.

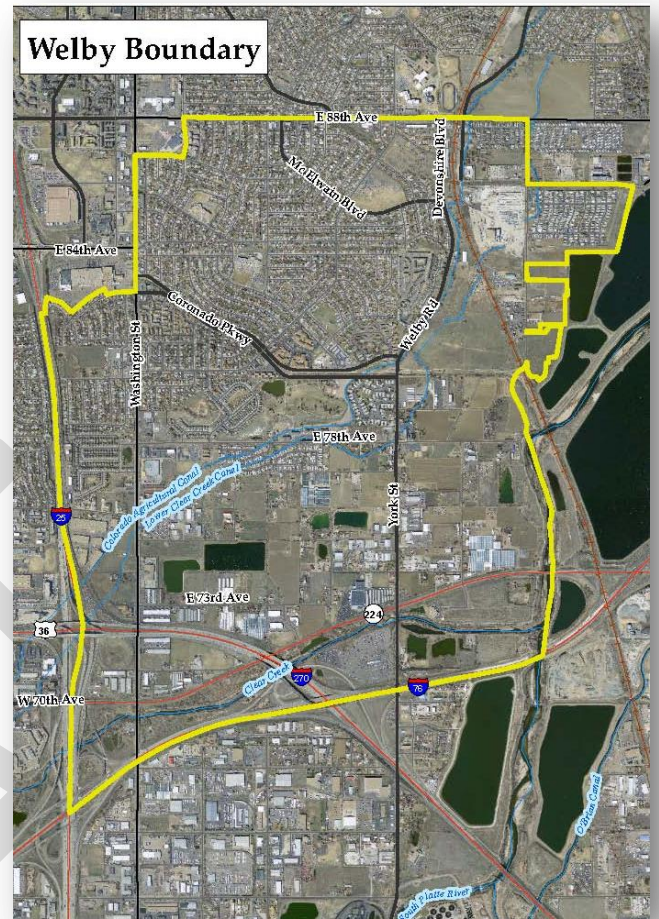
- Reinvest in community assets;
- Attract investments from inside and outside the community;
- Provide predictability and guidance for future developers; and
- Explore opportunities that revitalize the community as a whole.

The full plan provides graphics, narratives and statistics that provide a blueprint for Welby and the place it can evolve into as expressed by the community. It is important to note, that while the Welby Plan informs future development, and the needs and wants of the community (thus providing predictability for interested developers), it is advisory in nature and is a dynamic document that can evolve and respond to changing conditions. In addition, the plan will be invaluable in assisting with the following:

- **Fundraising:** help to secure grant funding for projects identified in the plan
- **Grass-Roots Organization:** help community organizations, property owners association, and businesses to come together and officially form grass-roots organizations (i.e. organized citizen group) with a unified voice and common vision for the good of Welby
- **Plan Integration:** help to inform the County of the community's needs so as to collaborate with other existing plans and leverage resources
- **Creating Implementation Partnerships:** help to work together with other public agencies, County departments and local organizations to get things done
- **A Clear Prioritized Agenda for Change:** help to clarify what may or may not happen in Welby based on community direction

Planning Area

The core planning area (image) is generally known as “Welby”. With approximately 4 square miles and almost 15,000 people, Welby is a unique community with a diverse mix of land uses. As a U.S. Census Designated Place (CDP), Welby’s CDP boundaries are generally defined as being north of I-76, east of I-25, south of 88th Avenue and west of the South Platte River. In addition, within the CDP, Welby can be viewed as having three distinct land use areas. These areas are referred to as north Welby (north of E. 78th Avenue and east of Welby Road/Devonshire Boulevard), South Welby (south of E. 78th Avenue and west of York Street), and East Welby (east of York Street/Welby Road/Devonshire Boulevard). Each of these areas are discussed in greater detail in the plan as they each have unique issues that may not be applicable to other areas.



Welby’s two main corridors, Washington and York Streets provide north/south commuter travel while E. 78th Avenue provides the most direct east/west connection through approximately the middle of the area. From a birdseye view, these three main transportation corridors make an “H” through the community that presently fulfills the community’s present transportation needs but falls short of the needs of any future developments, especially in the south and east areas.

Planning Principles

The community planning process was guided by values and principles discussed and decided upon by the Welby community. Through many outreach efforts, the community identified its needs and wants and informed the specific priorities and action steps outlined in the plan. These principles are as follows:

- Recognize and honor Welby’s History and Legacy
- Empower Current & Future Generations of Residents, Property & Business Owners
- Build on the Community’s Pride and Deep Roots
- Invest in Current and Future Infrastructure Needs

Community Assets

Less than ten miles away from downtown Denver, Welby is a community that has the best of both worlds: residential areas for future residents, a rich agriculture history, and industrial/commercial areas for future employment opportunities. Some of its assets include, but are not limited to:

- Strategically located near major transportation routes (I-25 & I-76);
- Diverse mix of land uses
- Features some of the last agricultural lands in the metro Denver region;
- Close proximity to recreational amenities (Clear Creek & South Platte trails)
- Available land for development opportunities.

In addition, by 2018, the community will also have access to two commuter rail stations on Regional Transportation District's (RTD) North Metro line (72nd & 88th Streets.) North Welby and the northern section of east Welby will be within ½ mile of the 88th street station in the City of Thornton. In addition north Welby is close to a number of schools, parks, and have established neighborhoods with a strong community fabric.

South Welby and the southern parts of east Welby will be within a ½ mile of the 72nd station area in the City of Commerce City. South and east Welby comprise over 60% of Welby's land area, and has a number of unique assets (e.g. low taxes, highway access, and available land) that provide excellent potential for future employment growth.

Strategic Plan Goals

Seven core goals surfaced from the planning process completed since early 2013 as depicted below and discussed in greater detail in this neighborhood plan.

1. ***Economic Development:*** Develop a vibrant , strong, and friendly business environment that encourages residential, commercial, and industrial development where new development from diverse markets is embraced.
2. ***Environmental:*** Seek to create a greener and healthier environment
3. ***Historical & Cultural:*** Honor Welby's rich agricultural past and create and promote a culturally enriched environment
4. ***Infrastructure:*** Provide for the safe, efficient, and cost-effective movement of people, goods, and services that will promote growth in the community
5. ***Public Safety:*** Maintain a safe community environment
6. ***Recreation, Open Space, and Agriculture:*** Provide a variety of recreational opportunities, preserve existing open space, and utilize agricultural areas for educational and economic prospects with willing property owners
7. ***Vibrant Neighborhoods:*** Support a resilient community rich in different ages, incomes, and household types, and promote distinctive and attractive neighborhoods with a strong sense of place that sustains the vision of Welby

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A. Basis for the Plan

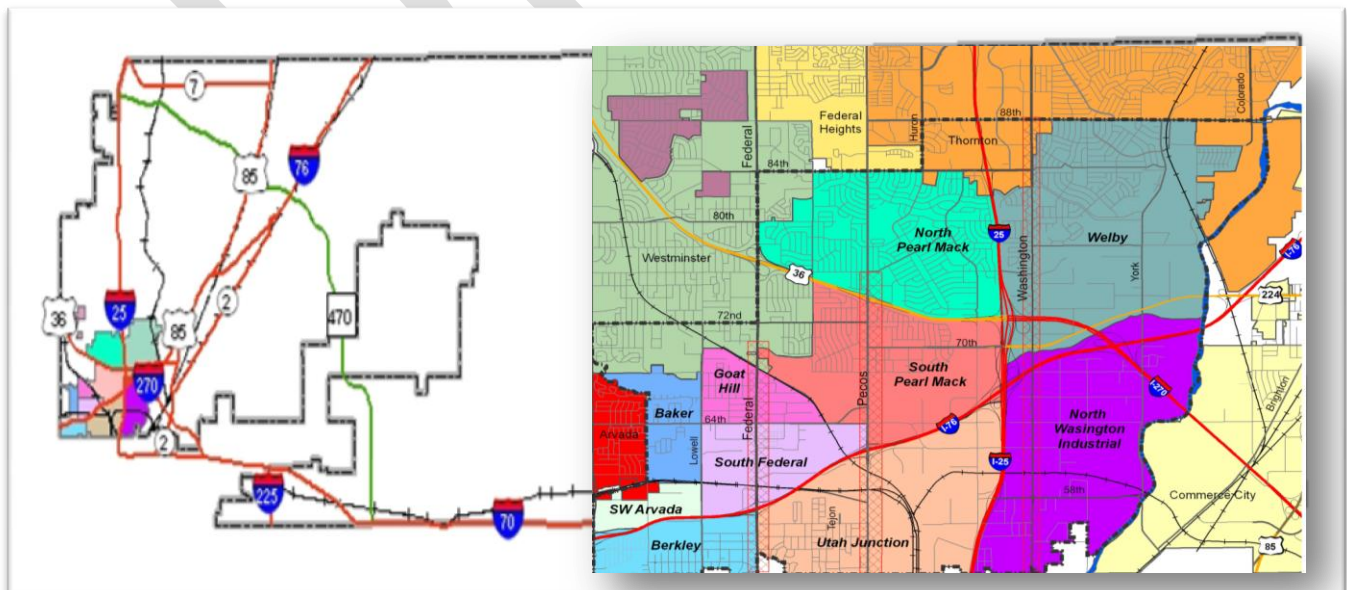
The Welby area is approximately 4 square miles and is generally located north of I-76, east of I-25, south of 88th Avenue, and west of the South Platte River. According to the 2012 Adams County Comprehensive Plan (*Imagine Adams County*), Welby is identified as an area with a diverse mix of uses that 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 residential areas 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.

In 2005, *The Southwest Adams County Framework Plan* was adopted by the County and provides foundation for future planning and development in southwest Adams County. It identifies ten potential future planning areas and three major corridors (Federal Boulevard, Pecos Street and Washington Street). Of the ten areas, four have plans or are being developed: Berkeley Neighborhood (2008); Perl Mack/Goat Hill (ongoing); Welby and Federal Boulevard (presently).



The Southwest Adams County Framework Plan

"The Southwest portion of Adams County contains 74.2% of the residents living in unincorporated areas."



From the work completed in both the *Southwest Framework Plan* and *Imagine Adams County*, Welby is recognized as an area with many strengths and opportunities, but also issues that need to be explored further. In addition, *Imagine Adams County* specifically addresses promoting reinvestment and reducing land use conflicts in Policy 14.4 as well as providing strategies as follows:

POLICY 14.4: PROMOTE REINVESTMENT AND REDUCE LAND USE CONFLICTS

Encourage reinvestment in the Welby area and minimize conflicts between existing and future uses as development occurs over time.¹

Strategies

14.4.a. Subarea Plan–Collaborate with residents, property and business owners, service providers and stakeholders to develop a clear vision, supporting polices, and implementation strategy as part of a subarea plan for the Welby area. Explore each of the issues and opportunities identified above as part of the subarea plan process and others as appropriate.

14.4.b. Public Infrastructure Improvements–Continue to make public infrastructure improvements– such as installing curbs and gutters, incorporating sidewalks where they are currently lacking, improving roadways, pedestrian/trail connections, and park facilities–to enhance the image of the Welby area and improve the health and quality of life of area residents and business and property owners.

14.4.c. Nonresidential Use Standards–Continue to utilize performance standards (e.g., noise, odor, vibrations, air quality, landscape buffering.) for nonresidential uses to avoid negative impacts on surrounding residential uses. Review and revise performance standards as needed to address issues such as traffic mitigation, hours of operation, and others that emerge from the subarea planning process.

B. Planning Area

Welby is a U.S. Census Designated Place (CDP), whose boundaries are generally defined as being north of I-76, east of I-25, south of 88th Avenue and west of the South Platte River. In addition, Welby's current land uses have created three distinct areas: North Welby (primarily residential and north of E. 78th Avenue and east of Welby Road/Devonshire Boulevard), South Welby (primarily agriculture and industrial south of E. 78th Avenue and west of York Street), and East Welby (primarily agriculture, industrial and residential east of York Street/Welby Road/Devonshire Boulevard). These areas are discussed in greater detail in the Existing Conditions section under Welby Areas on page 25.

C. Planning Principles

The community planning process was guided by values and principles discussed and decided upon by the Welby community. Through many outreach avenues, the community's feedback identified the needs and wants of the community as well as informed the specific priorities and action steps outlined in the plan. These principles are as follows:

- **Recognize and Honor** Welby's History and Legacy
- **Empower** Current and Future Generations of Residents, and Property and Business Owners
- **Build** on the Community's Pride and Deep Roots
- **Invest** in Current and Future Infrastructure Needs



D. Next Steps Toward Plan Implementation

In the beginning of all planning processes, it is not always clear to residents and businesses what a plan is for and why it is needed. However, this plan will be beneficial in a number of ways including the following:

- **Fundraising:** help to secure grant funding for projects identified in the plan
- **Grass-Roots Organization:** help neighborhood organizations and businesses come together and officially form grass-roots organizations with a unified voice and common vision for the good of Welby
- **Plan Integration:** help to inform the County of the neighborhood's needs so as to collaborate with other existing plans and leverage resources
- **Creating Implementation Partnerships:** help to work together with other public agencies, County departments and local organizations to get things done
- **A Clear Prioritized Agenda for Change:** help leave the guess work out of what will and will not happen to Welby – the Community will drive the direction of its future

E. Role of Community and Adams County

Throughout the development of the Welby Plan, the County, in conjunction with the Welby community, worked together to guide the planning process and identify issues, set goals and priorities, and reviewed suggestions made by the County based on the feedback it received from the community. The ultimate goal from the beginning of this project was to create a plan that would guide business development, revitalize neighborhoods, and strengthen the local economy.

In addition, the planning process for the Welby Plan created closer working relationships between the community and the following organizations:

- **Community Enterprise** - a non-profit organization leading the Live Well South Adams County Initiative who offered child care services during the community meetings
- **FRESC** - a non-profit organization who allowed the County to borrow its translation equipment for community meetings
- **Adams County Neighborhood Services** – sponsored healthy snacks and supplies for community meetings
- **Adams County Sheriff's Office** – supported and attended community meetings
- **Mapleton School District** – offered their facilities throughout the planning process

F. Planning Process

The neighborhood planning process involved many approaches, steps, and activities designed to gather as much community input as possible in order to carefully create a plan that would support and enhance the community and its future. It included numerous opportunities for input from a variety of stakeholders including residents, business owners, land owners, school district officials, and adjacent municipalities (*Table 1 and sidebar*). The County also initiated a partnership with the University of Colorado 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.

| Table 1 – Milestones (2013) | |
|-----------------------------|----------------------------------------|
| 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 nd Draft/Open House |
| February 2014 | Final Draft |
| March 2014 | 2 nd Open House |
| Spring 2014 | Adoption of Subarea Plan |

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
- Mapleton School District

**April 10, 2013
Community Meeting**

Attendees divided into 7 groups of 6-8 people. Groups answered the following questions and 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?

G. Community Engagement

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. 1, 2, 3 and 4). In addition, the County formed a partnership with the University of Colorado's Master of Urban and Regional Planning program that provided spring and fall graduate students a unique opportunity to conduct research, offer innovative concepts, and gain real world experience as part of their academic work. This thoughtful work, while academic in nature, provides many visuals that allow one to see the possibilities in various parts of Welby that have been identified by the community as areas for improvement.



Board of County Commissioners –
November 14, 2013 Welby Town Hall Meeting

Fig. 1 - April 10, 2013
Group Feedback to Questions

| | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p 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 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 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 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 align="center">Group 3</p> <ul style="list-style-type: none"> • Boardwalk • More recreation • Need sidewalks, trees • Grocery Store • Zoning decisions | <p align="center">Group 7</p> <ul style="list-style-type: none"> • Business is good • Grocery Store • Senior Center |
| <p 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 | |

April 10, 2013 - TOP ISSUES

- Need for **sidewalks**
- **Improving traffic** on York Street and **beautification**
- **Safety** – police presence

Fig. 2 - 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. b/w 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 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
- Graffiti problems along York St.

Fig. 3 – 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. 4 –Comments from August 20, 2013 Community Meeting

- | | |
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| <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

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A. History

Welby dates back to 1889, when the first settlers traveled west seeking gold and new opportunities. In 1909, a 20-block area was officially laid out by the Denver-Laramie Realty Company, a subsidiary of the Denver, Laramie and Northwestern Railroad, and named after its first Vice President, Arthur E. Welby.

In 1912, Assumption Church was dedicated at 78th Avenue and York Street. In 1916 its first parish house was built by Henry Cline who back in 1884 also built The Cline School. This four-room schoolhouse, located across the street, was made possible after a land donation by railroader David Moffat. The school served the Welby area until 1955 when school districts were consolidated and students were transferred to the new Lucy Auld School near 78th Avenue and Washington Street. By 1920, approximately 300 Italian families lived in Welby.



The Gaccetta family came to Welby in the late 1880s. Front row, left to right: Mary, Theresa, Francesco, and Elizabeth. Back row, left to right: Angelo, Dominic, Philomena, Joseph, and John. (Courtesy Elaine Valente)

Due to the high costs of freighting goods from the east, Welby settlers secured water rights from Clear Creek for irrigation purposes. This made Welby not only a desirable place to farm, but its vegetables were widely known. To ensure fair prices, farming families formed the Vegetable Producers Cooperative Association or the Garden Association in 1923 - one of the first attempts at co-operative vegetable marketing in Colorado. Another early grass-roots organization was the Welby Community Improvement Association (1937), which made improvement recommendations to the Board of County Commissioners.

Up until 1960, Welby was the biggest vegetable producer in Adams County. With the completion of the Valley Highway (today I-25) in 1958 and later I-80S (today I-76), the area started transforming from farming to housing and new industry. After 1960, the farmers in Welby began making a living by building and leasing commercial, industrial, warehouse and storage facilities. In addition, farmers began learning new skills and developed new businesses on their land such as trucking, construction services, greenhouse operations, distribution and other services.

Today, a majority of the agricultural business sector in Welby is greenhouse operations that have evolved over the years. These businesses have developed sophisticated and

large scale operations that use mechanized processes to germinate and grow plants from seeds and cuttings. Wholesale plants are sold and shipped locally, throughout the nation and also to Canada. Another part of the agricultural sector is small-scale farms; however, this type of farming produces small profits for the owner or in some cases a contract farmer leasing the land. For some, small-scale farming can be a way to continue cultivating their land, help to pay taxes on the land, preserve water rights and control weeds on what otherwise would be dormant land.

Over the years, Welby has become one of the most diverse communities in Adams County. While it still has some small farms that continue agricultural operations, Welby is also a strong source of commerce due largely in part to its central location and access to major regional roadways.



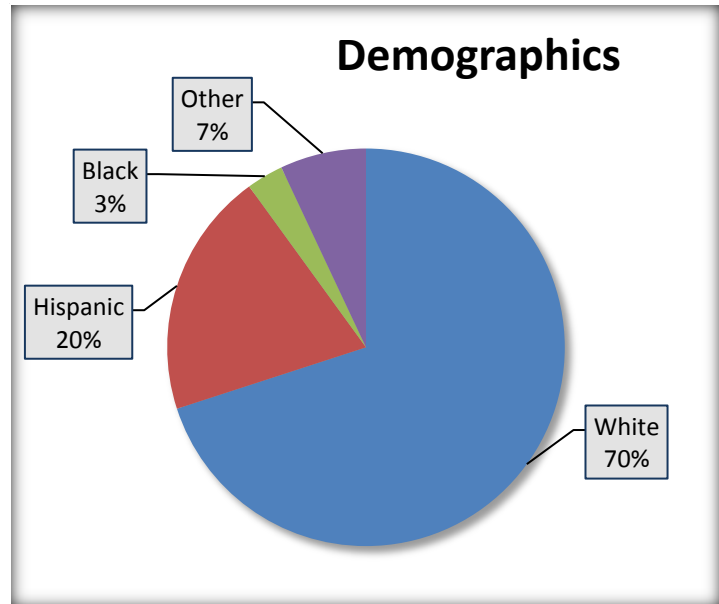
*The Cline School House –
Built in 1884 and located on
land donated by
railroader David Moffat
across from Assumption
Church at 78th & York St
(no longer in existence)*



*Early 20th century
The Assumption School, the
Service Rectory and The
Assumption Church*

B. Demographics

According to the 2010 U.S. Census (Census), Welby is a Census Designated Place with a population of almost 15,000, representing 16.6% of the population of unincorporated Adams County. The median age is 30.7 years, which is 2.3 years younger than Adams County as a whole. Almost 30% of the population is under 18 years, and less than 10% is over 65 years (*Appendix A - Demographics*).



C. Housing

According to the Census, Welby has 5,352 housing units in its 3.7 square miles giving it a population density of 4,018.9 people per square mile. There are 5,045 households, and of these 68% are owner occupied, 26% are rented, and 6% are vacant. The average household has 2.85 persons with a per capita income of \$18,628 and a median home value of \$143,500. This is considerably lower than the median home value of \$196,100 for the County. While 85% of the housing units exists in north Welby (4,460), there are over 700 housing units that exist in south and east Welby (331 and 430, respectively).

D. Education

Both the Adams 12 Five Star Schools and the Mapleton Public Schools serve Welby:

- Coronado Hills Elementary School (K-5; Adams)
- Welby Montessori School (PK-8; Mapleton)
- McElwain Elementary School (K-5; Adams)
- Monterrey Community School (PK-8; Montessori)



While not in Welby, Skyview Campus, located in

Thornton just north of 88th Avenue, is a part of the Mapleton Public Schools and composed of several specialty schools, including a branch of the Anythink Library that is accessible to the neighborhood.

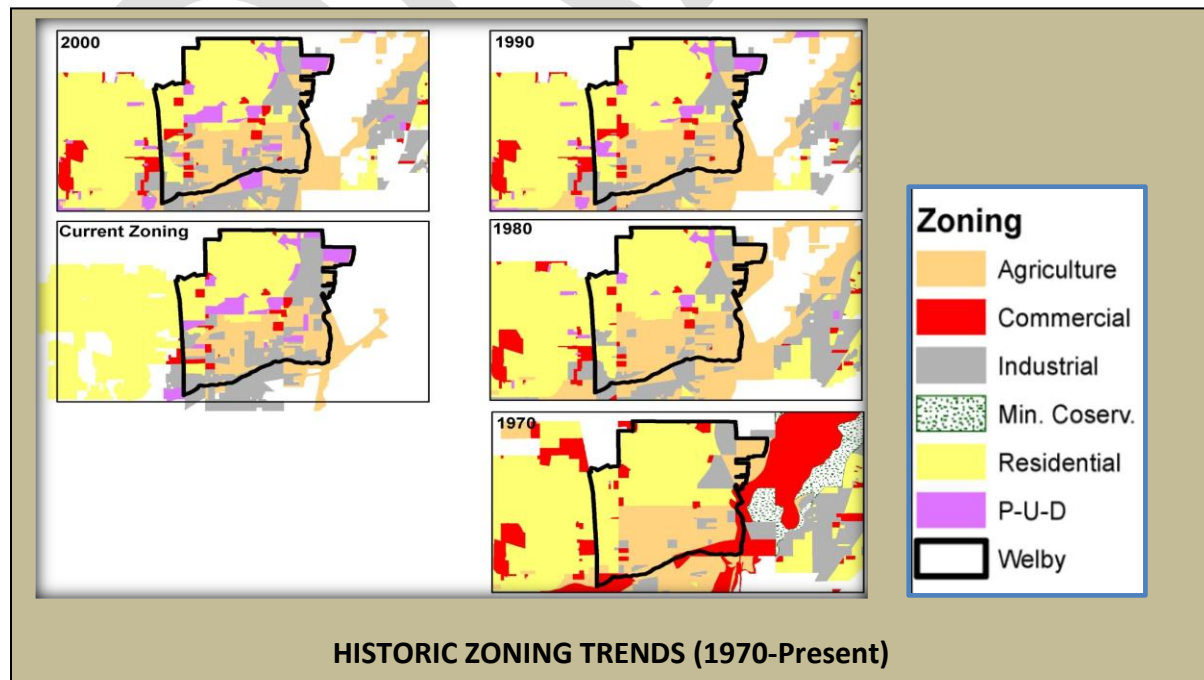
E. Zoning and Land Use

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 (*Appendix B – Existing Zoning, Categories and Planned Unit Developments*).

Historic Zoning Trends

The image below shows the historic zoning trends since the 1970's. South of 78th Avenue, there has been a significant trend where agriculture lands, once a predominant land use, have been rezoned into industrial properties to accommodate Welby's growing industrial sector serving the Denver Metro region. This trend is primarily due to Welby's strategic location near major regional transportation routes (I-25 and I-76), farming becoming less economically viable, large amounts of undeveloped land, affordable land prices, low property taxes, and its proximity to downtown Denver. While compatible to some, this industrial development has brought some unwanted consequences to nearby residents.

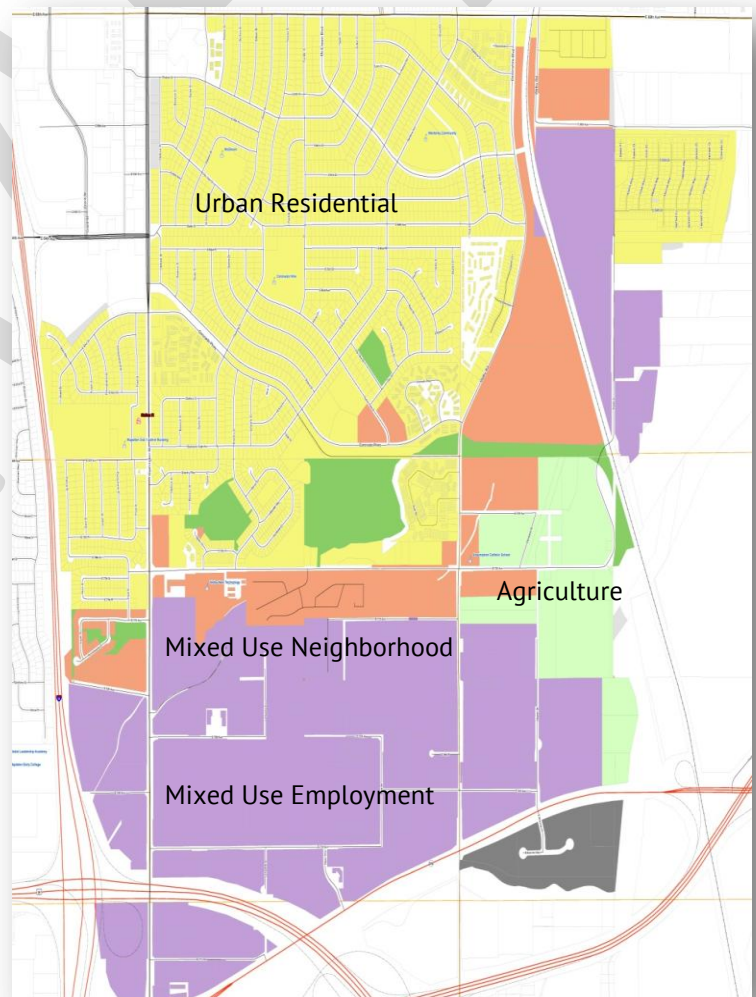


From 2000 to 2013, there were (TBD) building permits issued in south and east Welby for new warehouses and or buildings. This lull in Welby’s development potential may be associated with a number of issues including, but not limited to, infrequent availability of property for sale, small parcel sizes, and lack of roads to lands located in interior areas of south and east Welby. Many small (less than five acres) non-residential parcels are inaccessible for development due to lack of road connections. However, by planning for possible future roads to increase accessibility, such properties become more competitive with the Denver industrial expansion zones as well as more attractive to would be developers for future employment opportunities.

In addition, there are many south and east Welby property owners who reside outside of the area, making it even more essential to have a plan in place that provides guidance for the area and the community as a whole. These property owners remain very attached to the history and culture of the community; however, they also realize that supporting the transformation of their land to other uses (e.g. industrial, mixed-use employment, mixed-use neighborhood) at strategic places may be in the best interest of the community.

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 (*at right*) is the product of an extensive review of existing physical conditions, planning influences, and analysis of likely future needs. It identifies land uses for all unincorporated areas 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, 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 the Future Land Use Map below and described in *Tables 2, 3, and 4* below.

| Table 2 – 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 3 – 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 4 – 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 |

After reviewing the Future Land Use map and learning more about the land use categories, the community provided valuable feedback to staff in order to make informed changes to the area currently designated Agriculture in the vicinity of E. 78th Avenue and west of the South Platte River (**Appendix C – Future Land Use Map**). The changes to the Future Land Use map will not affect the existing zoning, but rather provide for future development possibilities compatible with Mixed Use Neighborhood and Mixed Use Employment. In addition, the community also felt that the Future Land Use map currently reflects how development should be guided and that if and when land use trends change significantly then the map can be revisited accordingly.

Welby Areas

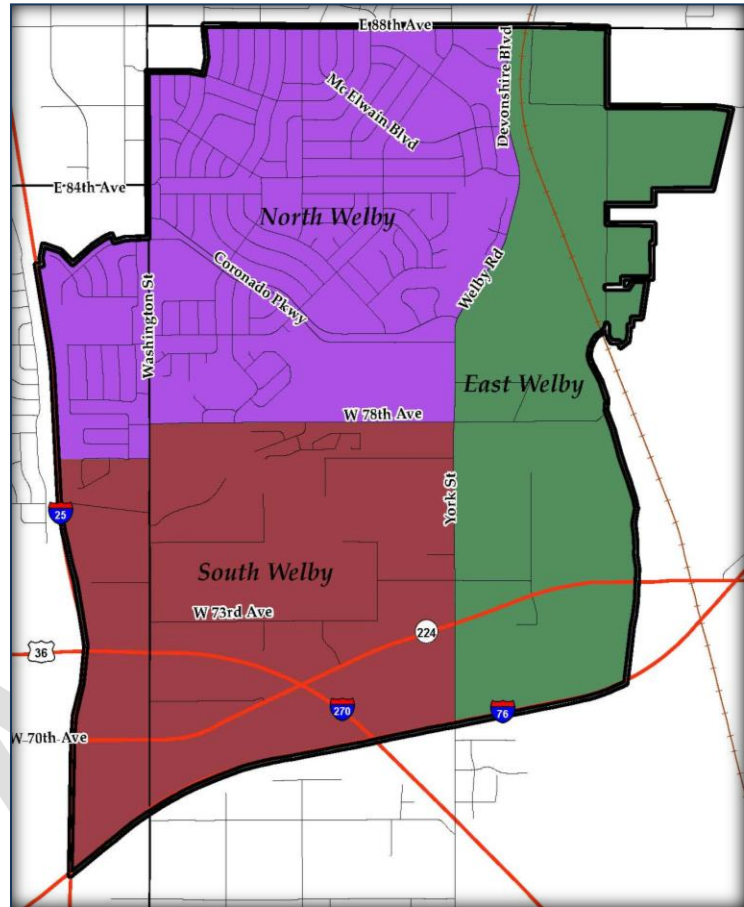
While Welby has diverse land uses, there are areas with predominant land uses. Therefore, for the purposes of this plan, they are identified as North, South and East Welby (see graphic).

North Welby (Purple Area)

The northwest area of Welby is predominantly residential with some neighborhood commercial along Washington Street. The majority of the Welby population resides here in a number of subdivisions. A major asset to this area is Rotella Park, just south of Coronado Parkway. This area is also adjacent to the Skyview campus just north of 88th Avenue.

South Welby (Maroon Area)

The southwest area of Welby is primarily comprised of industrial and agricultural properties with some residential homes scattered throughout. This area has seen a significant amount of zoning changes from agriculture to industrial. While residents in this area have expressed their affinity for this diversity in land uses including living near industrial businesses, there are some concerns regarding some unwanted changes to the area, i.e. truck traffic, noise, etc. Although flanked by Washington and York Streets, this area lacks internal street connections or any collector street that could connect to these important arterials.



East Welby (Green Area)

East Welby is comprised of many underutilized land (primarily agricultural and some industrial zoned properties) and lacks street connectivity with the west side of Welby. There is great potential here for future development, especially with two future commuter rail station areas (72nd & 88th Avenues) on the North Metro commuter rail line within a half a mile away. In addition, two important water bodies, Clear Creek and South Platte River, make up its southern and eastern borders, respectively.

78th & York Street

The intersection of 78th Avenue and York Street is generally known by residents as the “heart” of Welby. It provides connections to the north, south and west, as well as being “home” to Assumption Church, one of the oldest and historic buildings in Welby. This area is ideal for small scale neighborhood development and could act as a neighborhood center. As supported by the Future Land Use map, this area could have neighborhood mixed uses such as buildings with retail on the bottom and residential on top or live/work spaces, or even small office spaces for neighborhood businesses. Conceptual ideas of this area will be discussed in the Strategic Corridors & Nodes section on page 37.



F. Property Maintenance

While most residents overall enjoy living in Welby, they also expressed their concern regarding upkeep and maintenance of neighborhood properties in North Welby as well as code compliance with industrial properties in South Welby. Code enforcement is an issue that should be addressed in both areas in order to keep Welby clean, safe and attractive for present and future residents and businesses.



G. Recreation

Trails

The Welby area is in close proximity to two existing paved multi-use regional trails: the Clear Creek Trail and the South Platte River Trail (*see next page for Existing Parks, Trails & Connections Map*). Access to these trails from the neighborhood is limited to Steele Street Park, a small trailhead near Highway 224 and I-76, and Twin Lakes Park. Although people have used the CDOT right-of-way area on SH224 and the overpass of I-270 to access the Clear Creek Trail, additional access points should be explored at Washington and York Streets. Washington Street, north of Clear Creek, has continuous sidewalk that can be used for trail access. York Street should be improved to create a continuous sidewalk from 88th Avenue to Clear Creek.

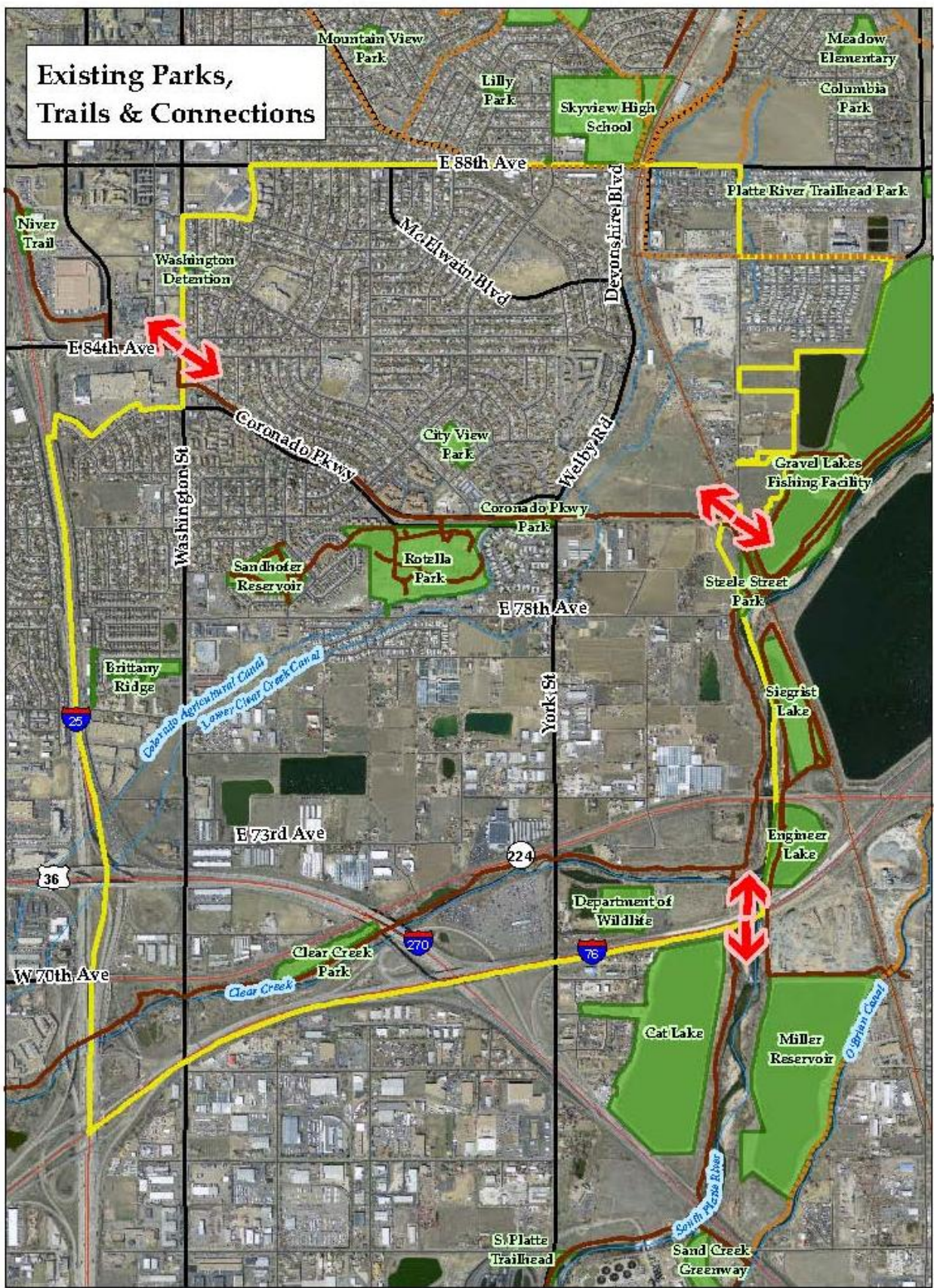
Internally, the Niver Creek Trail runs through the Welby area (along Coronado Parkway) and connects to the South Platte River Trail to the east. The connection westward toward Thornton could be improved upon near the intersection of 84th Avenue and Washington Street. This connection should be coordinated with the City of Thornton as the potential alignments would be located on lands annexed into the city.

Parks

Acquired in 1972 by the County, and located almost in the center of Welby, is the 40 acre Rotella Park. While this park is the largest recreation area in Welby, people have expressed concern over south access issues from 78th Avenue, safety, and graffiti issues. Addressing the safety and graffiti issues will be the \$1.2 million dollar renovations beginning in November (**Appendix D**). The project is expected to be completed by the summer 2014, and will include:



- New grills and bike racks
- New toddler (ages 2-5) playground equipment
- New picnic shelters located near the parking areas
- Additional vault toilet on the west side of the park
- New linear parking lot with lighting along Coronado Parkway
- Drainage, landscaping and irrigation improvements



Currently, there is no formal southern access/parking area off of 78th Avenue. Such access would not only open the park to south Welby residents, but also provide educational opportunities for the Welby Montessori School. In addition to Rotella Park, residents can also utilize the recreational/open space areas administered by Mapleton School District during non-school hours (Welby Montessori and Monterey Elementary Schools).

Future Possible Parks, Trails & Open Space

With Welby residents desiring a waterfront park, the County identified two areas of minimally developed land that could serve as a future regional park (image on next page). The first area is approximately 100 acres in size and is located between SH224 and I-76 east of York Street. With both Clear Creek and the South Platte River bisecting these lands, as well as several fishing ponds, there are ample opportunities for water based recreation. The second area is just north of 74th adjacent to the South Platte River Trail and it too is in close proximity to water bodies that can provide for water based recreation. Both of these areas could also have additional recreational amenities such as ball and soccer fields, an amphitheater, a farmers market, a community garden, a playground, natural areas, and other similar amenities.

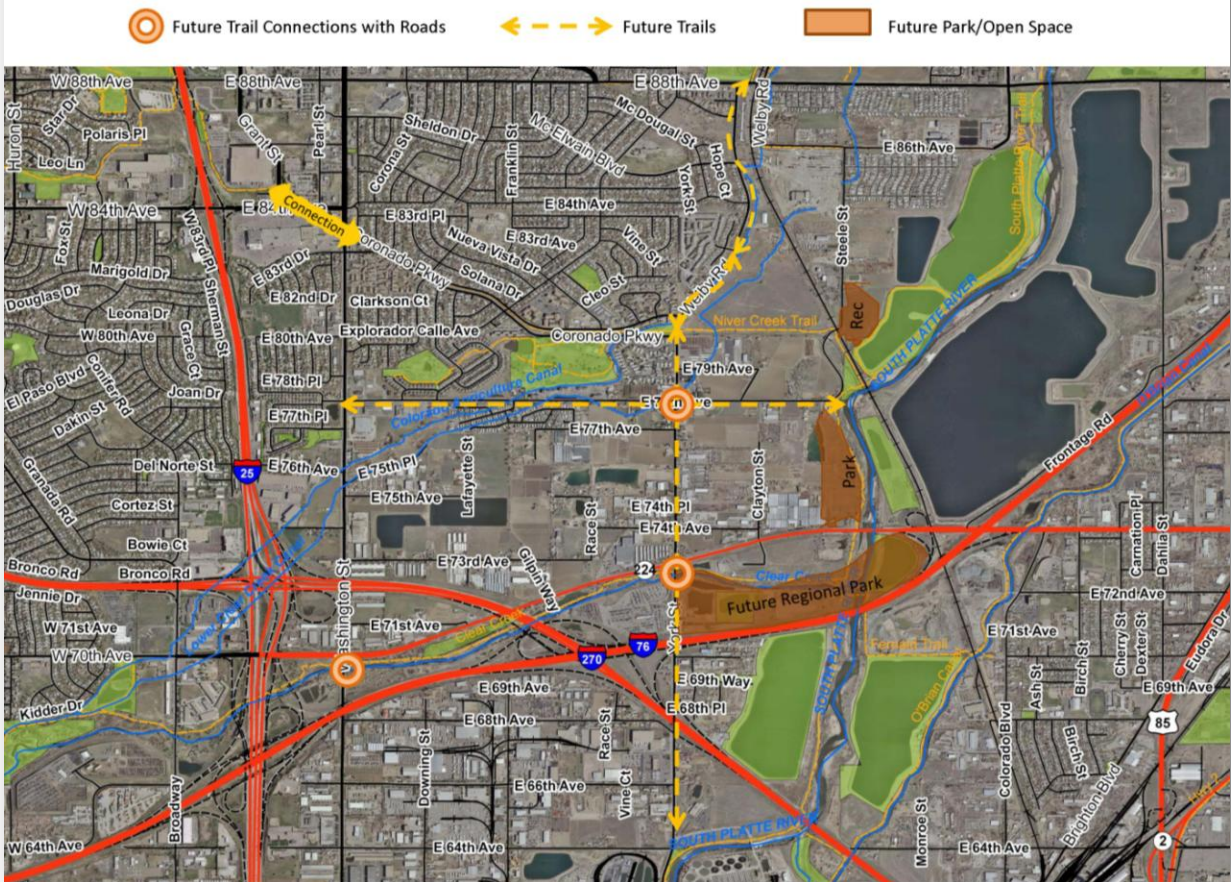
In addition, 78th Avenue should be improved to include continuous sidewalk that connects the surrounding neighborhoods directly to the South Platte River Trail. Care should be taken to redesign the intersection of 78th Avenue and York Street to allow for safe pedestrian and bicycle crossings.

There are also opportunities to add infrastructure that would provide additional access to not only the Clear Creek and South Platte Trails, but also to the future 72nd regional rail transit station over in Commerce City less than a mile away from southeast Welby. Such opportunities include a Clear Creek Trailhead area on SH224 right before the I-270 overpass. While this area is technically a Colorado Department of Transportation (CDOT) right-of-way, residents have identified this area as a desirable place to gain access to the Clear Creek Trail. However, residents have also expressed their concern over safety issues in this area due to a history of undesirable activities. With the addition of lighting, signage and a designated parking area, this area could become a recreational asset for the community.



South Platte Trail

Possible Future Parks, Trails, & Open Space for the Welby Area



As depicted in the renderings on the next page, another option would be to create an access trail near the intersection of Washington Street and SH224 to have additional access to the Clear Creek trail.



Source: UCD Fall 2013



New paved trail from Clear Creek Trail to SH224 and Washington Street

In addition, a new pedestrian bridge across the South Platte River would create a connection between Steele Street Park and Siegrist Lake Park as well as to outside trails.



Source: UCD Fall 2013

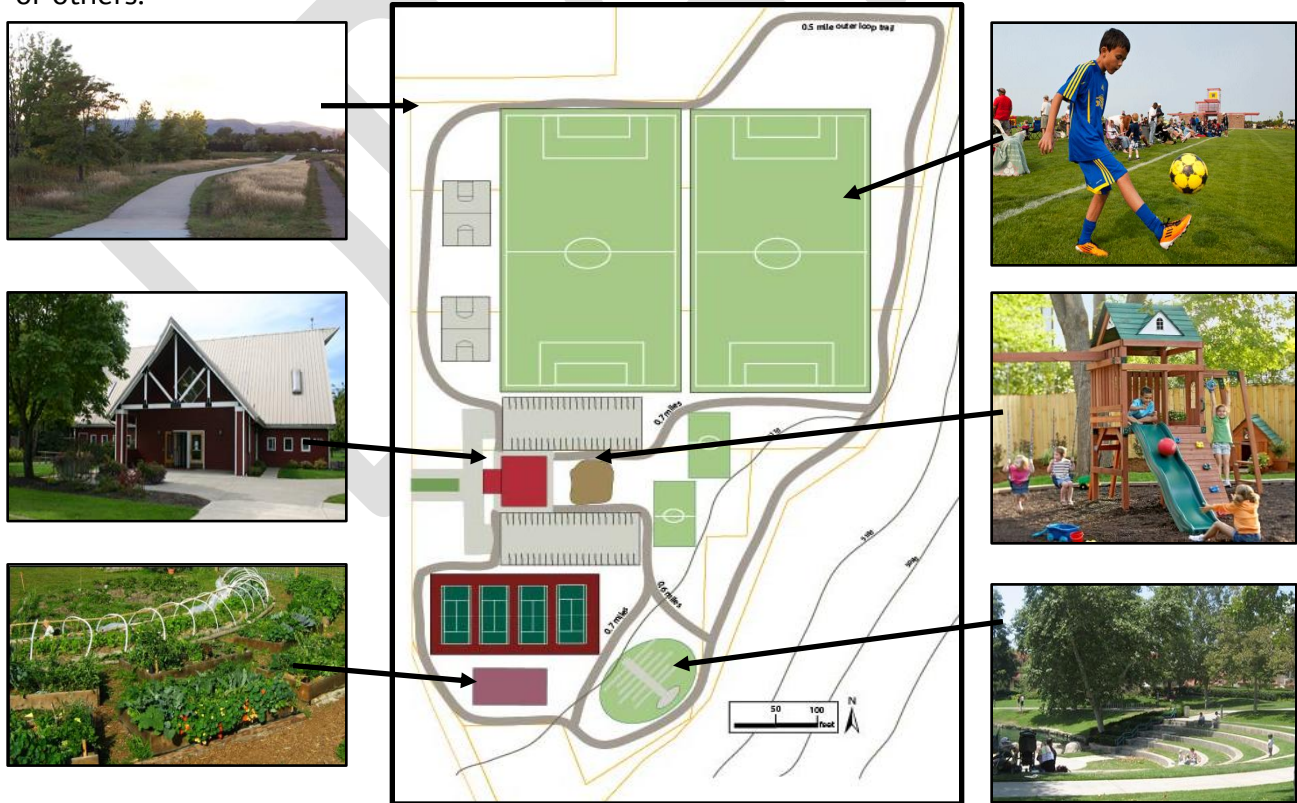
Lastly, enhancing the assets and amenities Welby already has is tantamount to attracting visitors, businesses and future residents. Trailhead signs and kiosks at strategic recreational points (SH224 & I-270, SH224 & 74th Avenue, Steele Street & 78th Avenue), as well as expanding kiosks into various Welby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



Source: UCD Fall 2013

Future Community Center

Some residents expressed a desire for a community center within the neighborhood during the plan's outreach process. While there is a facility in Thornton less than three miles away, there are limited services and there is still an issue of getting there. The image to the right shows a conceptual model at a possible location for possible amenities. While this land is for sale and would provide ample space for a center, fields, courts, and play areas, a community center for Welby would need to be fully vetted and explored prior to any actions being taken by the County or others.



Source: UCD Fall 2013

H. Transportation

ROADWAYS

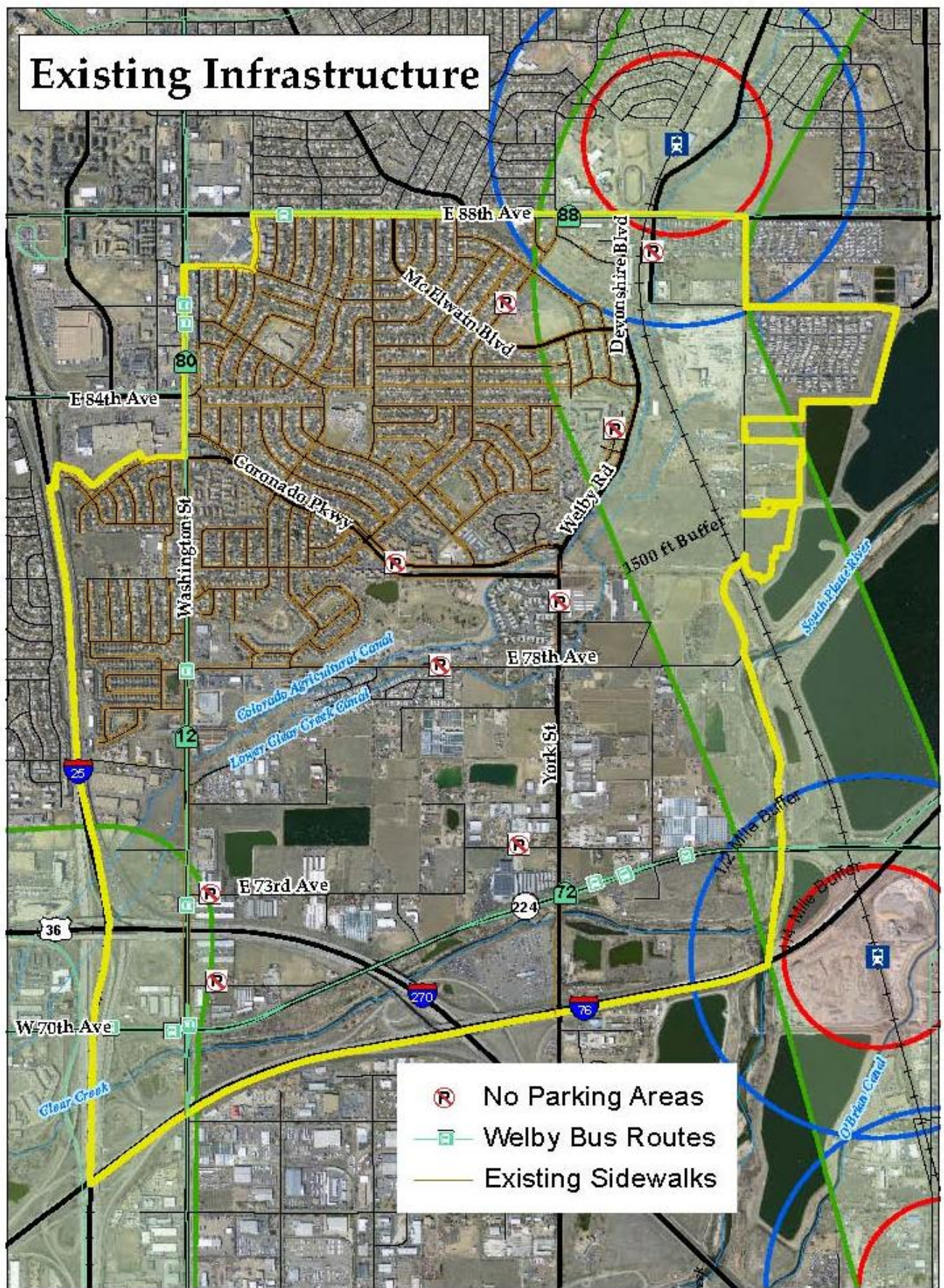
Welby roads consist of five functional classifications: local, collector, major arterial, minor arterial, and interstate (*see next page for Existing Infrastructure Map*).

Functional classification is a means of defining how much mobility versus how much access a roadway provides. I-25 to the west and I-76 to the south are interstate highways and provide regional access to the metro Denver area. Access ramps to I-25 are located at 84th Avenue and SH224. Both Washington Street and 88th Avenue are classified as a major arterial, which means it functions at a moderate to high operating speeds with somewhat limited access to adjacent properties and has a right-of-way width is 140 feet. Devonshire Boulevard, Welby Road, and York Street, are classified as minor arterials which means they function at moderate operating speeds and allows somewhat greater access to adjacent properties than principal arterials and has a right-of-way width of 120 feet. McElwain Boulevard and Coronado Parkway are classified as collectors, which means they collect and distribute traffic between arterials and local streets and has a right-of-way width of 80 feet. The remaining roads in the Welby neighborhood are classified as local streets, which provide local circulation and direct access to individual properties. Right-of-way widths for locals vary up to 60 feet depending on roadway function.



In general, while Welby's roads do offer some circulation within and outside of the area, there is a strong need for better access, and connectivity east/west as well as infrastructure improvements. In addition, the County also recognizes that additional roads in South Welby are necessary in order to attract future development and businesses that would support and strengthen Welby's economy and increase the number of local jobs. As such, **Appendix E** illustrates a possible future road network in this area. This is only a conceptual drawing, and extensive community input as well as working closely with the County's Planning and Development and Transportation Departments would be required in order to develop any definitive future road network in south Welby as well as working with any affected property owners.

Existing Infrastructure



STRATEGIC CORRIDORS & NODES

Washington Street

Washington Street is a 4-lane major arterial that provides north/south travel on the western side of Welby. It is primarily commercial in nature near 88th Avenue with more industrial properties closer to SH224. The area north and west of 84th Avenue is within the City of Thornton and predominantly commercial.

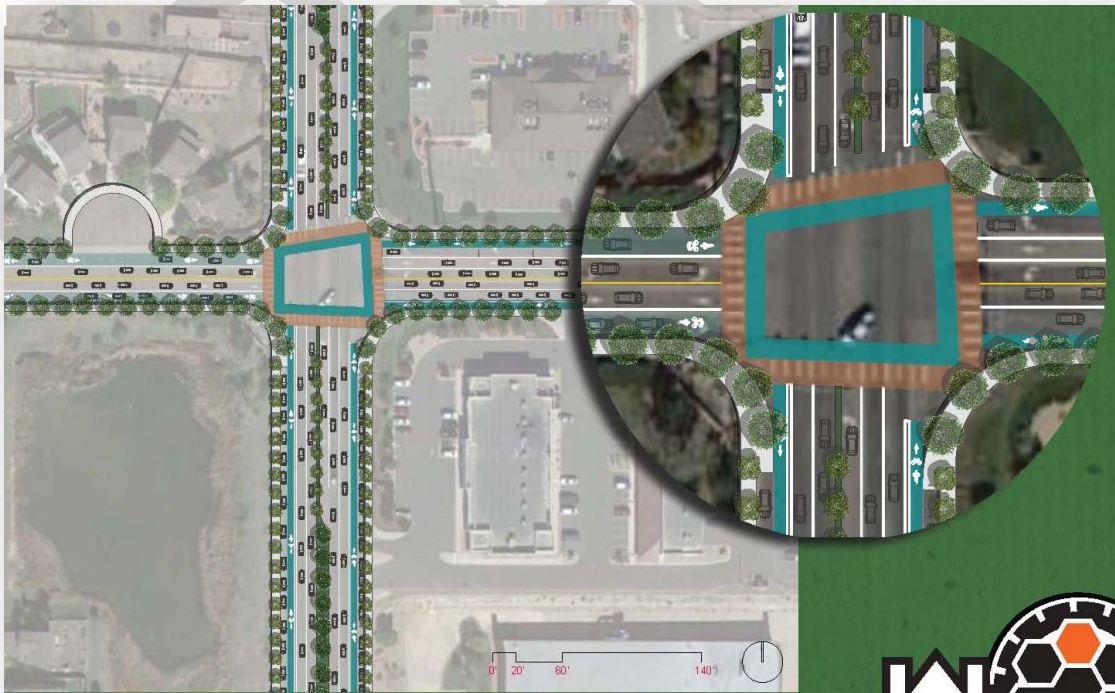


There are many opportunities to better utilize this corridor to showcase Welby and market its businesses, lifestyle and other community assets. With approximately 20,000 vehicles traveling this major arterial, unique streetscapes such as banners, lighting and design elements could promote Welby's branding concepts and attract developers, businesses, visitors, and prospective residents.

Various conceptual ideas for Washington Street (next page) show how utilizing "complete streets" can create a sense of place and identity for Welby. According to the National Complete Streets Coalition, Complete Streets are streets for everyone. They are designed and operated to enable safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities. Complete Streets make it easy to cross the street, walk to shops, and bicycle to work. They allow buses to run on time and make it safe for people to walk to and from train stations.

Creating complete streets also means transportation agencies, such as the County's Transportation Department, CDOT, and RTD must examine their approach to community roads. By supporting complete streets in Welby, it sends a direct message to transportation planners and engineers to design and operate the entire right-of-way to enable safe access for all users, regardless of age, ability, or mode of transportation. This means that every transportation project in Welby will make the street network better and safer for drivers, transit users, pedestrians, and bicyclists thus making Welby an attractive place to for live and do business in.

In addition, Washington Street should be a corridor that provides an inviting commercial area with careful consideration of vertical integration of commercial/residential components that support mixed use neighborhood as well as industrial uses that have a commercial feel that support mixed use employment.



For over a decade, there have been improvements along Washington Street from 88th Avenue to the City and County of Denver border at 52nd Avenue. In 2013, the \$7.8 million dollar Capital Improvement Program (CIP) project, Washington Street Improvements Phase III North, focused on the corridor between SH224 and the Union Pacific Railroad tracks north of 58th Avenue. The project included the installation of pedestrian facilities, concrete curb/sidewalks, asphalt and concrete pavement, storm sewer, relocation of water lines, traffic signal improvements, and a water quality pond. The design for the next segment, the Washington Street Improvements Phase IV North, is 95% complete and includes widening the street from a 2-lane roadway to a 3-lane roadway with the middle lane being a shared left turn lane. Additional improvements include curb, gutter, sidewalk, and a new storm sewer system. The Transportation Department's goal is to complete the design by the end of 2013, relocate utilities in 2014, and start construction in 2015.

York Street

York Street is a minor arterial that provides north/south travel on the eastern side of the neighborhood and is widely used by trucks traveling to and from industrial properties located in the southeastern region of Welby. A number of residential properties are scattered throughout this area often adjacent to industrial zoned properties. As the south and east Welby areas adjacent to York Street evolve over time with various mixed use developments, traffic will increase (currently over 18,000 vehicles per day). While residents residing along York Street are not opposed to new development, they have expressed concern over truck traffic, the condition of the road, and the inability to walk safely due to lack of sidewalks.



York Street has been identified by the Transportation Department as the next major arterial street in the long range plans to receive CIP funds. While the work plan for these improvements is at the conceptual stage and requires more information before it is finalized and becomes the basis for creating project objectives and establishing design criteria, the feedback received from citizens throughout this planning process will be invaluable to these efforts. Until that time; however, the conceptual ideas for York Street at 78th Avenue (next page) show a neighborhood center with mixed uses that support and are to scale with the surrounding area.

78th & York - Currently



78th & York - Streetscaped



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

Source: UCD Fall 2013

78th Avenue

78th Avenue is generally in the middle of the neighborhood providing east/west travel and is the most direct connection between Washington and York Streets. With the exception of a few gaps, 78th Avenue has sidewalks on the north side providing safe passage for pedestrians. Community issues are primarily related to illegal parking across the street from Springbrook Apartments which creates sight distance issues for cars exiting the Franklin Mobile Home Park.

BUS

Three RTD bus lines run along the boundaries of the Welby area: 12, 80 (along Washington Street), 72 (along SH224) and 88 (along 88th Avenue). Pick-ups occur approximately every 30 minutes. Currently, there are no stops within the neighborhood, rendering most residents dependent on automobiles for their traveling needs.

SIDEWALKS

The sidewalks in Welby, predominantly in North Welby, are a major asset in providing safe pedestrian passage and connections to adjacent neighborhoods, amenities and services offered just outside of Welby (i.e. Anythink Library at the Skyview Campus north of 88th Avenue in Thornton). They are generally in fair to good condition; however, they are sporadic and there is a lack of continuity. A major concern for the community is the lack of sidewalks along York Street as well as safe connections/access to parks, trails and across 88th Avenue (see page 36 for existing sidewalks).



BIKE LANES

There are no bike lanes in the neighborhood, nor are there any proposed bike lanes in the County's Transportation Plan. Bike lanes would however, provide not only a another means by which residents and visitors could safely move about the community, but also a way to connect to adjoining areas such as the future RTD North Metro stations.

STREET PARKING

There is ample parking along most streets in the area; however, there is a need for police enforcement where cars are parked illegally, most notably along the south side of 78th Avenue near



Springbrook Apartments and in the vicinity of 78th Avenue and York Street. There are also areas throughout Welby where parking has been restricted due to various reasons, i.e. safety, schools (see page 34 – Existing Infrastructure map for parking restrictions).

WAYFINDING & GATEWAYS

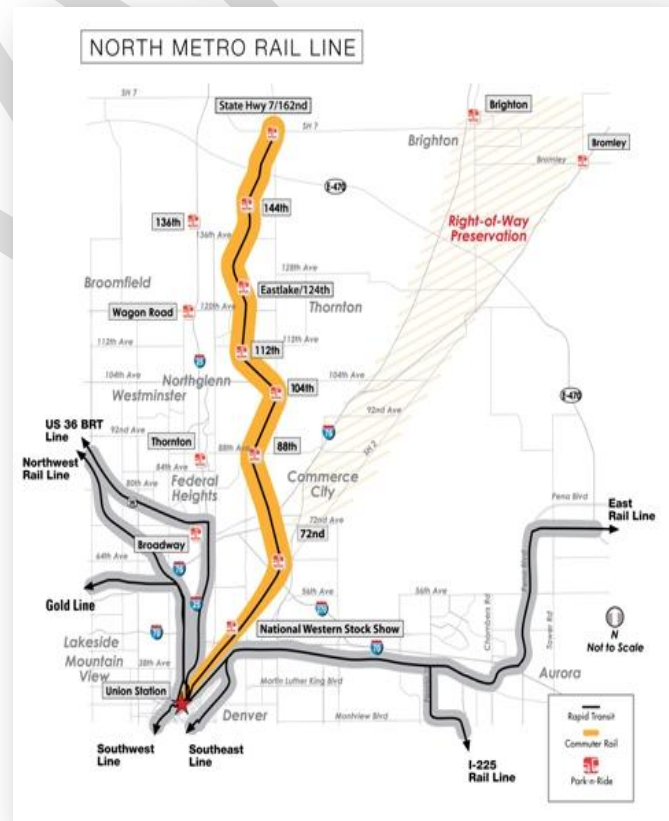
Throughout the Welby area there is a need for wayfinding and pedestrian-level signage. North Welby’s street patterns are not on a traditional grid system and can be difficult to navigate. Wayfinding signs would inform visitors of key destinations as well guide children to safe connections and pathways.

Gateway installations near key entrances to the neighborhood (88th and Washington, 88th Avenue & Welby Road, and along SH224 at the overpass of the South Platte River and near Washington Street) could include things such as public art, signage, distinctive design elements unique to Welby, and lighting would announce direct visitors orientation and provide opportunities for Welby to convey a distinct image.



TRANSIT

Presently, there are no commuter rail access points near Welby; however, by 2018, there will be two Regional Transit District (RTD) commuter rail stations along its North Metro corridor line – 72nd and 88th Avenue stations. The Welby neighborhood will be within ½ mile radius of both stations that will connect to downtown Denver and eventually north to 162nd Avenue Station near SH7 in Brighton. While not located in the neighborhood, both of these stations have extensive station area and/or transit-oriented development (TOD) plans (pp. 33, 34) and can have profound effects on the community as seen around other RTD stations.



Source: RTD, 2013

To ensure compatible development, the County has been working closely with both the Cities of Thornton and Commerce City. In addition, on January 7, 2013 the County adopted zoning regulations for a Transit-Oriented Development zone district around the Federal and Pecos RTD stations. However, a TOD zone district may be applicable in the future for Welby within the vicinity of the 88th and 72nd Avenue stations. The purpose and applicability of TOD districts is as follows as stated in the County's Development Standards & Regulations:

3-26-01 PURPOSE

The purpose of the Transit-Oriented Development (TOD) district designation is to encourage compact urban growth patterns, provide opportunities for increased transportation mode choice, reduce reliance on the automobile, and create a safe and pleasant pedestrian environment. The district regulations help ensure an attractive streetscape, a functional mix of complementary uses, and provision of amenities that support the use of transit, bicycles, and pedestrian facilities.

3-26-02 APPLICABILITY

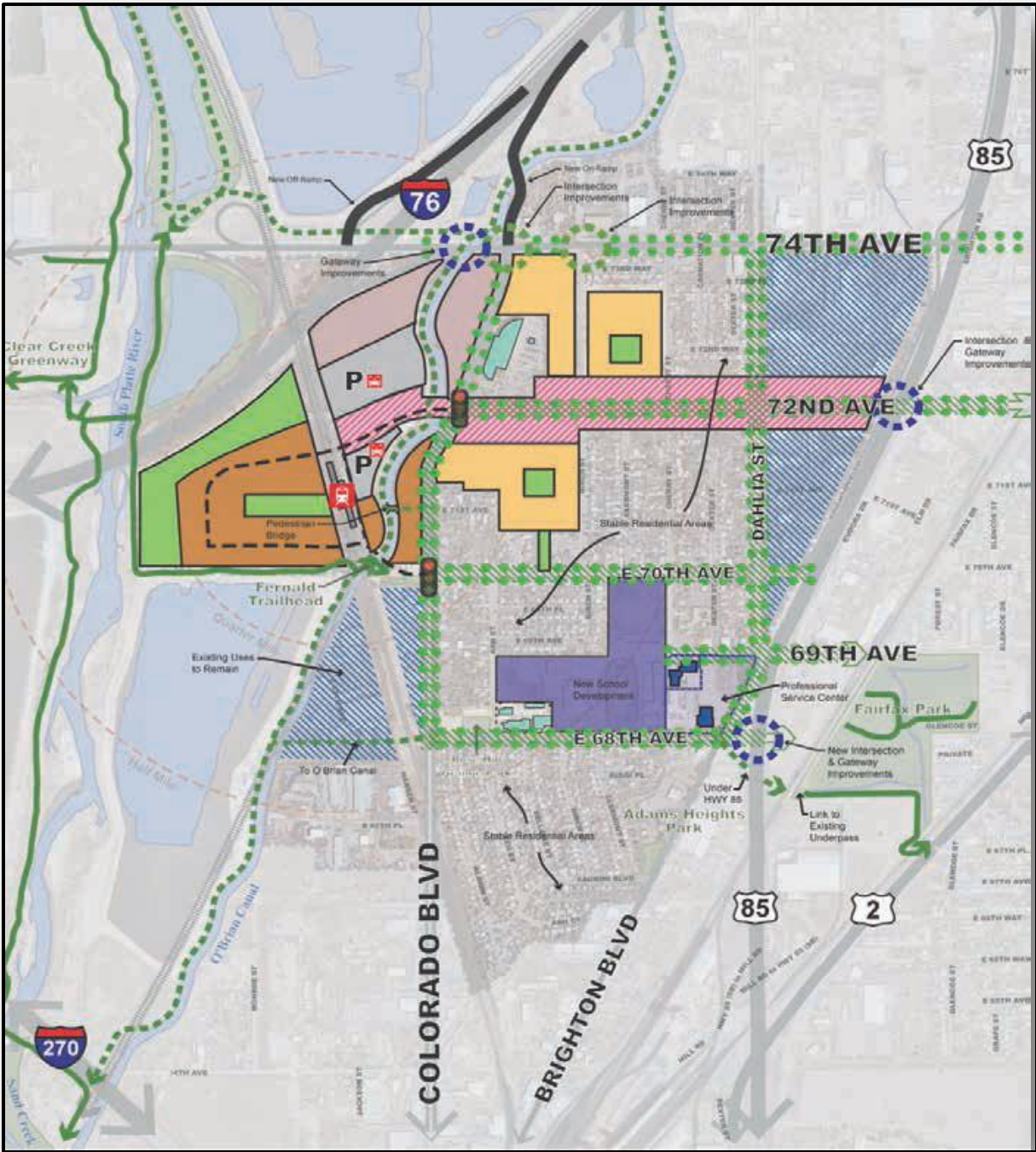
Properties within or partially within a one-half mile radius of the RTD FasTracks stations located at Federal and Pecos, as measured from a point roughly in the center of the platform or as may be specifically established by the Planning Director following completion of construction of the stations, may be rezoned to the TOD zone district upon approval of the rezoning application by the BOCC pursuant to Section 02-02-12. Except as otherwise expressly stated, once a property is rezoned to TOD, the TOD zone district regulations shall apply to all properties within the boundaries of the TOD zone district. Specific performance standards contained in Chapter 4 shall apply unless otherwise modified by this section.

Proposed 88th Avenue Station Area Plan



Source: www.cityofthornton.net

Proposed 72nd Station Area Plan



Source: www.c3gov.com

Transportation Projects

Welby Road/Steele Street Extension

The Transportation Department has initiated the design process for the Welby Road/Steele Street Extension which involves constructing a new Welby Road from 86th Avenue to 88th Avenue, tying into the Thornton's Welby Road project north of 88th Avenue. The road will be at least 24 feet wide, except as it approaches the intersection at 88th Avenue, where it widens to 36 feet to accommodate a left turn lane. At a minimum, the road will have curb and gutter on both sides, and a 5.5 feet sidewalk on one side, to be determined through the County's public outreach process and final design. The project will allow residents and businesses south of 88th to access the future North Metro Train station at 88th.

As previously mentioned, York Street has been identified by the Transportation Department as the next major arterial in the long range plans to received CIP funds with respect to improvements including widening the road from two to four lanes including sidewalks.

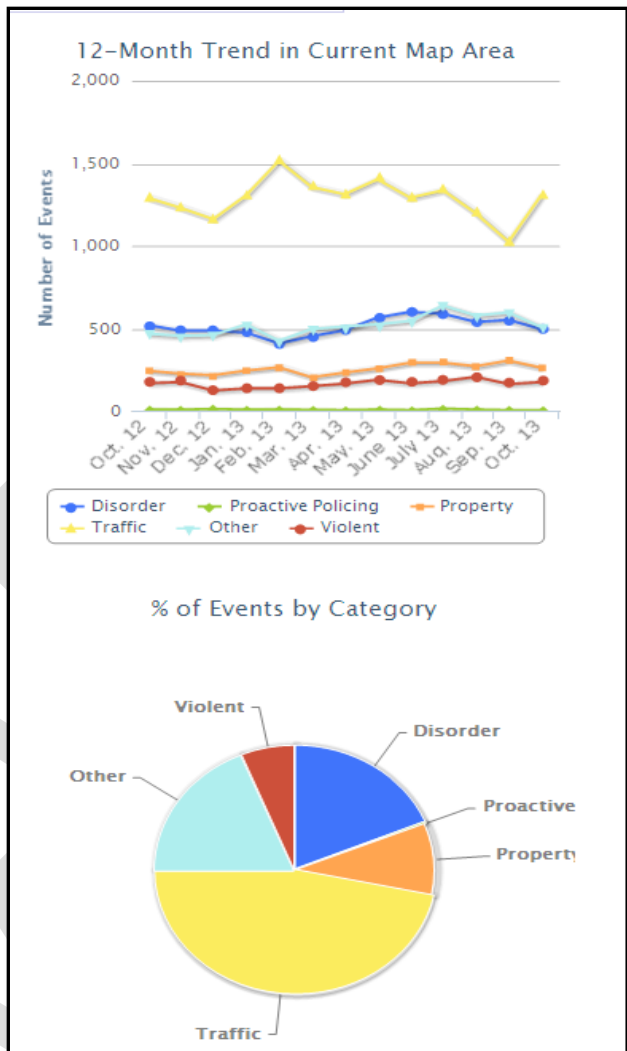
In addition, the widening of Washington Street is to be completed to Denver address line near 52nd Avenue and Washington by the end of 2014.



I. Safety

Crime in Welby is relatively low; however, during the planning process a top issue of concern was feeling unsafe in public areas. Beginning in November 2013, the Parks Department will be initiating renovations for Rotella Park which include, but not limited to, additional lighting and new picnic shelters on the north side of the park closest to Coronado Parkway. With the new parking lot adjacent to the parkway and the removal of the southern picnic shelters which have little public visibility, many of the safety concerns and graffiti issues should be addressed here.

In addition, the lack of sidewalks and safe connections to areas within and outside of the neighborhood lends itself to an increase for pedestrian and automobile accidents, most notably along arterials such as E. 88th Avenue, Washington and York Streets as well as E. 78th Avenue. In addition, residents have expressed that speeding is an issue along York Street and 78th Avenue near the Welby Montessori School.



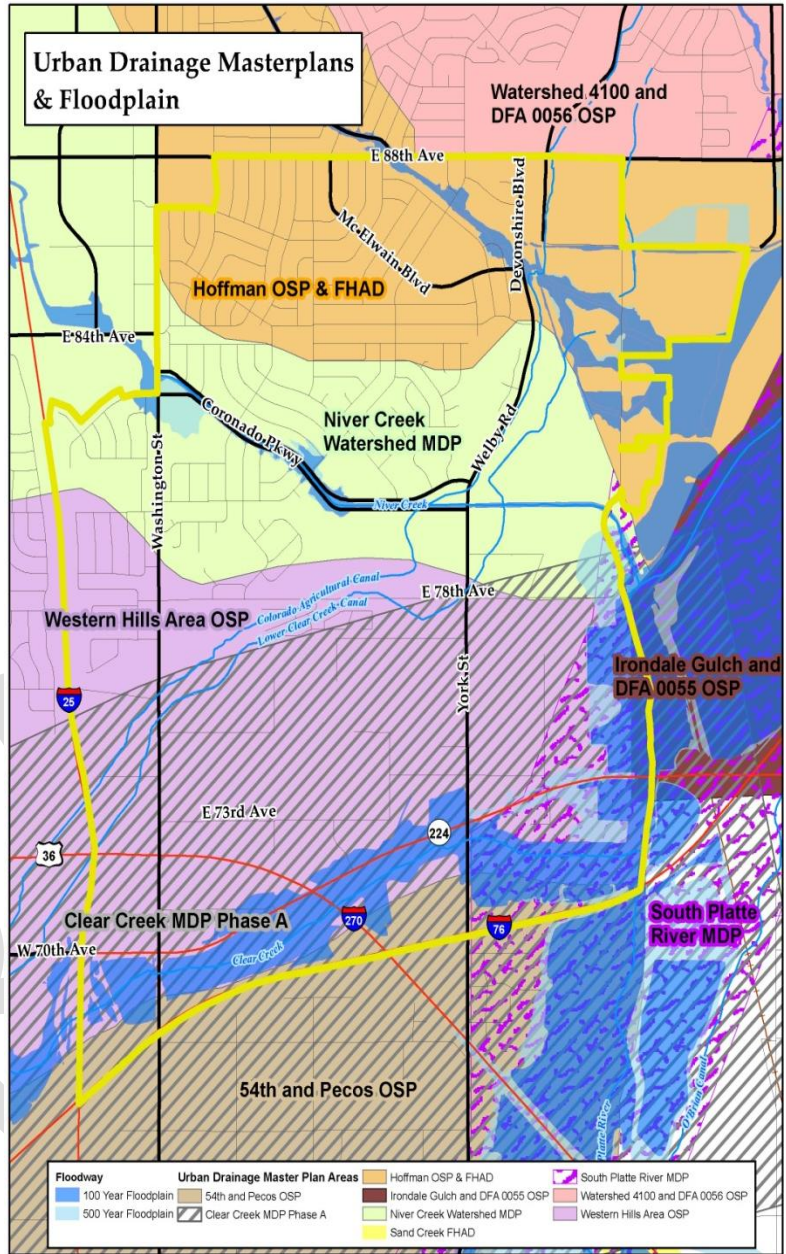
Welby's 250 most significant crime events over the past year.

Source: www.myneighborhoodupdate.net

J. Drainage and Floodplain

In March 2006, Clear Creek was part of a major drainageway planning study (Master Development Plan) from its confluence at the South Platte River to approximately 2,000 feet upstream of Highway 6 in the City of Golden. The Master Plan provides a comprehensive plan of drainage improvement for the 18 mile area and will help guide local governments, developers, and engineers in the planning, designing and construction of proposed improvements. It evaluated current flood hazards along Clear Creek, identify problem areas, develop alternative improvements, and provide solutions for the Clear Creek Basin. The Basin is near full development within the study area, and as such

drainage improvements are necessary because development has encroached into the Clear Creek floodplain. With respect to Welby, most properties within the Clear Creek MDP are industrial in nature and are not affected by the MDP's recommendations which outline a course of action including limited structural improvements along with a natural open channel waterway. These alternatives have the lowest overall project cost and provide the level of protection identified by the study. As future development opportunities arise in areas near or in the Clear Creek MDP, the County will assess any issues and work closely with property owners and prospective developers to ensure proper mitigation and implementation of the intent of the drainage study.

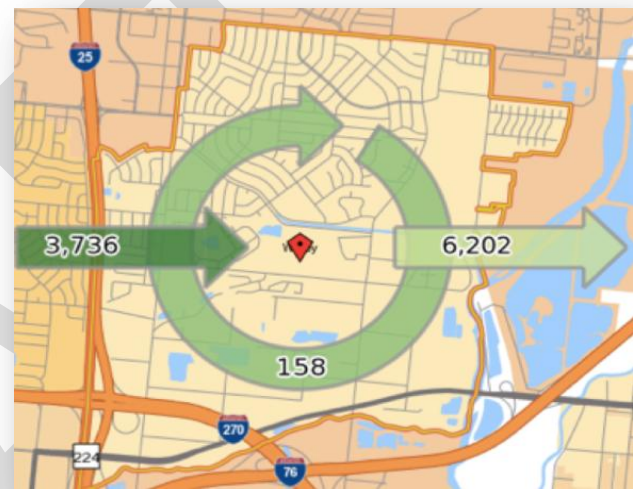


J. Economic Conditions

During the first half of the 20th century, Welby was a thriving agricultural center known for its produce and agricultural lands. Since the 1960s, this industry has declined and more land has been rezoned to industrial. According to the U.S. Census Bureau job sectors information, while Welby remains strong in wholesale trade, construction and agriculture, the top ten industries by employment are different compared to Adams County and Colorado (*Appendix F - Jobs Sector and Location Quotient Data*). Location Quotient data or LQ data, is used to reveal what makes a particular region unique in comparison to data about a larger reference region according to some characteristic or asset.

As depicted to the right, approximately half of the Welby population commutes outside of Welby and travels 22 minutes or more to work. Over a third are employed in Welby but live outside of the area. In addition, less than 200 people are employed and live in Welby.

According to the 2010 U.S. Census, there are only 3,100 primary jobs in Welby. The median household income in Welby is \$39,884 and the unemployment rate is 8.3% (.2% higher than the County). In 2011, almost 16% of families were below the poverty rate.



Source: UCD, spring 2013

Welby's industrial uses play an important role in the County's overall fiscal health. According to a fiscal impact study completed by Adams County in 2012 during the Comprehensive Plan update, whether in incorporated or unincorporated Adams County, commercial and industrial uses are economic benefits to the County. Residential uses, however, cost the County money since the services provided cost more than the property taxes collected (*see image on next page*). The study estimated that the County loses \$991 per single family unit when comparing the revenue generated to the cost of service to a single-family home in unincorporated Adams County.

Fiscal Findings

Net Fiscal Impact by Use

- Residential creates burden, while non-residential provides benefit
- Large gap between the impact of housing on the County between unincorporated and incorporated
- Commercial/Industrial has minimal difference and is a benefit either way
- Implications for the County in the future:
 - Highlights value of attracting certain types of uses
 - Illustrates need for fiscal mitigation for development outside municipalities

| Proposed Development | Per Unit Factors | | | Per Sq Ft Factors | | |
|-----------------------------------------------|------------------|----------|------------|-------------------|--------|------------|
| | Single Fam. | Attached | Multi-Fam. | Retail | Office | Industrial |
| Annual General Fund Fiscal Balance | | | | | | |
| Annual GF Net Fiscal Balance - Incorporated | (\$106) | (\$66) | (\$124) | \$0.81 | \$0.98 | \$0.61 |
| Annual GF Net Fiscal Balance - Unincorporated | (\$991) | (\$741) | (\$712) | \$0.61 | \$0.78 | \$0.52 |

Welby’s commercial and industrial zoned properties are an asset not only to the local economy, but also to the County as a whole. Development of commercial and industrial property is important to the fiscal health of the County. It is therefore even more important to ensure adequate planning for the necessary infrastructure and services needed for future commercial and industrial development and businesses while balancing limited and strategic placement of new residential development.

Adams County Economic Development & Adams County Enterprise Zone

Adams County Economic Development (ACED) is a public-private partnership funded by Adams County, nine municipalities, and private businesses. ACED is the only economic development agency covering all of Adams County and strives to develop quality jobs, a strong tax base, and a desirable community. ACED offers a variety of services including research and demographics to prospect developers (www.adamscountyed.com).

ACED also administers the State’s Enterprise Zone (EZ) program for areas designated EZ in Adams County. One such area is the Adams County EZ which also includes the area in Welby that is south of E. 78th Avenue from I-25 to the South Platte River. According to ACED, EZ is a state funded program which encourages business in economically challenged areas by providing tax credits to businesses that are in these areas for things like job creation and capital investment. EZ tax credits can have significant impact, and ACED

assists businesses in understanding the program and its benefits. Some of the benefits include, but are not limited to: investment tax credit, training credit, new job credit and health insurance credit. The investment credit is the most widely used tax abatement. It essentially allows businesses in the EZ to receive a credit against their state income tax of 3% of their capital investment in equipment. This is available to all businesses located in an EZ. Therefore, businesses or new ones that are located or thinking of locating in south Welby should be aware of this program and its economic advantages.

Beehive Concept

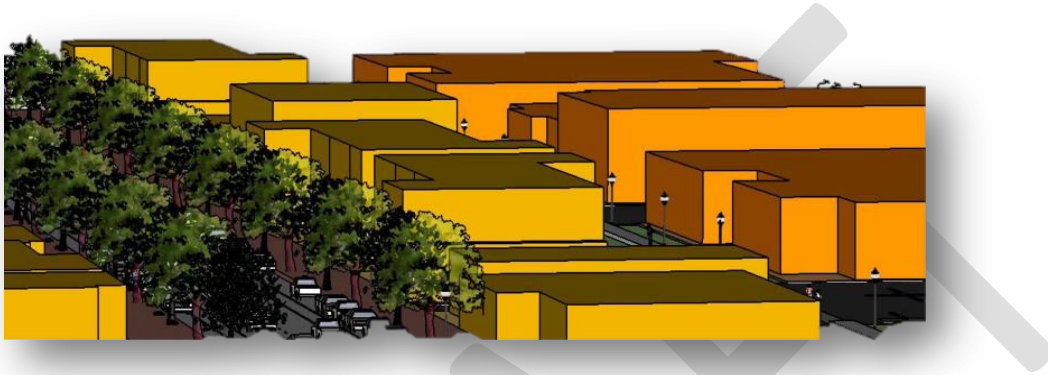
Welby's proximity to the Denver Metro region, Denver International Airport, and regional interstates makes it very attractive for a wide range of industrial businesses. However, Welby residents expressed opinions about the types of industrial businesses that would enhance the community rather than detract from it.

A business model that is already being practiced in Welby has been termed the "Beehive" vision within this plan. This term describes the combination of manufacturing, distribution, and retail sales all within a single location. This plan supports this concept as a floating zone that could be made available by request for development on major corridors where commercial sales are part of the business model and have a high probability for success. While this type of development can occur with existing commercial and industrial zoning, the beehive concept could provide a quicker permitting process due to development specifics being predefined during the application process.

The beehive model is unique in that manufacturing, distribution and retail are all at one location - much like Boyer's Coffee's operations at 72nd Avenue and Washington Street. The retail portion of the business is placed closest to the road, with distribution and



manufacturing placed toward the back of the property. Welby Gardens (SH224 and Clayton Street) and Paisano Sausage (73rd and Washington) also use a similar business concept. Working with the County, the Welby business community and land owners could develop Beehive Concept area that specifications used to simplify the application process and explore an appropriate area for the beehive concept in order to market the neighborhood with this vision and attract businesses that operate similarly.



Beehive Concept Rendering, UCD, fall 2013

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A. Goals & Strategies

Welby is a unique community. This uniqueness is just one of the many reasons why generations of families have stayed in the area and why new residents and businesses have called it their home. As such, the goals and strategies for Welby have been categorized into seven issue areas as well as an “Other” category, which addressed financing issues and other issues not specifically addressed by the below categories:

1. Economic Development
2. Environment
3. Historical & Cultural Resources
4. Infrastructure
5. Public Safety
6. Recreation, Open Space and Agriculture
7. Vibrant Neighborhoods
8. Other



In addition, the County recognizes that while the goals and strategies outlined below are community wide, there will be some that may not be applicable to all areas. It is important to note that while there are unique land uses in different areas of Welby (i.e. north, south and east), the community should work together as a united area with subgroups to address individual issues and needs in north, south and east Welby. As land use cases are submitted, the County will review each on a case by case basis and see whether such strategies are applicable or not.

1. Economic Development

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

Strategies:

- (ED1-1) Maintain and enhance the “quality of life” enjoyed by residents in order to retain current and attract new businesses and workers.
- (ED1-2) Create a unified business community through more formal organizations (e.g. Organized Citizen Group, etc.) to support local businesses and reinvestment as well as increasing awareness of prospective business activities.
- (ED1-3) Identify alternative revenue streams (i.e. start-up incubators)
- (ED1-4) Create hubs for future employment areas.
- (ED1-5) Work with County to develop better street connections that support industrial uses that will attract prospective developers/businesses.
- (ED1-6) Diversify local economy thereby reducing the risks of depending too heavily on one economic sector.
- (ED1-7) Work with County to develop regulations that are specifically designed for special business area parks.

Goal 2: Develop and Promote a branding strategy for Welby to attract

- (ED2-1) Develop a comprehensive marketing plan that includes an aggressive branding campaign to give Welby an identity that is unique and what it can offer to prospective residents, businesses, and developers.
- (ED2-2) Create a Welby Neighborhood Website to educate current and prospective businesses as well as residents
- (ED2-3) Utilize social media outlets to provide a dynamic connection to the region and world and offer a valuable marketing avenue. These marketing tools can develop a more trusted and personable relationship with people and businesses
- (ED2-4) Use partnerships with area and regional organizations including the County to increase awareness of prospective business activities

2. Environment

Goal: 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:

- (E-1) Enforce County’s current regulations for natural resource conservation.
- (E-2) Preserve and protect, where possible and with consent of landowner, natural resources and wildlife habitats that enhance the area.
- (E-3) Protect and maintain landscaping (e.g. existing trees), as appropriate, and plant new landscaping including, but not limited to trees, flowers, shrubs.
- (E-4) Ensure new development is to scale with water resources and quality.

(E-5) As new development occurs, encourage the maintenance and improvement of surface, ground and stormwater quality.

3. Historical & Cultural Resources

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

Strategies:

(H-1) Explore grant funding to establish a Welby museum to showcase historic memorabilia to educate visitors and serve as the nexus for neighborhood enrichment

(H-2) Establish a historical society for the purpose of managing a Welby museum, recording Welby's history and educating new generations of Welby's historical agricultural contributions to the region and state.

(H-2) Identify potential areas to display local art (e.g. murals, sculpture gardens).

(H-3) Use various tools such as historical markers to identify sites of cultural and historical significance.

(H-4) Work with History Colorado in developing ways to preserve and record Welby's unique history.

4. 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:

(I-1) Improve internal circulation by identifying future streets that provide more effective movement of motor vehicles from east to west

(I-2) Increase transit opportunities throughout Welby with connections to the future North Metro line commuter stations at 72nd Street and 88th Avenue.

(I-3) Encourage sidewalk connectivity along major transportation corridors including York Street and Welby Road, Devonshire Blvd and along the south side of 78th Avenue between Washington and York Street.

(I-4) Improve crossing and general intersection safety for pedestrians and bicyclists (i.e. 88th Street, Washington Street, York Street, 78th Avenue).

(I-5) Utilize streetscapes (i.e. trees, lighting, sidewalks, landscaping, banners, bicycle lanes, etc.) along Washington and York Streets to enhance pedestrian safety and overall aesthetics and community character.

(I-6) Install wayfinding signage and kiosks to direct and assist residents and visitors.

(I-7) Seek opportunities to provide public access to public water bodies.

5. Public Safety

Goal: Maintain a safe neighborhood environment that emphasizes public awareness and crime prevention.

Strategies:

- (P-1) Build strong relationships and open communications with public safety agencies serving the neighborhood.
- (P-2) Establish Neighborhood Watch Programs and/or bike patrols to promote neighborhood safety and share information.
- (P-3) Work with the County to remove and reduce graffiti vandalism by reporting graffiti activities and assisting with removal on private property.
- (P-4) Explore areas where murals or local art can help to reduce opportunities for graffiti and provide marketing for local artists.
- (P-5) Install lighting and call boxes along bike trails (Niver, Clear Creek and South Platte).
- (P-6) Work with County to learn about and implement Crime Prevention Through Environmental Design (CPTED) principles to deter criminal activities.
- (P-7) Explore opportunities to increase the visibility of law enforcement efforts and maintain an adequate presence of officers within the community.
- (P-8) Identify areas where increased lighting will promote safety and deter criminal activities.
- (P-9) Work with Sheriff's Office to explore speeding mitigation measures.
- (P-10) Work with Parks Department, Sheriff's office and Code Enforcement to actively address graffiti issues

6. Recreation, Open Space & Agriculture

Goal: Provide a variety of recreational opportunities and preserve open space

Strategies:

- (R-1) Work with Parks Department to identify and implement open space opportunities and pocket parks.
- (R-2) Support opportunities to learn about agricultural history
- (R-3) Explore recreational and redevelopment opportunities (Riverwalk) to leverage recreational areas around Clear Creek and the South Platte River.
- (R-4) Work with Parks Department to explore opportunities to create a formal access to Rotella Park at 78th Avenue.
- (R-5) Develop more and safer connections to existing bike trails along Clear Creek and the South Platte River.
- (R-6) Work with Parks Department to explore an intergovernmental agreement with CDOT to utilize its ROW as the Clear Creek Trailhead.

- (R-7) Enhance the neighborhood feel of Rotella Park by creating a year-round gathering place for community members.
- (R-8) Develop a market/feasibility study regarding the viability of agricultural lands in Welby.
- (R-9) Expand access to locally grown food (i.e. farmers' markets).
- (R-10) Create opportunities for the community to learn how to establish and maintain urban agriculture practices in the neighborhood.

7. Vibrant Neighborhoods

Goal: 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:

- (V-1) Create a unified identity for Welby to nurture neighborhood pride.
- (V-2) Explore forming a Welby Neighborhood Association to keep lines of communication open to share ideas and concerns amongst the three areas of Welby (i.e. North, South and East Welby).
- (V-3) Explore ideas regarding a neighborhood center (possibly at 78th Avenue and York Street) Street to provide a focal point with local amenities (i.e. small scale grocery store, bank, coffee shop, etc.) that serve and support the neighborhood
- (V-4) Work with the County to attract neighborhood amenities to serve residents and businesses.
- (V-5) Work with Neighborhood Services Department to resolve code compliance issues.
- (V-6) Hold regularly scheduled cleanup and beautification events (i.e. remove graffiti, plant trees, pick up litter).
- (V-7) Plan for future vertical residential areas (i.e. along Washington and York Streets) with mixed uses and higher densities that are attractive to a range of demographics.
- (V-8) Create a "Greening Committee" to encourage community upkeep and street beautification.
- (V-9) Develop community projects that promote community health such walk-to-school programs, helpers for the elderly or disabled.

8. Other

Goal: Putting the Welby Plan into action by implementing the recommended strategies in a way that will promote and not hinder future development, not hinder future development opportunities, but rather identify, utilize and leverage all available funding resources.

(O-1) Balance what Welby would like to achieve with what resources and public support it can realistically expect to gather in support of its goals.

(O-2) Prioritize and identify responsible entities applicable for each strategy.

(O-3) (O-4) Form private/public partnerships and subcommittees and delegate tasks.

(O-5) Simultaneously address at least one strategy from each of the major goals

(O-6) Integrate Welby's economy in the larger regional and state economies in order to maximize economic opportunities and competitive advantage.

(O-7) Prioritize public funds including, but not limited to, the Adams County Capital Improvement Program & other government funds (i.e. Community Development Block Grants, Federal transportation funds awarded by Denver Council of Regional Governments (DRCOG))

(O-8) Identify alternative sources of financing such as local improvement districts, and contributions by private developers

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A. Implementation

| WELBY IMPLEMENTATION PLAN | | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|-----------|
| GOAL | STRATEGY | RESPONSIBLE PARTY | TIMEFRAME |
| <i>Economic Development.</i> <i>Goal 1:</i> 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. | (ED1-1) Maintain and enhance the “quality of life” enjoyed by residents in order to retain current and attract new businesses and workers. | TBD | TBD |
| | (ED1-2) Create a unified business community through more formal organizations (e.g. Welby Trade Federation). | TBD | TBD |
| | (ED1-3) Identify alternative revenue streams (i.e. Start-up incubators) | TBD | TBD |
| | (ED1-4) Create hubs for future employment areas. | TBD | TBD |
| | (ED1-5) Work with County to develop better street connections that support I-1 industrial uses that will attract prospective developers/businesses. | TBD | TBD |
| | (ED1-6) Diversify local economy thereby reducing the risks of depending too heavily on one economic sector. | TBD | TBD |
| | (ED1-7) Work with County to develop regulations that are specifically designed for special business area parks. | TBD | TBD |
| <i>Goal 2:</i> Develop and Promote the Welby Brand. | (ED2-1) Develop a comprehensive marketing plan that includes an aggressive branding campaign to give Welby an identity that is unique and what it can offer | TBD | TBD |
| | (ED2-2) Create a Welby Neighborhood Website to educate current and prospective businesses as well as residents | TBD | TBD |

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| | (ED2-3) Utilize social media outlets to provide a dynamic connection to the region and world and offer a valuable marketing avenue. These marketing tools can develop a more trusted and personable relationship with people and businesses | TBD | TBD |
| | (ED2-4) Use partnerships with area and regional organizations including the County to increase awareness of prospective business activities | TBD | TBD |
| <p>Environment: <u>Goal 2:</u> 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.</p> | (E-1) Enforce County's current regulations for natural resource conservation. | TBD | TBD |
| | (E-2) Preserve and protect, where possible and with consent of landowner, natural resources and wildlife habitats that enhance the area. | TBD | TBD |
| | (E-3) Protect existing trees, as appropriate, and plant new trees. | TBD | TBD |
| | (E-4) Ensure new development is to scale with water resources and quality. | TBD | TBD |
| | (E-5) As new development occurs, encourage the maintenance and improvement of surface, ground and stormwater quality. | TBD | TBD |
| <p>Historical & Cultural: <u>Goal:</u> Honor Welby's rich agricultural past and create and promote a culturally enriched environment.</p> | (H-1) Explore grant funding to establish a Welby a museum to showcase historic memorabilia to educate visitors and serve as the nexus for neighborhood enrichment. | TBD | TBD |
| | (H-2) Establish a historical society for the purpose of managing a Welby museum, recording Welby's history and educating new generations of Welby's historical agricultural contributions to the region and state. | TBD | TBD |

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| | (H-3) Identify potential areas to display local art (e.g. murals, sculpture gardens). | TBD | TBD |
| | (H-4) Use various tools such as historical markers to identify sites of cultural and historical significance. | TBD | TBD |
| | (H-5) Work with History Colorado in developing ways to preserve and record Welby's unique history. | TBD | TBD |
| <p>Infrastructure: <u>Goal:</u> 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</p> | (I-1) Improve internal circulation by identifying future streets that provide more effective movement of motor vehicles from east to west. | TBD | TBD |
| | (I-2) Increase transit opportunities throughout Welby with connections to the future RTD North Metro line stations at 72 nd Street and 88 th Avenue. | TBD | TBD |
| | (I-3) Encourage sidewalk connectivity along major transportation corridors including York and Welby Roads, Devonshire Blvd and along the south side of 78 th Avenue between Washington and York St. | TBD | TBD |
| | (I-4) Improve crossing and general intersection safety for pedestrians and bicyclists (i.e. 88 th Street, Washington Street, York Street, 78 th Avenue). | TBD | TBD |
| | (I-5) Utilize streetscapes (i.e. trees, lighting, sidewalks, landscaping, banners, bicycle lanes, etc.) along Washington and York Streets to enhance pedestrian safety and overall aesthetics and community character. | TBD | TBD |
| | (I-6) Install wayfinding signage and kiosks to direct and assist residents and visitors. | TBD | TBD |

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| | (I-7) Seek opportunities to provide public access to public water bodies. | TBD | TBD |
| <p>Public Safety: <u>Goal:</u> Maintain a safe neighborhood environment that actively addresses graffiti and emphasizes public awareness and crime prevention.</p> | (P-1) Build strong relationships and open communications with public safety agencies serving the neighborhood. | TBD | TBD |
| | (P-2) Establish Neighborhood Watch Programs and/or bike patrols to promote neighborhood safety and share information. | TBD | TBD |
| | (P-3) Work with the County to remove and reduce graffiti vandalism by reporting graffiti activities and assisting with removal on private property. | TBD | TBD |
| | (P-4) Explore areas where murals or local art can help to reduce opportunities for graffiti and provide marketing for local artists. | TBD | TBD |
| | (P-5) Install lighting and call boxes along bike trails (Niver, Clear Creek and South Platte). | TBD | TBD |
| | (P-6) Work with County to learn about and implement Crime Prevention Through Environmental Design (CPTED) principles to deter criminal activities. | TBD | TBD |
| | (P-7) Explore opportunities to increase the visibility of law enforcement efforts and maintain an adequate presence of officers within the community. | TBD | TBD |
| | (P-8) Identify areas where increased lighting will promote safety and deter criminal activities. | TBD | TBD |
| | (P-9) Work with Sheriff’s Office to explore speeding mitigation measures. | TBD | TBD |

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| <p>Recreation, Open Space and Agriculture: <i>Goal:</i> Provide a variety of recreational opportunities, preserve open space and utilize agricultural areas for educational and economic prospects</p> | (R-1) Work with Parks Department to identify and implement open space opportunities and pocket parks. | TBD | TBD |
| | (R-2) Support opportunities to learn about agricultural history through educational farms or other sources. | TBD | TBD |
| | (R-3) Explore recreational and redevelopment opportunities (Riverwalk) to leverage recreational areas around Clear Creek and the South Platte River. | TBD | TBD |
| | (R-4) Work with Parks Department to explore opportunities to create a formal access to Rotella Park at 78th Avenue. | TBD | TBD |
| | (R-5) Develop more and safer connections to existing bike trails along Clear Creek and the South Platte River. | TBD | TBD |
| | (R-6) Work with Parks Department to explore an intergovernmental agreement with CDOT to utilize its ROW as the Clear Creek Trailhead. | TBD | TBD |
| | (R-7) Enhance the “neighborhood feel” of Rotella Park by creating a year-round gathering place for community members. | TBD | TBD |
| | (R-8) Develop a market/feasibility study regarding the viability of agricultural lands in Welby. | TBD | TBD |
| | (R-9) Expand access to locally grown food (i.e. farmers’ markets). | TBD | TBD |
| | (R-10) Create opportunities for the community to learn how to establish and maintain urban agriculture practices in the neighborhood. | TBD | TBD |

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| <p><i>Vibrant Neighborhoods:</i> <u>Goal:</u> 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</p> | (V-1) Create a unified identity for Welby to nurture neighborhood pride. | TBD | TBD |
| | (V-2) Explore forming a Welby Neighborhood Association to keep lines of communication open to share ideas and concerns amongst the three areas of Welby (i.e. North, South, and East). | TBD | TBD |
| | (V-3) Explore ideas regarding a neighborhood center (possibly at 78th Avenue and York Street) to provide a focal point with local amenities (i.e. small scale grocery store, bank, coffee shop, etc.) that serve and support the neighborhood. | TBD | TBD |
| | (V-4) Work with the County to attract neighborhood amenities to serve residents and businesses. | TBD | TBD |
| | (V-5) Work with Neighborhood Services Department to resolve code compliance issues. | TBD | TBD |
| | (V-6) Hold regularly scheduled cleanup and beautification events (i.e. remove graffiti, plant trees, pick up litter). | TBD | TBD |
| | (V-7) Plan for future vertical residential areas (i.e. along Washington and York Streets, especially around 78th Avenue) with mixed uses and higher densities that are attractive to a range of demographics. | TBD | TBD |
| | (V-8) Create a “Greening Committee” to encourage community upkeep and street beautification. | TBD | TBD |
| | (V-9) Develop community projects that promote community health such walk-to-school programs, helpers for the elderly or disabled. | TBD | TBD |

| | | | |
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| <p>Other: <i>Goal:</i> Putting the Welby Plan into action by implementing the recommended strategies in a way that will not increase taxes but rather identify, utilize and leverage all available funding resources.</p> | <p>(O-1) Balance what Welby would like to achieve with what resources and public support it can realistically expect to gather in support of its goals</p> | <p>TBD</p> | <p>TBD</p> |
| | <p>(O-2) Prioritize and identify responsible entities for each strategy.</p> | <p>TBD</p> | <p>TBD</p> |
| | <p>(O-3) Address strategies that pave the way for other strategies.</p> | <p>TBD</p> | <p>TBD</p> |
| | <p>(O-4) Form private/public partnerships and subcommittees to delegate tasks.</p> | <p>TBD</p> | <p>TBD</p> |
| | <p>(O-5) Simultaneously address at least one strategy from each of the major goals.</p> | <p>TBD</p> | <p>TBD</p> |
| | <p>(O-6) Be consistent with the role of the jurisdiction's economy in the larger regional and state economies.</p> | <p>TBD</p> | <p>TBD</p> |
| | <p>(O-7) Prioritize public funds including, but not limited to, the Adams County Capital Improvement Program & other government funds (i.e. Community Development Block Grants, Federal transportation funds awarded by Denver Council of Regional Governments (DRCOG)).</p> | <p>TBD</p> | <p>TBD</p> |
| | <p>(O-8) Identify alternative sources of financing such as local improvement districts, and contributions by private developers.</p> | <p>TBD</p> | <p>TBD</p> |

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APPENDIX A
Demographic Data

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Welby Community Profile v. Adams County

| | Welby | Adams County | Unincorporated Adams County |
|----------------------------|----------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|
| Area Size | 3.7 sq. mi. (2,368 acres) | 1,185 sq. mi. (758,400 acres) | 1,030 sq. mi. (659,331 acres) |
| Population | 14,846 | 441,603 | 89,163 |
| Households | 5,005 | 149,508 | 30,007 |
| Race | 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 |
| Median Age | 30.7 years old | 32.4 years | Not Available |
| Education | 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 |
| Median HH Income | \$39,884 | \$52,711 | Not Available |
| Unemployment Rate | 8.3% | 8.1% | Not Available |
| Poverty Rate | 15.9% (persons in 2011) | 13.1% (% of families in 2010) | Not Available |
| Vacant Housing Rate | 6.5% | 6% | 2.9% |
| Median Home Value | \$136,112 | \$196,100 | Not Available |

Source: 2010 U.S. Census & City-Data

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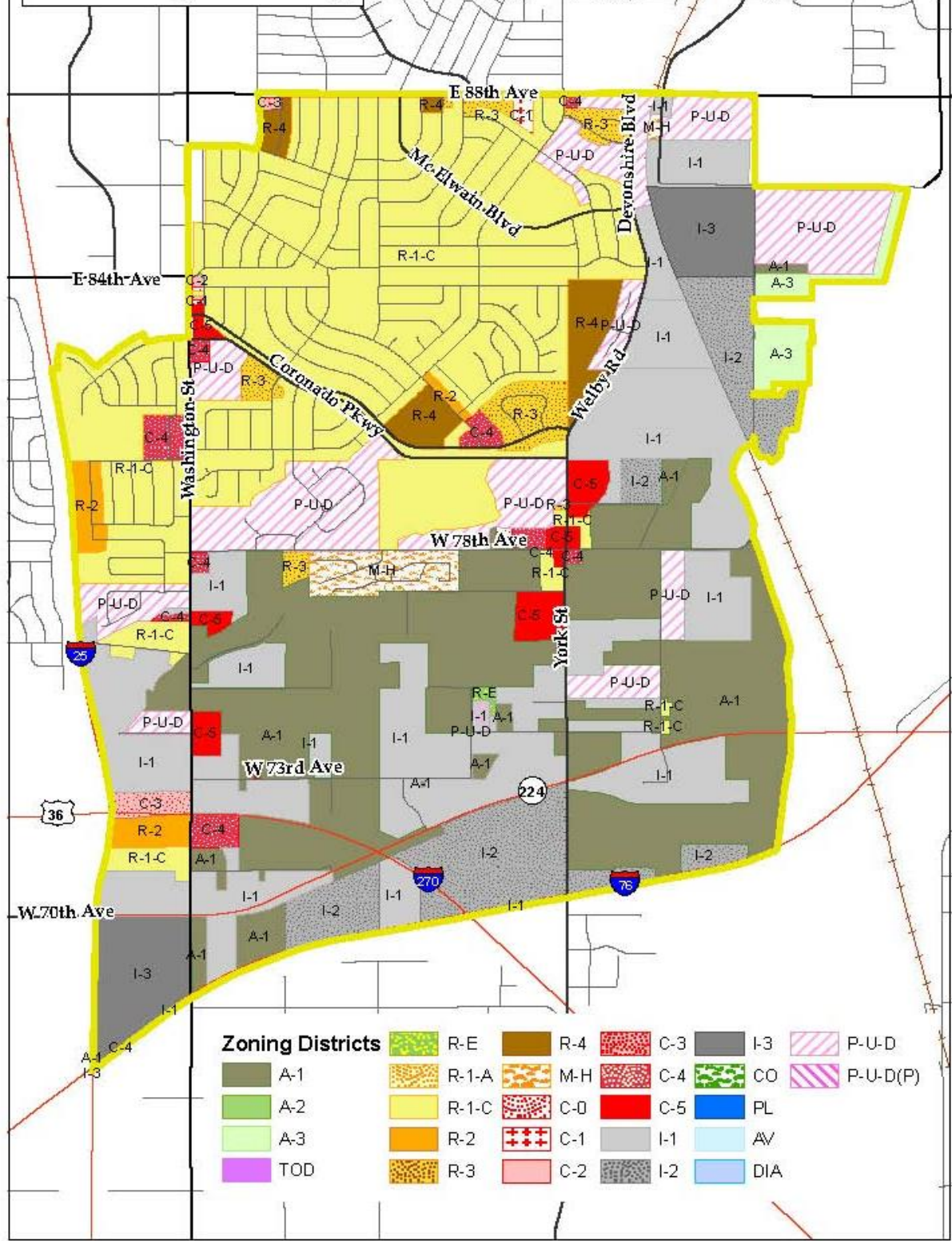
**APPENDIX B
EXISTING ZONING, CATEGORIES &
PLANNED UNIT DEVELOPMENTS**

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Existing Zoning



| 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 | | |

*1 parcel that is zoned in I-1 as well as P-U-D since the I-1 is underlying the P-U-D (95,698.4 sq.ft)

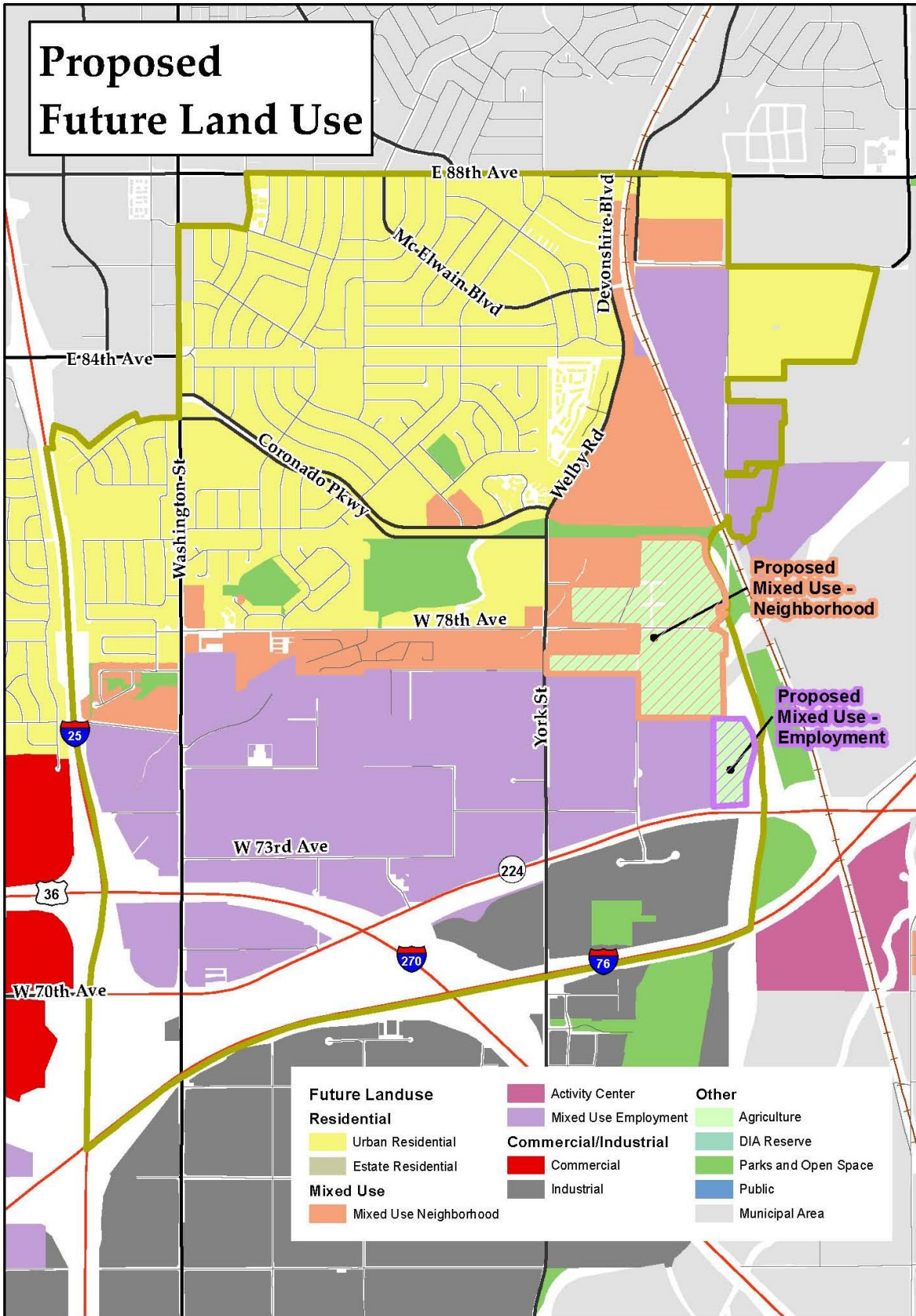
| Welby Planned Unit Developments | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Residential | Industrial |
| <ul style="list-style-type: none"> 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 | <ul style="list-style-type: none"> Rotella Park Manor Hughes Industrial Park R. Mazone Subdivision <p>Mixed Use</p> <ul style="list-style-type: none"> City Horizon Brittany Ridge II Steelock Gen. Fence |

APPENDIX C
Proposed Changes to Future Land Use Map

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APPENDIX D
Rotella Park Improvements

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Rotella Park – Existing and Future



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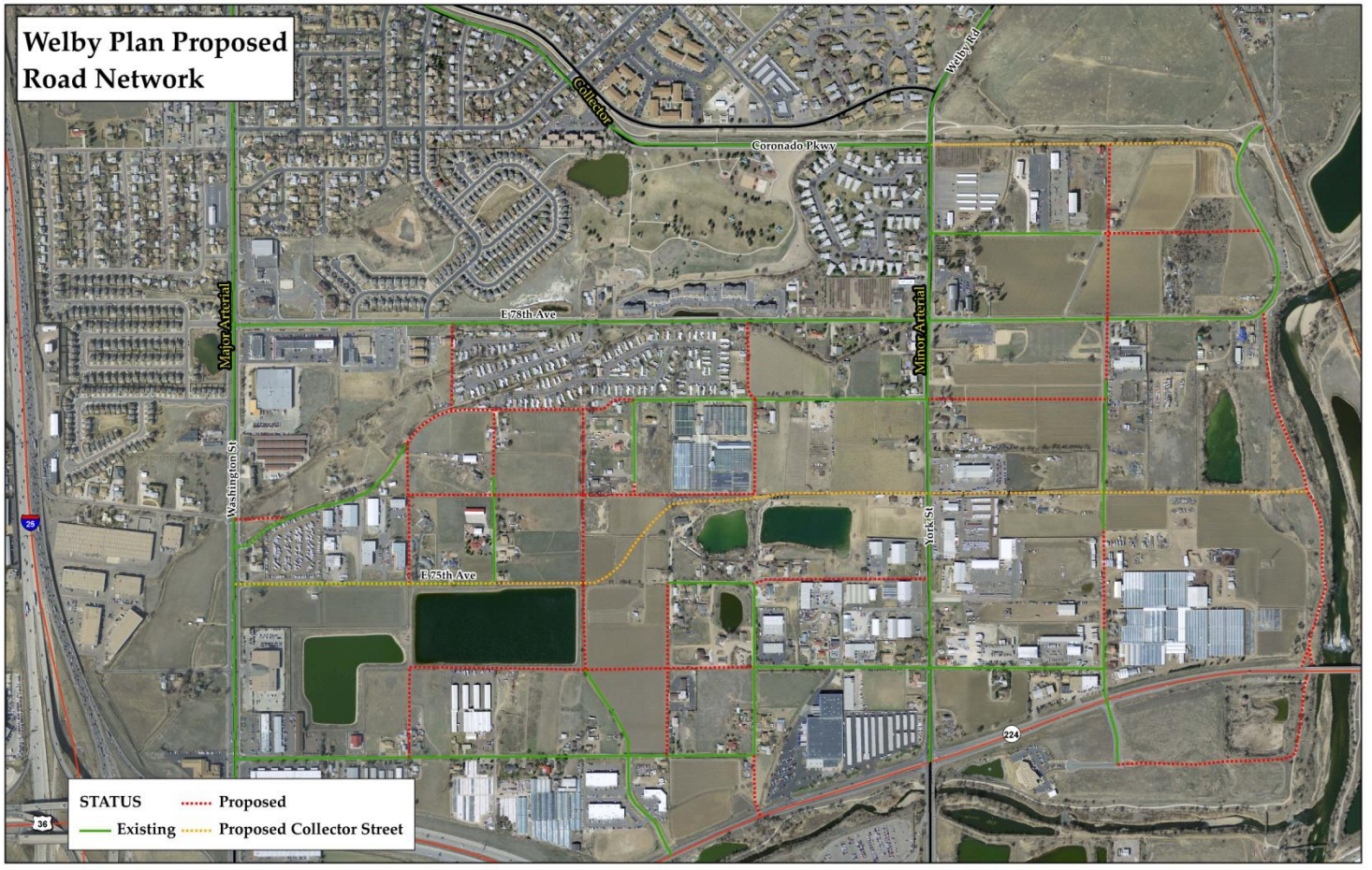
APPENDIX E
Future Road Network

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Welby Plan Proposed Road Network



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APPENDIX F
Jobs Sector & Location Quotient Data (Welby, Adams, CO)

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| Industry | Welby | | Adams | | Colorado | |
|--------------------------------------------------------------------------------------------|----------|---------|----------|---------|-----------|---------|
| | Estimate | Percent | Estimate | Percent | Estimate | Percent |
| Civilian employed population 16 years and over | 6,558 | - | 210,688 | - | 2,476,167 | - |
| Agriculture, forestry, fishing and hunting, and mining | 55 | 0.8% | 2,436 | 1.2% | 57,453 | 2.3% |
| Construction | 778 | 11.9% | 23,012 | 10.9% | 206,174 | 8.3% |
| Manufacturing | 557 | 8.5% | 18,994 | 9.0% | 178,042 | 7.2% |
| Wholesale trade | 319 | 4.9% | 9,166 | 4.4% | 70,194 | 2.8% |
| Retail trade | 785 | 12.0% | 26,708 | 12.7% | 280,975 | 11.3% |
| Transportation and warehousing, and utilities | 251 | 3.8% | 16,288 | 7.7% | 117,321 | 4.7% |
| Information | 159 | 2.4% | 6,464 | 3.1% | 80,143 | 3.2% |
| Finance and insurance, and real estate and rental and leasing | 659 | 10.0% | 12,999 | 6.2% | 182,815 | 7.4% |
| Professional, scientific, and management, and administrative and waste management services | 660 | 10.1% | 23,109 | 11.0% | 321,409 | 13.0% |
| Educational services, and health care and social assistance | 966 | 14.7% | 32,566 | 15.5% | 484,269 | 19.6% |
| Arts, entertainment, and recreation, and accommodation and food services | 679 | 10.4% | 18,880 | 9.0% | 251,748 | 10.2% |
| Other services | 415 | 6.3% | 10,374 | 4.9% | 125,972 | 5.1% |
| Public administration | 275 | 4.2% | 9,692 | 4.6% | 119,652 | 4.8% |

Source: U.S. Census Bureau, 2007-2011 American Community Survey

| NAICS Sector | Colorado Location Quotient | | Adams County Location Quotient | | | | Welby Location Quotient | | | | | |
|-----------------------------------------------|----------------------------|------------------------|----------------------------------|----------------------------------|----------------------------|----------------------------|-------------------------|---------------------|------------------------|---------------------|---------------------|------------------------|
| | Colorado LQ to US 2005 | Colorado LQ to US 2010 | Adams County LQ to Colorado 2005 | Adams County LQ to Colorado 2010 | Adams County LQ to US 2005 | Adams County LQ to US 2010 | Welby LQ to US 2005 | Welby LQ to CO 2005 | Welby LQ to Adams 2005 | Welby LQ to US 2010 | Welby LQ to CO 2010 | Welby LQ to Adams 2010 |
| Base Industry: Total, all industries | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 |
| Agriculture, forestry, fishing and hunting | 0.77 | 0.70 | 1.11 | 0.94 | 0.85 | 0.66 | 6.26 | 8.11 | 7.34 | 5.59 | 7.95 | 8.50 |
| Mining, quarrying, and oil and gas extraction | 1.82 | 2.19 | 0.20 | 0.16 | 0.37 | 0.35 | 0.06 | 0.03 | 0.17 | 0.00 | 0.00 | 0.00 |
| Utilities | 0.87 | 0.88 | 1.68 | 1.12 | 1.45 | 0.99 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Construction | 1.32 | 1.24 | 1.60 | 1.69 | 2.12 | 2.09 | 5.42 | 4.10 | 2.56 | 6.60 | 5.34 | 3.16 |
| Manufacturing | 0.64 | 0.64 | 1.35 | 1.23 | 0.86 | 0.79 | 0.64 | 1.01 | 0.75 | 0.62 | 0.96 | 0.79 |
| Wholesale Trade | 0.98 | 0.98 | 2.10 | 2.08 | 2.06 | 2.04 | 4.03 | 4.12 | 1.96 | 3.41 | 3.48 | 1.67 |
| Retail Trade | 0.97 | 0.96 | 0.93 | 1.00 | 0.90 | 0.97 | 0.36 | 0.37 | 0.40 | 0.31 | 0.32 | 0.32 |
| Professional and technical services | 1.33 | 1.32 | 0.37 | 0.42 | 0.49 | 0.55 | 0.14 | 0.10 | 0.28 | 0.43 | 0.32 | 0.78 |
| Management of companies and enterprises | 0.86 | 0.92 | 0.82 | 0.82 | 0.70 | 0.75 | 0.31 | 0.36 | 0.45 | 0.10 | 0.11 | 0.14 |
| Administrative and waste services | 1.01 | 1.06 | 1.01 | 1.03 | 1.02 | 1.09 | 0.46 | 0.46 | 0.45 | 1.06 | 0.99 | 0.97 |
| Educational Services | 0.69 | 0.69 | 0.88 | 0.92 | 0.61 | 0.64 | 0.62 | 0.89 | 1.01 | 0.65 | 0.94 | 1.02 |
| Healthcare and social assistance | 0.83 | 0.85 | 0.70 | 0.90 | 0.58 | 0.76 | 0.21 | 0.25 | 0.36 | 0.09 | 0.11 | 0.12 |
| Transportation and warehousing | 0.89 | 0.85 | 3.25 | 3.17 | 2.90 | 2.71 | 0.47 | 0.52 | 0.16 | 0.31 | 0.36 | 0.11 |
| Information | 1.52 | 1.56 | 0.37 | 0.40 | 0.56 | 0.62 | 0.13 | 0.09 | 0.24 | 0.18 | 0.12 | 0.29 |
| Finance and insurance | 1.08 | 1.06 | 0.40 | 0.39 | 0.43 | 0.41 | 0.06 | 0.06 | 0.15 | 0.19 | 0.18 | 0.46 |
| Real estate and rental and leasing | 1.32 | 1.27 | 0.87 | 0.90 | 1.16 | 1.14 | 1.43 | 1.08 | 1.23 | 1.27 | 1.00 | 1.11 |
| Arts, entertainment, and recreation | 1.39 | 1.38 | 0.33 | 0.30 | 0.46 | 0.41 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Accommodation and food services | 1.18 | 1.16 | 0.74 | 0.79 | 0.87 | 0.91 | 0.33 | 0.28 | 0.38 | 0.41 | 0.35 | 0.44 |