

WELBY: Where Deep Roots Grow



A Community Plan for Future Development

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

April 2014

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TABLE OF CONTENTS

Executive Summary	1
1 INTRODUCTION	7
2. EXISTING CONDITIONS	15
A. History	17
B. Demographics	19
C. Housing	19
D. Education	19
E. Zoning and Land Use	20
F. Property Maintenance	25
G. Recreation	25
H. Transportation	34
I. Safety	46
J. Drainage and Floodplain	46
K. Economic Conditions	48
3. GOALS, STRATEGIES & IMPLEMENTATION	53
A. Goals & Strategies	55
B. Implementation	56
APPENDIX A – Community Engagement	67
APPENDIX B – Demographic Data	73
APPENDIX C – Existing Zoning, Categories & PUDs	77
APPENDIX D – Future Land Use Map	81
APPENDIX E – Rotella Park Improvements	85
APPENDIX F – Future Road Network	89
APPENDIX G – Jobs Sector & Location Quotient Data (Welby, Adams, CO)	93

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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, located just east of I-25 and north of I-76. Welby's beginnings were very much tied to its rich lands supporting many years of robust agricultural production and later truck farms. With time, however, this production was not as viable and with the construction of the Valley Highway (I-25) in 1958 and later I-76, industrial uses began emerging in the area. The transition from agriculture to industrial was the beginning of major changes to the community, especially to its infrastructure and lack of amenities (e.g. grocery store, recreation center, etc.) for residents. The Welby Plan represents the product of hard work and innovative ideas on how to build on and transform existing assets, 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 Southwest Adams County Area (including Welby), and 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 ideas were identified through the *Imagine* planning process and are outlined below and described in more detail on page 67 of the County's Comprehensive Plan:

- Detail Existing Conditions Analysis
- Refine Delineation of Future Land Use Mix
- Identify 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

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 the local level
- A Plan helps prioritize investment decisions
- It **informs** to make things **better**

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, maintain and enhance its unique character. The Welby Plan is visionary, realistic, and practicable as it offers strategies that:

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

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
- Acts as a **Marketing tool** which will allow the plan to be market driven with community support
- **Protects and enhances** the health, safety and welfare of residents and the County as a whole

IT WILL NOT:

- Raise taxes
- Take away property rights
- Affect current zoning and entitlements
- Cause the County to take property

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), it is advisory in nature and is a dynamic document that can evolve and respond to changing conditions. It envisions vibrant corridors and neighborhoods built on community pride.

PURPOSE OF THE 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, 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.

Community Assets

Less than 10 miles from downtown Denver, Welby is a community that has many positive features: 1) residential areas, 2) a rich agriculture history, and 3) industrial/commercial areas for future employment opportunities. Some of its assets include, but are not limited to:

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

In addition, by 2018, the community will also have access to two commuter rail stations on the Regional Transportation District's (RTD) North Metro line (E. 72nd & E. 88th Avenues). North Welby and the northern section of east Welby will be within a ½ mile of the E. 88th Avenue station in the City of Thornton. In addition, north Welby is close to a number of schools and parks, and has 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 Avenue station area in the City of Commerce City. South and east Welby comprise over 60% of Welby's land area, and this area has a number of unique assets (e.g. low taxes, highway access, and available land) that provide excellent potential for future employment growth.

Vision Statement

Working closely with the community, the following vision statement was created:

The community plan was created through a partnership with Welby residents, property owners, businesses, and Adams County. The plan will support:

- *Distinctive and attractive neighborhoods;*
- *Creating economic opportunities;*
- *Enhancing existing and potential community resources; and*
- *Sustaining the visions and values of the Welby community.*

Strategic Plan Goals

Seven core goals surfaced from the planning process as depicted below and discussed in greater detail in the 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.

Picture of Welby's Future

First impressions are influential and long-lasting. What attracts people and businesses to a place? The things that make lasting impressions are often those things that give a community its unique identity or a “sense of place.” Those communities that possess an appealing, strong sense of place are those that have a common vision of what they want, have tailored comprehensive plans, and actively work to maintain these places. Founded on extensive community input, the Welby Plan guides Welby's future, and provides goals and strategies which will create a vibrant, positive sense of place ensuring new development is compatible and makes valuable contributions to the Welby community.

The Welby Plan takes a close look at existing conditions and how patterns of development have evolved. As such, the future land use map was analyzed and amended to reflect the changes to agriculture designated areas around E. 78th Avenue from York Street to Steele Street. These areas were changed to either mixed use neighborhood or mixed use employment based on what future uses would be appropriate in relation to surrounding uses.

The Welby Plan encourages residential opportunities near primary transportation corridors (Washington Street, York Street, E. 78th Avenue.), the proposed south Welby collector, and near the future Regional Transit District's commuter rail stations at E. 88th Avenue and E. 72nd Avenue. Development near these transit station areas should explore opportunities for transit-oriented development with higher densities and mixed uses. In order to support and encourage the development of employment-related growth, future residential development should not expand into lands south of E. 78th Avenue - primarily targeted for industrial development. The community not only supports this recommendation, but it is consistent with its future land use designation of mixed use employment.

Further, residential development should be designed to be compatible with the commercial feel of the primary transportation corridors, utilizing enhanced architectural features, and vertical mixed use design along major corridors (Washington and York Streets, E. 78th Avenue) and other areas as appropriate. This means that streets should not only be complete and accessible to everyone, but also be pedestrian-scaled with attractive amenities and streetscapes such as lighting, benches, trees, and bike racks, among others. A diversity of buildings and uses promotes the health of a community. Buildings with complementary architectural design will provide visual continuity and will not detract from key landmarks or other significant sites. Enhanced architectural standards help to define and create a sense of place, which correlates to livable places where people and businesses want to locate and stay. This ultimately leads to improved economic sustainability over time.

Welby’s close proximity to regional trails connecting to Golden and Downtown Denver also contribute to its sense of place. The Welby Plan proposes to enhance and build upon existing and future connections to trails and parks through sidewalk connections at suitable locations and additional access trails to Clear Creek Trail from Washington and York Streets. In addition, placement of coherent, complementary signage and kiosks at trailheads and other strategic areas will reduce visual clutter and help people navigate through the community to desirable destinations such as Rotella Park. With a \$1.6 million renovation, Rotella Park will be an inviting and safe place that promotes healthy lifestyles. Further, the Welby Plan suggests exploring a southern access to the park in order to make it more accessible to residents and the Welby Montessori School to the south.

With a strong sense of place, Welby will build upon its distinctive style that reflects its rich history, succesful and attractive commercial/industrial market, strong schools and neighborhoods, access to regional trails and parks, and its deep roots and community pride. The Welby Plan lays out a vision, goals and strategies to bring this distinctive style to life and to let others know of all that it has to offer and more.



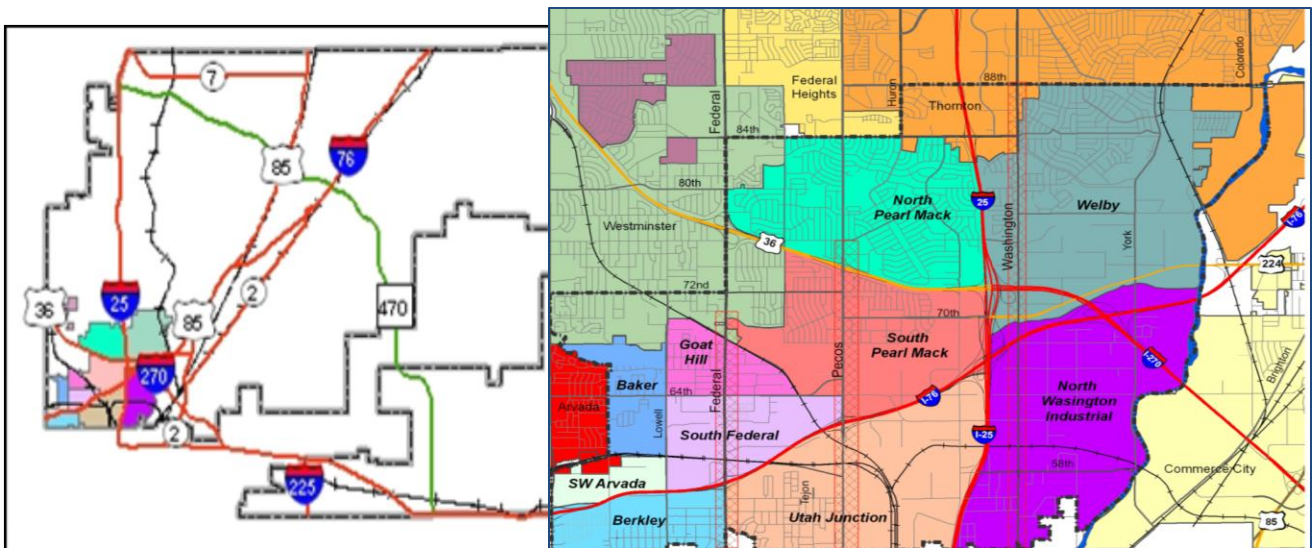
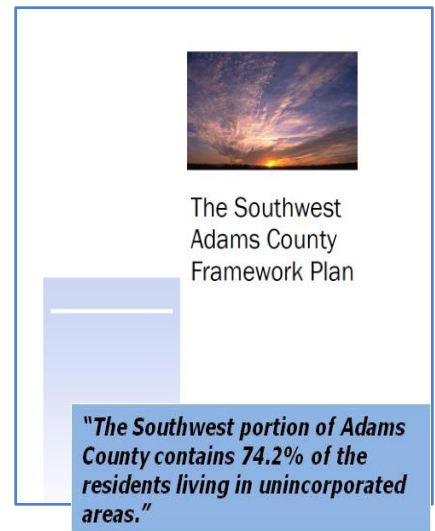
An important recreational asset to the community, Rotella Park is located almost in the middle of Welby adjacent and south of Coronado Parkway. It will be fully renovated by the summer of 2014, offering a new parking area, picnic shelters, playground equipment and restrooms.

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A. Basis for the Plan

The Welby area is approximately four (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. As the diversity of uses in the area has increased over time; however, 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 10 potential future planning areas and three major corridors (Federal Boulevard, Pecos Street and Washington Street). Of the 10 areas, four have plans or are being developed: Berkeley Neighborhood (2008); Perl Mack/Goat Hill Neighborhoods (ongoing); Welby Neighborhood; and Federal Boulevard (presently).



The 10 areas identified in the Southwest Adams County Framework Plan (Welby in blue-grey).

Source: Adams County, 2005.

From the work completed in both the *Southwest Adams County 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 on page 69 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.

Strategies

14.4.a. Subarea Plan—Collaborate with residents, property and business owners, service providers and stakeholders to develop a clear vision, supporting policies, 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

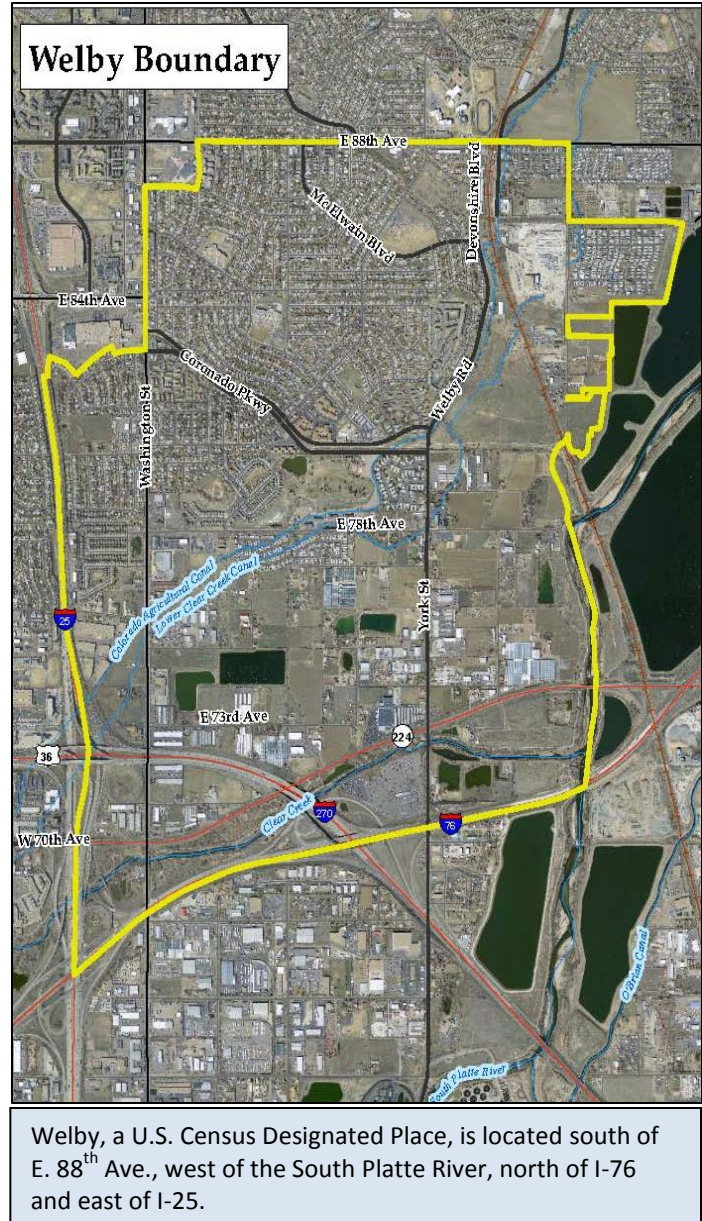
With almost 15,000 residents and comprising of almost 4 square miles, Welby is a unique community with a diverse mix of land uses. Welby is a U.S. Census Designated Place (CDP) with designated boundaries of south of E. 88th Avenue, west of the South Platte River, north of I-76, and west of I-25. Welby has three distinct land use areas: north, south and east Welby. Each of these areas are later discussed in greater detail to ensure compatibility with one another 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 travel while E. 78th Avenue provides the most direct east/west connection. From a bird's-eye view, these three main transportation corridors make an "H" through the community that presently fulfills the community's transportation needs, but fall short of the needs of any future developments, especially in the south and east areas.

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 its needs and wants and informed the specific priorities and action steps outlined in the plan. These planning principles are as follows:

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



D. Next Steps Toward Plan Implementation

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 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 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 to identify issues, to set goals and priorities, and to review 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 and enhance the overall quality of life.

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 LiveWell South Adams County Initiative who offered child care services during the community meetings and was a guest speaker.
- **FRESC** - a non-profit organization who allowed the County to borrow its translation equipment for community meetings.
- **Adams County Neighborhood Services** – attended community meetings and sponsored healthy snacks and supplies for community meetings.
- **Adams County Transportation and Parks and Open Space Departments** – attended community open houses.
- **Adams County Sheriff's Office** – supported and attended community meetings and was a guest speaker.
- **Mapleton Public Schools** – offered its 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 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 program to research, gather statistical data, provide analyses on existing conditions, and explore innovative ideas for the future of Welby.

Date	Event
February 5 2013	Kick-off Meeting with Community
Spring 2013	UCD Classes study Welby area
April 10 2013	Community Meeting #2
April 29 2013	UCD Student Presentations to Community
June 11 2013	Community Meeting #3
July 16 2013	Community Meeting #4
August 19 2013	Community Meeting #5
September 17 2013	Community Meeting #6
October 15 2013	Community Meeting #7
October 29 2013	Planning Commission Public Meeting
November 26 2013	1 st Draft of Welby Plan
December 3 2013	Community Meeting #8
January 28 2014	2 nd Draft/ 1 st Open House
February 2014	Final Draft
March 11 2014	2 nd Open House
April 24 2014	PC Hearing
May 2014	BOCC Hearing - Ratification

Public Outreach

- Three mailings to Welby 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 Office, City of Thornton, Community Enterprise, City of Commerce City
- Professional Simultaneous Translation Services
- Child Care Services (provided by Community Enterprise)
- Healthy catering to promote LiveWell South Adams County Initiative

Partnerships

- Community Enterprise
- Adams County Neighborhood Services
- FRESC
- LiveWell South Adams County Initiative
- Mapleton Public Schools
- Sheriff's Office

**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:

- What qualities about Welby are most important to you? What would you like to see preserved? What needs to be improved? What is missing?
- 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?
- 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?
- What additional amenities should there be in Welby? Where should they go?
- 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?
- 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?
- Is there any other information you would like to share?

G. Community Engagement

Throughout the community engagement process, the Planning Department staff gave presentations along with exercises to the community to assist them in identifying its needs and 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 (See *Appendix A* for detailed information). Working closely with the community, the following vision statement was created:

The community plan was created through a partnership with Welby residents, property owners, businesses, and Adams County. The plan will support:

- *Distinctive and attractive neighborhoods;*
- *Creating economic opportunities;*
- *Enhancing existing and potential community resources; and*
- *Sustaining the visions and values of the Welby community.*

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.

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A. History

The Welby community 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 E. 78th Avenue and York Street. In 1916 its first parish house was built by Henry Cline who 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 E. 78th Avenue and Washington Street. By 1920, approximately 300 Italian families lived in Welby.

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 County's Commissioners.

Up until 1960, Welby was the biggest vegetable producing area in Adams County. With the completion of the Valley Highway (today I-25) in 1958 and later 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.



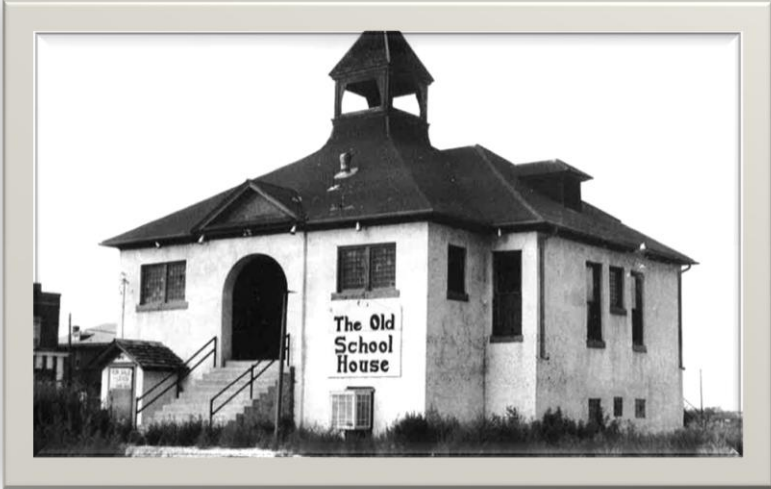
The Gaccetta family came to Welby in the late 1880s. Front row, left to right: Mary, Theresa, Francesco, and Elizabeth. Back row, left to right: Angelo, Dominic, Philomena, Joseph, and John. (Courtesy Elaine Valente)

Many families began settling in Welby in the late 19th Century.

Source: *Adams County, Colorado: A Centennial History 1902-2002*; 2002.

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/or 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 to its central location and access to major regional roadways.



The Cline School House
(no longer in existence)

Built in 1884 and located on land donated by railroader David Moffat across from Assumption Church at 78th Avenue and York Street.



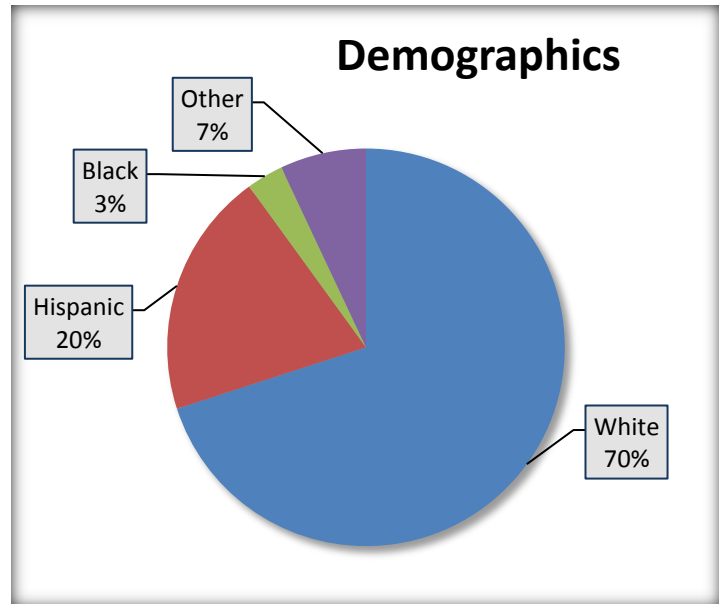
Early 20th Century

Still present today at 78th Avenue and York Street, the Assumption School, the Service Rectory and the Assumption Church are iconic and historic buildings located in the “heart” of Welby.

Source: *Adams County, Colorado: A Centennial History 1902-2002; 2002.*

B. Demographics

According to the 2010 U.S. Census (Census), Welby is a Census Designated Place with a population of almost 15,000 (a 15% increase from the 2000 U.S. Census), 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 7.8% are over 65 years (See *Appendix B - Demographics*).



C. Housing

According to the 2010 Census, Welby has 5,352 housing units in 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. According to the County's records, 85% of the housing units exist in north Welby. However, while only 761 housing units exist in south and east Welby (331 and 430, respectively), south and east Welby represent 61% of the land area.

D. Education

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

- Coronado Hills Elementary School (K-5; Adams 12)
- Welby Montessori School (PK-8; Mapleton)
- McElwain Elementary School (K-5; Adams 12)
- Monterrey Community School (PK-8; Montessori)



Coronado Hills Elementary School north of Coronado Parkway at E. 83rd Place.

While not in Welby, Skyview Campus, located in Thornton just north of E. 88th Avenue, is a part of the Mapleton Public School District and is composed of several specialty schools, including a branch of the Anythink Library that is accessible to the neighborhood.

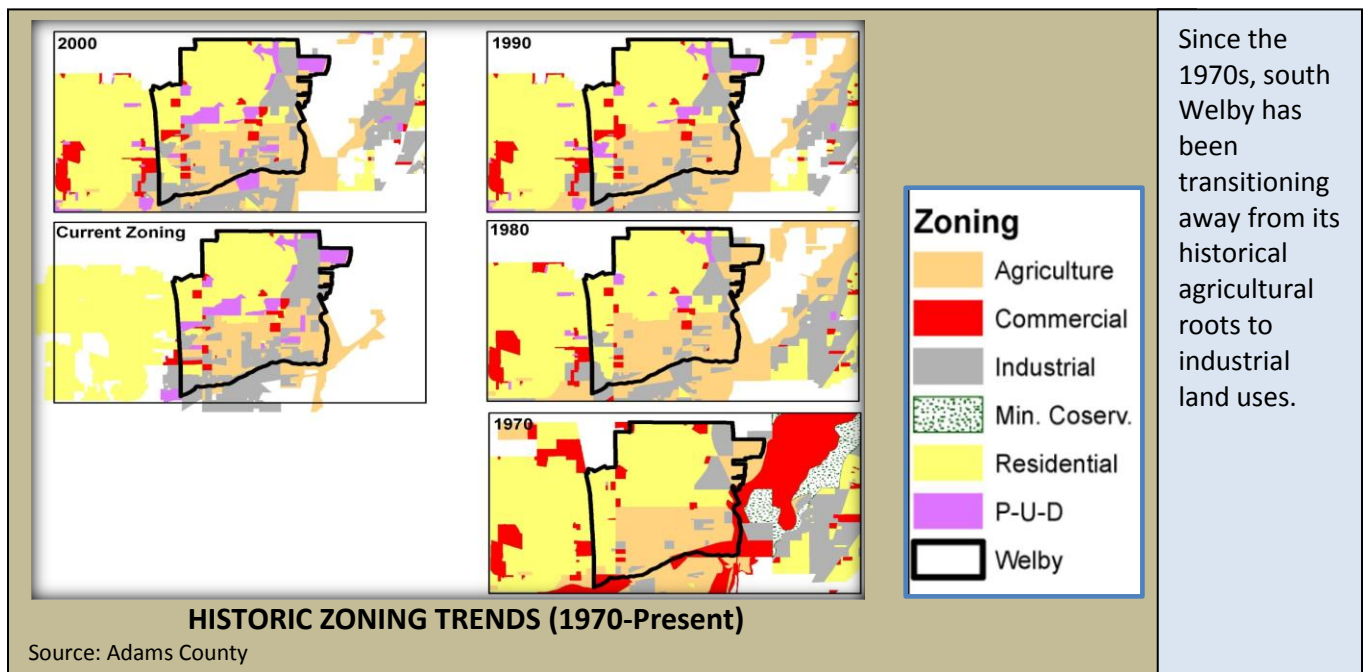
E. Zoning and Land Use

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 residential, commercial, industrial, agricultural or other purposes (*See Appendix C – Existing Zoning, Categories and Planned Unit Developments*).

Historic Zoning Trends

The image below shows the historic zoning trends since the 1970s primarily south of E. 78th Avenue, where agricultural lands, once a predominant land use, have been rezoned into industrial properties to accommodate Welby’s growing industrial sector serving the Denver metro area. This trend is due to a number of factors including: its strategic location near regional transportation routes, farming becoming less economically viable, large amounts of undeveloped land, affordable land prices, low property taxes, and proximity to downtown Denver. While compatible to some, there have been some unwanted consequences to both nearby residents as well as to the industrial businesses.

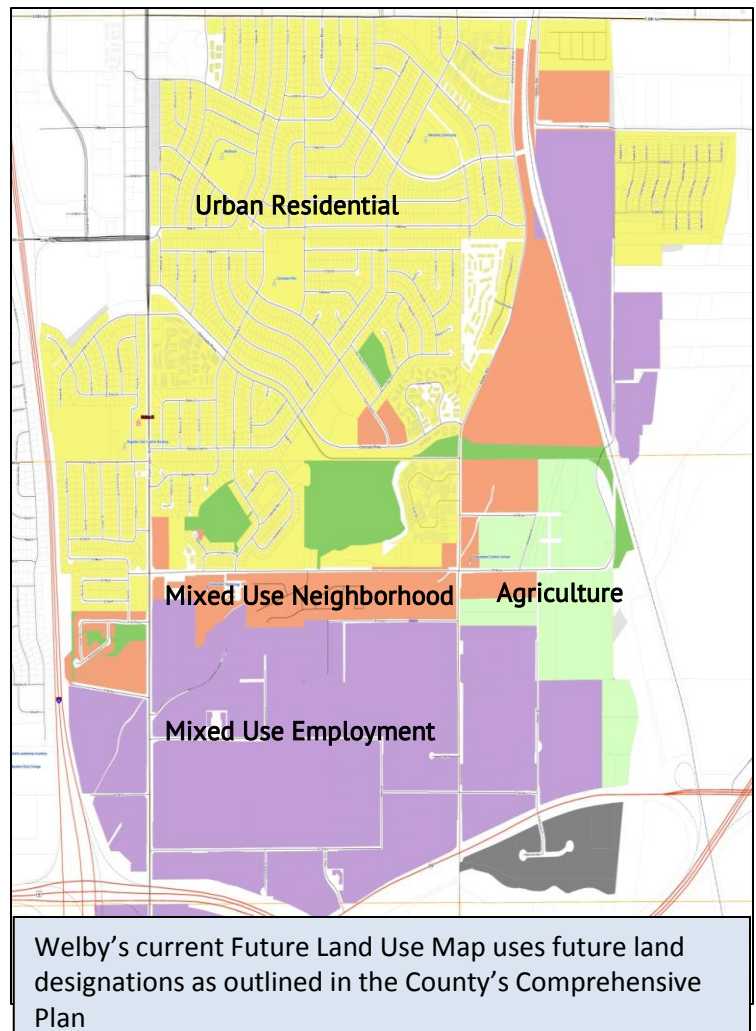


From 2000 to 2013, there were thirty-one (31) land use cases involving rezoning or conditional use permits in south and east Welby for redevelopment purposes. This lull in Welby’s development potential may be associated with a number of issues including, but not limited to, infrequent availability of 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 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. Many 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 above 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 	<ol style="list-style-type: none"> 1. Adequate urban services and transportation facilities 2. Requires central water and sewer services 3. 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 	<ol style="list-style-type: none"> 1. Compatible with surrounding environment 2. Avoid uses that are incompatible with residential uses 3. Central water and sewer required 4. Adequate transportation access 5. 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 	<ol style="list-style-type: none"> 1. Central water and sewer required 2. Adequate transportation access 3. 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 D – 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.

Future Residential Development

The 2012 Adams County Comprehensive Plan provided the following guidance related to new residential development within Mixed-Use Employment areas:

“Some existing Mixed Use Employment Areas, such as the Welby area, contain pockets of existing residential and agricultural uses. In these locations, some additional residential may be appropriate. Nonresidential development in these locations should incorporate buffering and other mitigation tools to reduce impacts between dissimilar uses.”

Through this planning process it was determined that additional consideration of these issues was needed to provide clarity to the community and guide future development. Within the Mixed Use Employment areas within Welby, new residential should be directed toward the primary transportation corridors – Washington St., York St., 78th Ave., and the proposed south Welby collector, if and when it is constructed. Residential development in these areas should be designed so that it is compatible with the commercial feel of these corridors, utilizing enhanced architectural features, and vertical mixed-use design where appropriate. Residential development may also be appropriate within close proximity to the two commuter rail stations at E. 88th and 72nd Avenues. Residential development should not expand into the lands within south Welby that are primarily targeted for industrial development in order to support and encourage the development of employment related growth.

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)

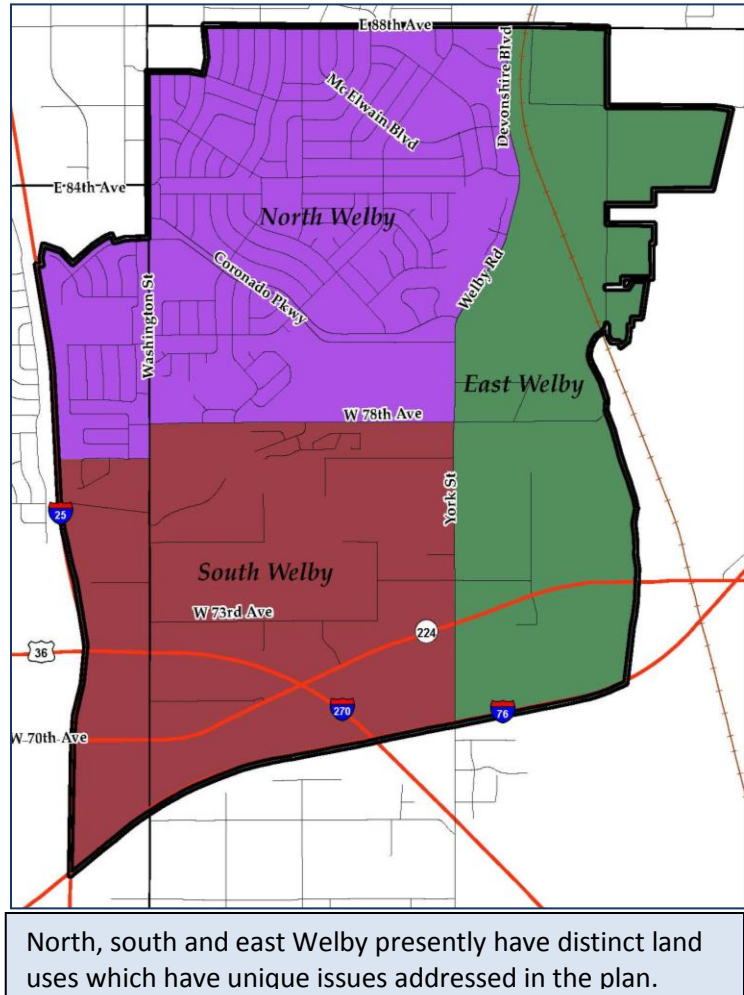
The northwest area of Welby is predominantly residential with some neighborhood commercial along Washington Street. The majority of the Welby population resides here in a number of subdivisions. A major asset to this area is Rotella Park, just south of Coronado Parkway. This area is also adjacent to the Skyview campus just north of E. 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 both by residents and industrial business owners, 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 (E. 72nd & E. 88th Avenues) on the North Metro commuter rail line about a ½ mile away. In addition, two important water bodies, Clear Creek and the South Platte River, make up its southern and eastern borders, respectively.



78th & York Street

The intersection of E. 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 most 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 are discussed in the Strategic Corridors & Nodes section on page 39.

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 compliance 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 page 27 for Existing Parks, Trails & Connections map). Access to these trails from the neighborhood is limited to Steele Street



Assumption Church located at 78th and York St.



An example of mixed use neighborhood with retail on the street level and residential above.



Example of graffiti in the residential area of north Welby

Park, a small trailhead near State Highway 224 and I-76, and Twin Lakes Park. Although people have used the Colorado Department of Transportation (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 E. 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 E. 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.

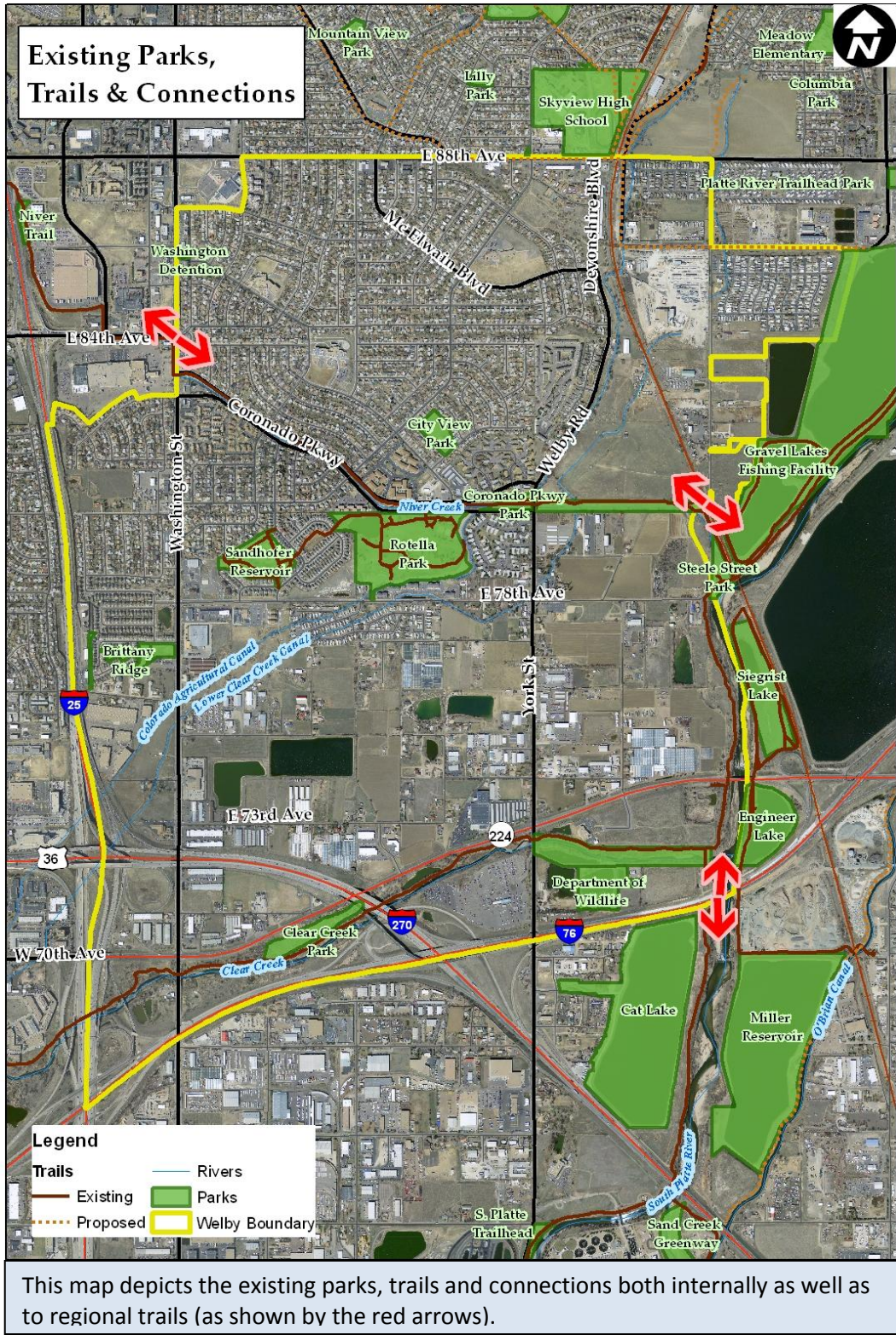
Parks

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 E. 78th Avenue, safety, and graffiti issues. Addressing the safety and graffiti issues will be the \$1.6 million dollar renovations beginning in May 2014 (**Appendix E – Rotella Park Improvements**). The project is expected to be completed by the fall of 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 restrooms on the west side of the park
- New linear parking lot with lighting along Coronado Parkway
- Drainage, landscaping and irrigation improvements



Rotella Park, located just south and adjacent to Coronado Parkway, offers many recreational amenities to the community.



Currently, there is no vehicular southern access/parking area off of E. 78th Avenue only pedestrian access. 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 Public Schools during non-school hours (Welby Montessori and Monterey Elementary Schools).

Future Possible Parks, Trails & Open Space

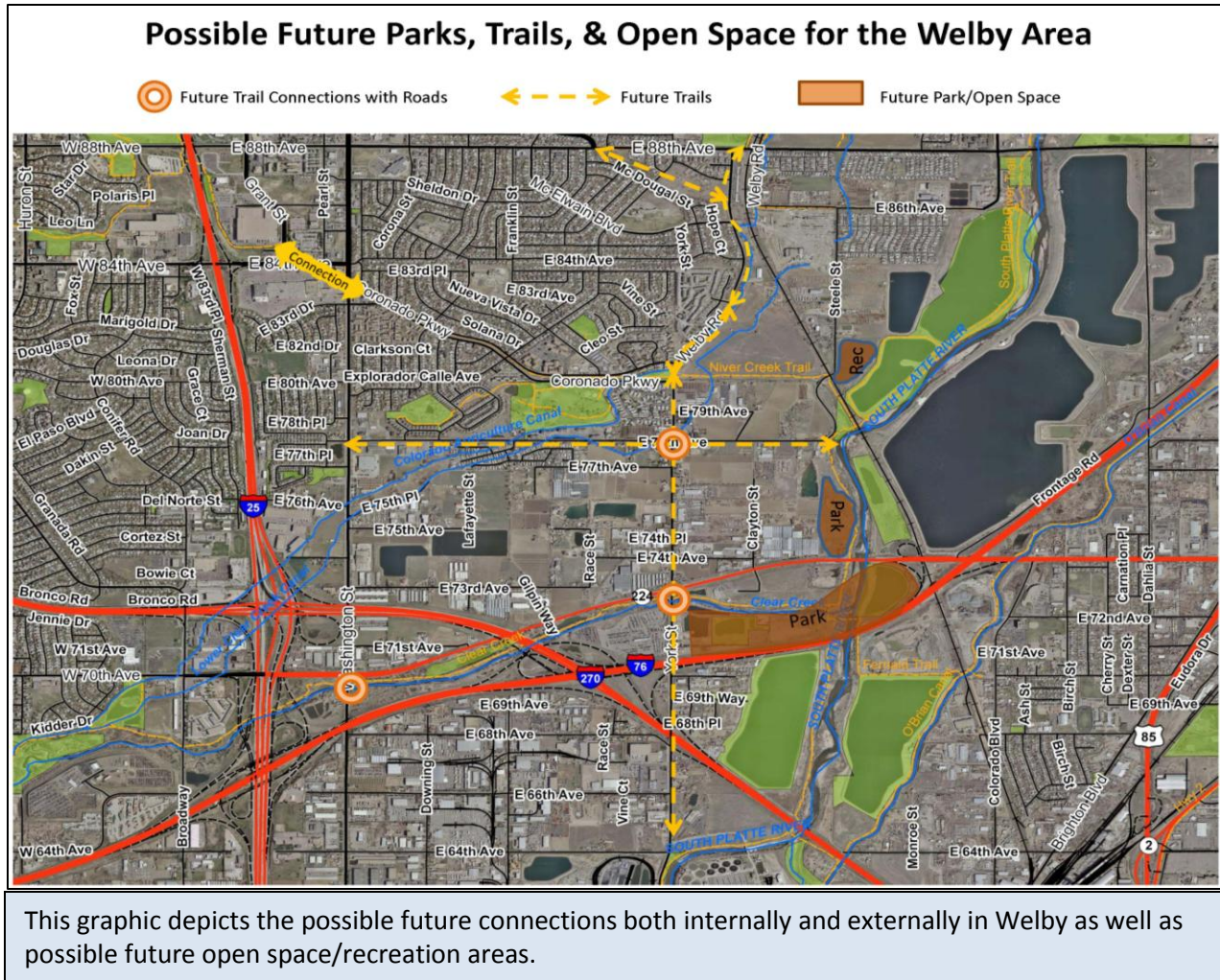
With Welby residents desiring a waterfront park, the County identified two areas of minimally developed land that could serve as a future community park (image on next page). The first area is approximately 100 acres in size and is located between SH224 and I-76 east of York Street. With both Clear Creek 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 E. 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, E. 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 E. 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 Avenue regional rail transit station in Commerce City less than a mile away from southeast Welby. Such opportunities include a Clear Creek Trailhead on SH224 east of the I-270 overpass. While this area is technically a 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.



The South Platte Trail located on the eastern border of Welby and connecting to the Clear Creek Trail which is just south of and parallel to SH224.



Lastly, a maintenance trail, just north of McDougal Street and part of the Hoffman Outfall drainage project being conducted by the County’s Transportation Department, could also be utilized by pedestrians and cyclists to connect from E. 88th Avenue to Devonshire Boulevard as well as McElwain Elementary School.

Another option to create additional Clear Creek Trail access is shown in the renderings on the next page, which illustrates the addition of a trail near the intersection of Washington Street and SH224. At-grade access for Clear Creek Trail at both Washington and York Streets is desirable.



Existing conditions at Washington St. and SH 224 with worn path to Clear Creek Trail



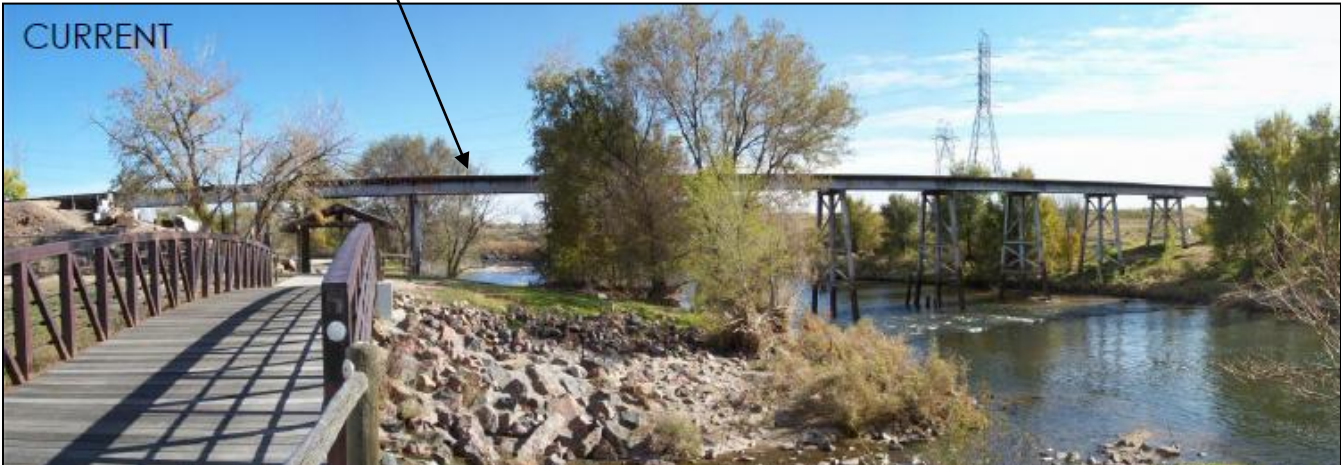
Presently, there is no access to the Clear Creek Trail from Washington Street. This concept illustrates paving an existing dirt path created by frequent users of the trail.

Source: UCD Fall 2013

Another conceptual example of possible recreational connections would be a In addition, a pedestrian bridge across the South Platte River that would create a connection between Steele Street Park and Siegrist Lake Park as well as to regional trails.

Possible bridge connection

Existing railroad bridge



Possible bridge connection to connect pedestrians/cyclists to Siegrist Lake Park and regional 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 & E. 74th Avenue, Steele Street & E. 78th Avenue), as well as expanding kiosks into various Welby public right-of-way areas can provide valuable marketing opportunities.



New kiosk at Niver Creek Trail and Welby Road just north of Coronado Parkway



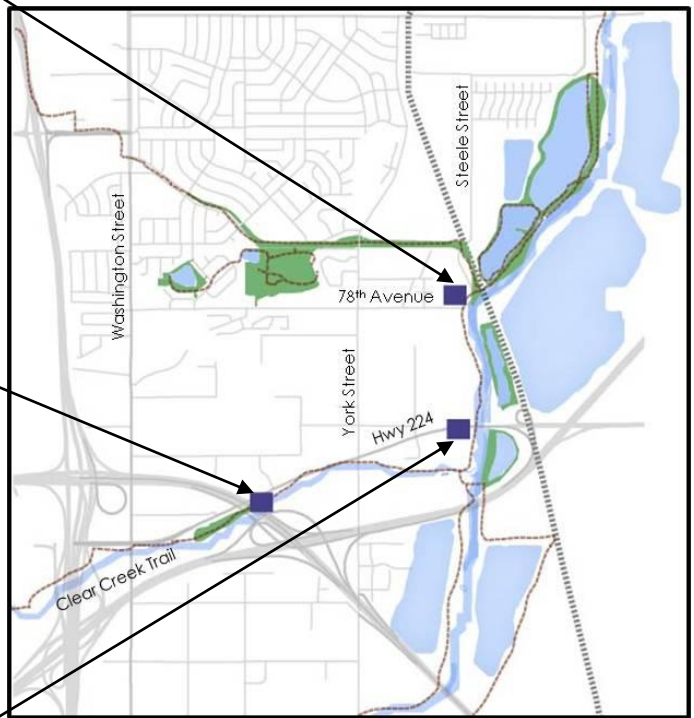
New sign at Steele Street Park on Steele Street



New Trailhead sign for Clear Creek Trail on SH224



New Trailhead sign for Clear Creek on SH224 near I-76 junction closer to South Platte Trail



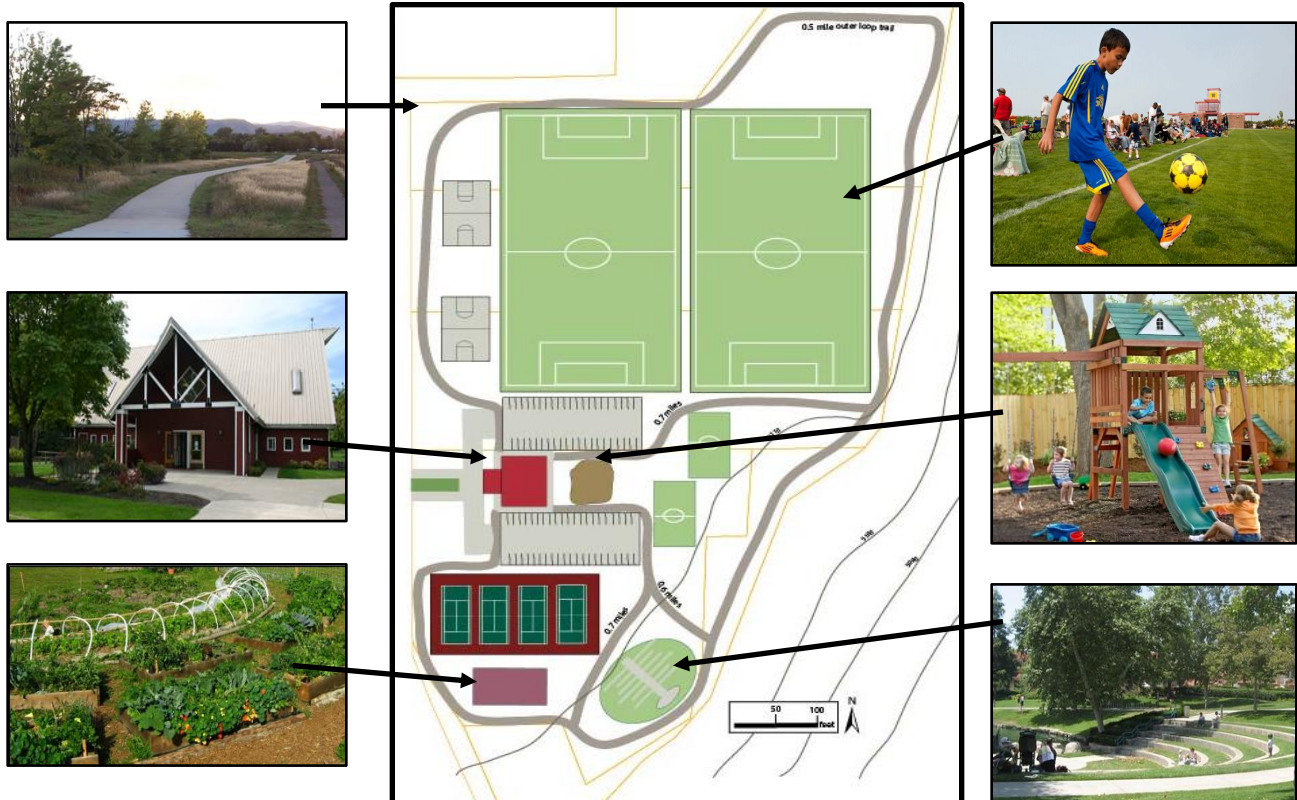
Source: UCD Fall 2013

Future Community Center

Some residents expressed a desire for a community center within Welby during the plan's outreach process. While there is a facility in Thornton less than three miles away, there are limited recreational 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 currently 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.



This image shows a recreation center concept near Steele Street Park offering various amenities to the community.



Source: UCD Fall 2013

H. Transportation

ROADWAYS

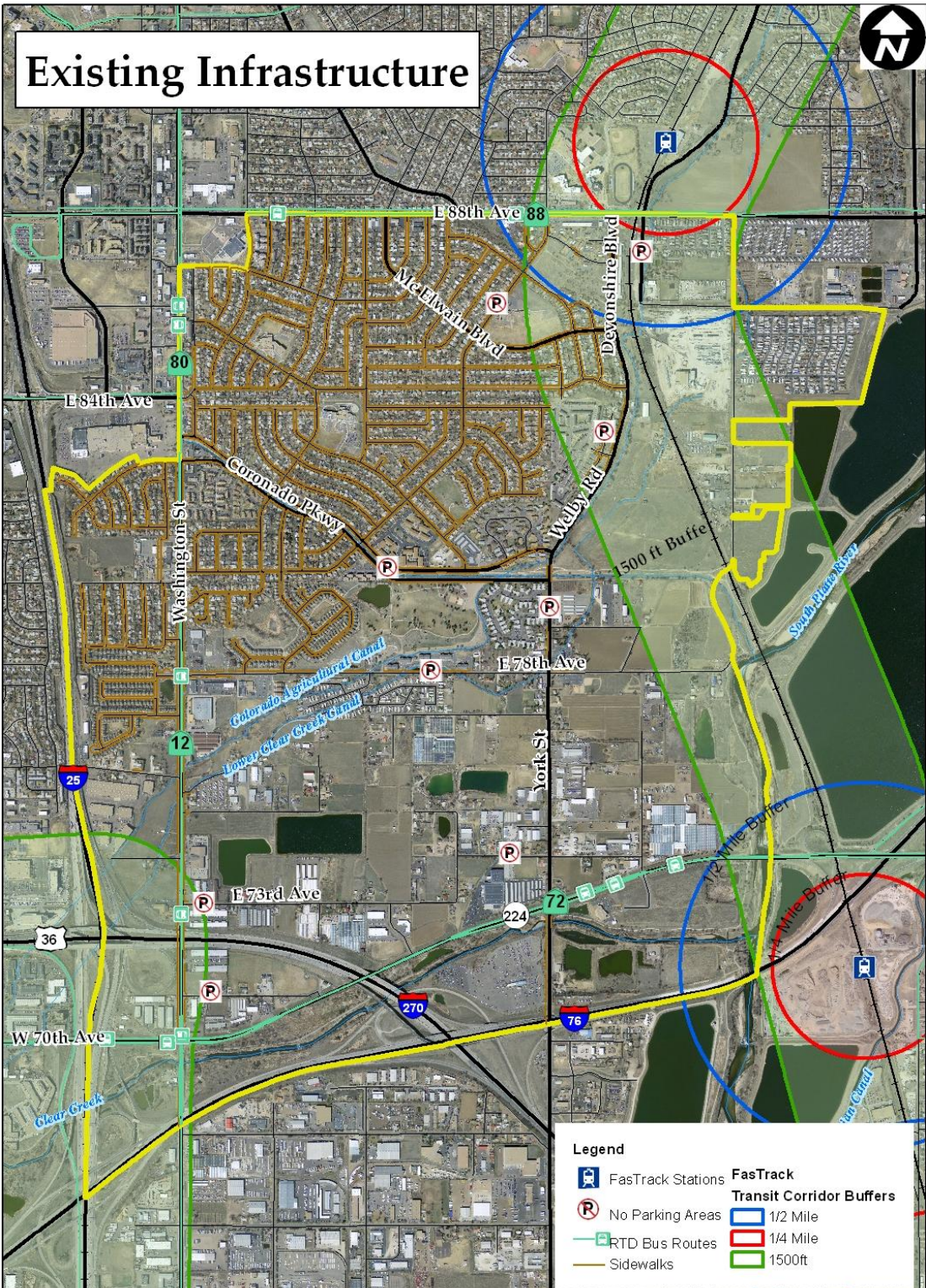
Welby roads consist of five functional classifications: local, collector, minor arterial, major arterial, and interstate (see next page for Existing Infrastructure map). Functional classification is a means of defining how much mobility versus how much access a roadway provides.

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 East 88th Avenue are classified as major arterial roadways. These roadways have moderate to high operating speeds, access restrictions, and right-of-way widths up to 140 feet. Devonshire Boulevard, Welby Road, and York Street, are classified as minor arterial roadways. This means they function at moderate operating speeds and have access restrictions. The right-of-way width can vary up to 120 feet. McElwain Boulevard and Coronado Parkway are classified as collector roadways. Collectors distribute traffic between arterial and local roads, and have right-of-way widths of up to 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.



Looking west on Coronado Parkway adjacent to the former Rotella Park parking area.

In general, while Welby's roads do offer some circulation within and outside of the area, there is a strong need for better access, east/west connectivity, and 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 G** illustrates a future road network in this area. As future markets come to Welby, changes to the road network would be based on the needs of the community, affected property owners, stakeholders, and would require coordination between different County Departments involved in infrastructure management.



This map depicts the existing infrastructure in Welby including existing sidewalks (brown lines – primarily in north Welby) thus illustrating the lack of sidewalk connectivity throughout the community. In addition, the no parking symbols shows where there is restricted on-street parking as well as the RTD transit corridor buffers corresponding to transit-oriented development guidelines which typically focus on 1/2 mile radii.

STRATEGIC CORRIDORS & NODES

Washington Street

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



A major arterial in Welby, Washington Street provides essential north/south connections on the west side of Welby.

There are many opportunities to utilize this corridor to showcase Welby and

market its businesses, lifestyle, and other community assets. With approximately 20,000 vehicles a day, unique streetscapes such as lighting and design elements could promote Welby’s branding concepts and attract developers, businesses, visitors, and prospective residents.

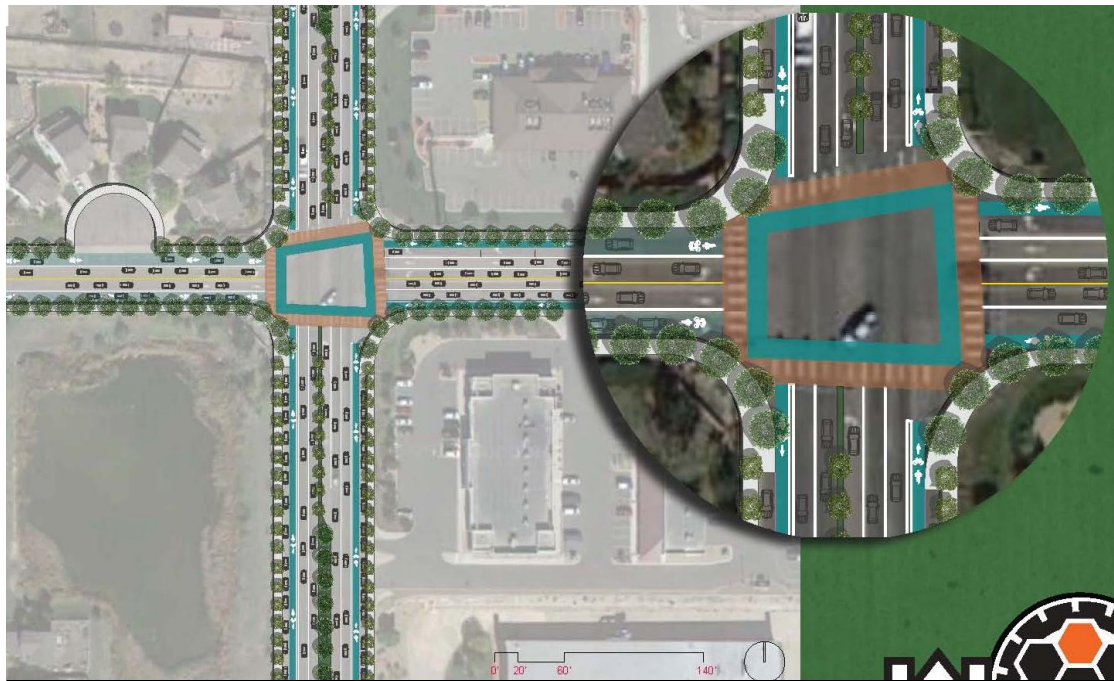
The next page shows conceptual ideas for Washington Street that utilize “complete streets” to create a sense of place and identity for Welby. According to the National Complete Streets Coalition, complete streets are streets for everyone. They are designed and operated to enable safe access for all users, 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 Regional Transit District (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 attractive to residents and businesses.

Washington Street has been improved by the County and provides an inviting commercial area, and should integrate enhanced architectural and design standards that support mixed of uses including commercial, industrial, and some residential as appropriate. The design standards should encourage and support a commercial feel.



Aerial view of existing conditions at Washington Street and E. 78th Avenue with streetscape ideas.



Conceptual drawing for Washington Street and E. 78th Avenue which provides an example of what complete streets look like with enhanced intersections/corridors.

Source: UCD Fall 2013

For over a decade, Adams County has been constructing improvements along Washington Street from E. 83th Avenue to E. 58th Avenue. The County will continue the improvements to the boundary of the City and County of Denver (E. 52nd Avenue alignment), completing the corridor. A majority of the Washington Street Phase III project is outside of the Welby area. However, the Washington Street Phase I (E. 78th Avenue to E. 83rd Avenue) and Washington Phase II (SH224 to E. 78th Avenue) are in Welby, and were completed by the County in 2002 and 2006 respectively. 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 arterial street in the long range plans to receive Capital Improvement Project 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, the conceptual ideas for York Street at E. 78th Avenue (see page 42) show a neighborhood center with mixed uses that support and are to scale with the surrounding area.

78th & York - Currently



Existing conditions and conceptual drawings of the “heart” of Welby (78th Ave. & York St.) with streetscapes and renderings showing what future development might look like at this possible neighborhood center for the community.



78th & York - Streetscaped



Welby Streetscapes – Enhanced branding, Bike Lane, Parking, Lighting, Trees, etc.

Source: UCD Fall 2013

East 78th Avenue

E. 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, E. 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 just north of E. 88th Avenue). They are generally in fair to good condition; however, they are sporadic and lack 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 E. 88th Avenue (see page 38 for existing sidewalks).

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 E. 78th Avenue near Springbrook Apartments and in the vicinity of E. 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 38 – Existing Infrastructure map for parking restrictions).



Illegally parked cars on E. 78th Avenue as well as other areas is a recurring issue in the community

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 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.

WAYFINDING & GATEWAYS

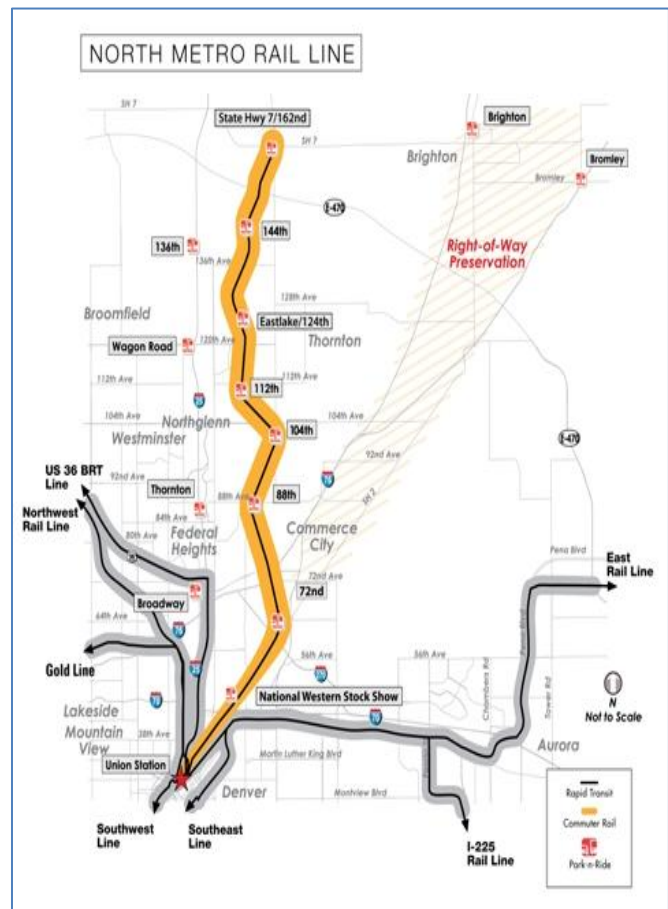
Throughout the Welby area there is a need for wayfinding and pedestrian-level signage. North Welby's street patterns are not on a traditional grid system and can be difficult to navigate. Wayfinding signs would inform visitors of key destinations as well as guide children to safe connections and pathways. Gateway installations near key entrances to the neighborhood (E. 88th Avenue and Washington Street, E. 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 which would orient visitors to Welby and convey a distinct image.



Example of gateway signage that could be used in marketing/branding Welby

TRANSIT

Presently, there are no commuter rail access points near Welby; however, by 2018, there will be two RTD commuter rail stations (see RTD image to the right) 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 the North End Station in Thornton 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. 45, 46), which can have significant effects (e.g. commercial development) on the community as seen around other RTD stations.



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 72nd and 88th 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

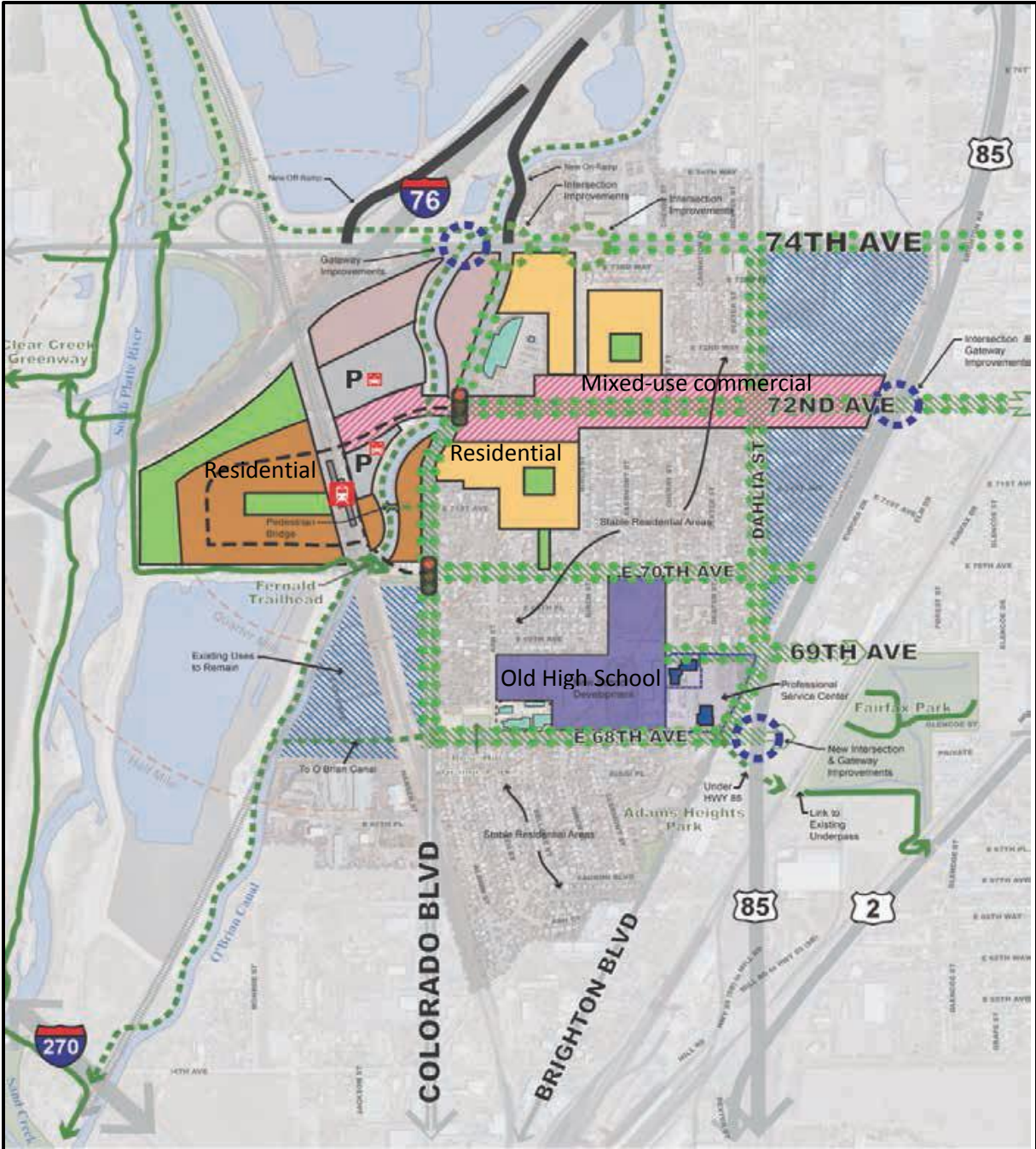
Properties within or partially within a one-half mile radius of the RTD FasTracks stations located at Federal and Pecos, as measured from a point roughly in the center of the platform or as may be specifically established by the Planning Director following completion of construction of the stations, 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



RTD's proposed 88th Avenue Station Plan located just east of the Skyview Campus in the City of Thornton. The station is slated to open in 2018.
Source: www.rtd-fastracks.com

Proposed 72nd Avenue Station Area Plan



Commerce City's proposed 72nd Avenue Station located ½ mile southeast of Welby. The green dots depict proposed circulation improvements on and off I-76 at 74th Avenue which will provide greater access to the station and future development. The station is expected to open in 2018.

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 E. 86th Avenue to E. 88th Avenue, tying into Thornton's Welby Road project north of E. 88th Avenue. Across the street, the Steele Street extension will be at least 24 feet wide, except as it approaches the intersection at E. 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 ½ foot sidewalk on one side, to be determined through the County's public outreach process and final design. The project will support a complete streets concept and allow residents and businesses south of E. 88th to access the future 88th Street North Metro train station. In addition, the County and the City of Thornton should work together and explore opportunities to connect Steele Street south of E. 78th Avenue to SH224 in order to create an efficient north/south connection, or other appropriate connectivity.



This image depicts the future transportation planning projects that are included in the County's 2012 Transportation Master Plan.

As previously mentioned, York Street has been identified by the Transportation Department as the next major arterial in the long range plans to received Capital Improvement Project

funds with respect to improvements including widening the road from two to four lanes including sidewalks.

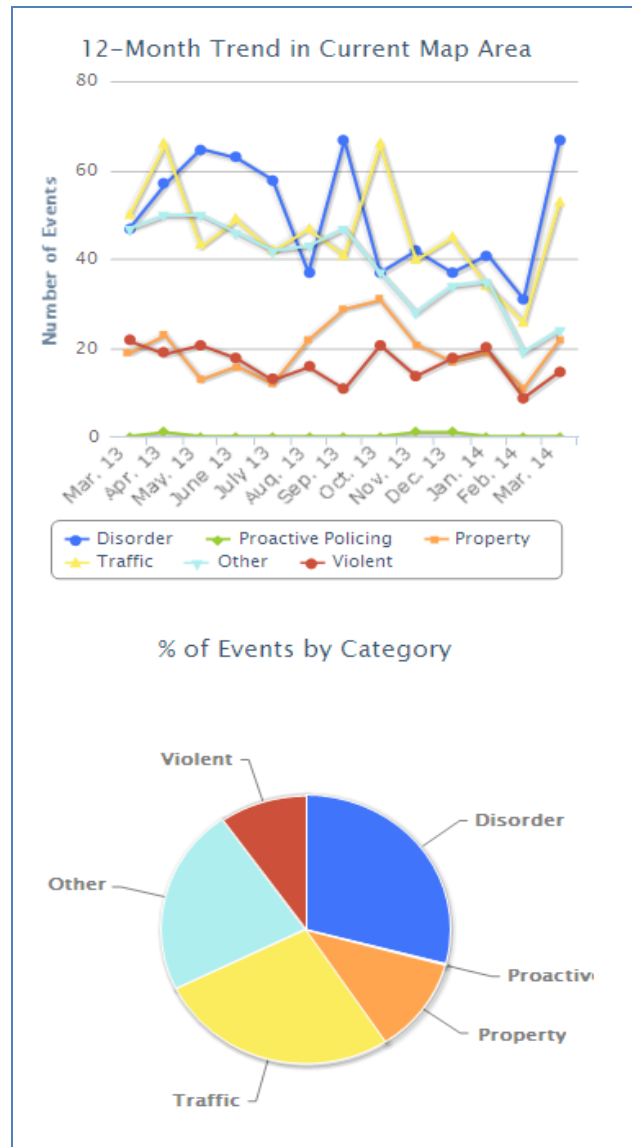
In addition, the completion of the Washington Street corridor from East 58th Avenue to the Adams County/Denver boundary is scheduled to be advertised for construction in 2014.

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 initiated renovations for Rotella Park which include, but are not limited to, a new parking lot, 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 at Rotella Park should be addressed. In addition, the lack of sidewalks in the area may lend itself to pedestrian and vehicle conflicts. This is a concern along arterial and collector roadways where sidewalk may not exist. In addition, residents have expressed that speeding is an issue along York Street and E. 78th Avenue near the Welby Montessori School.

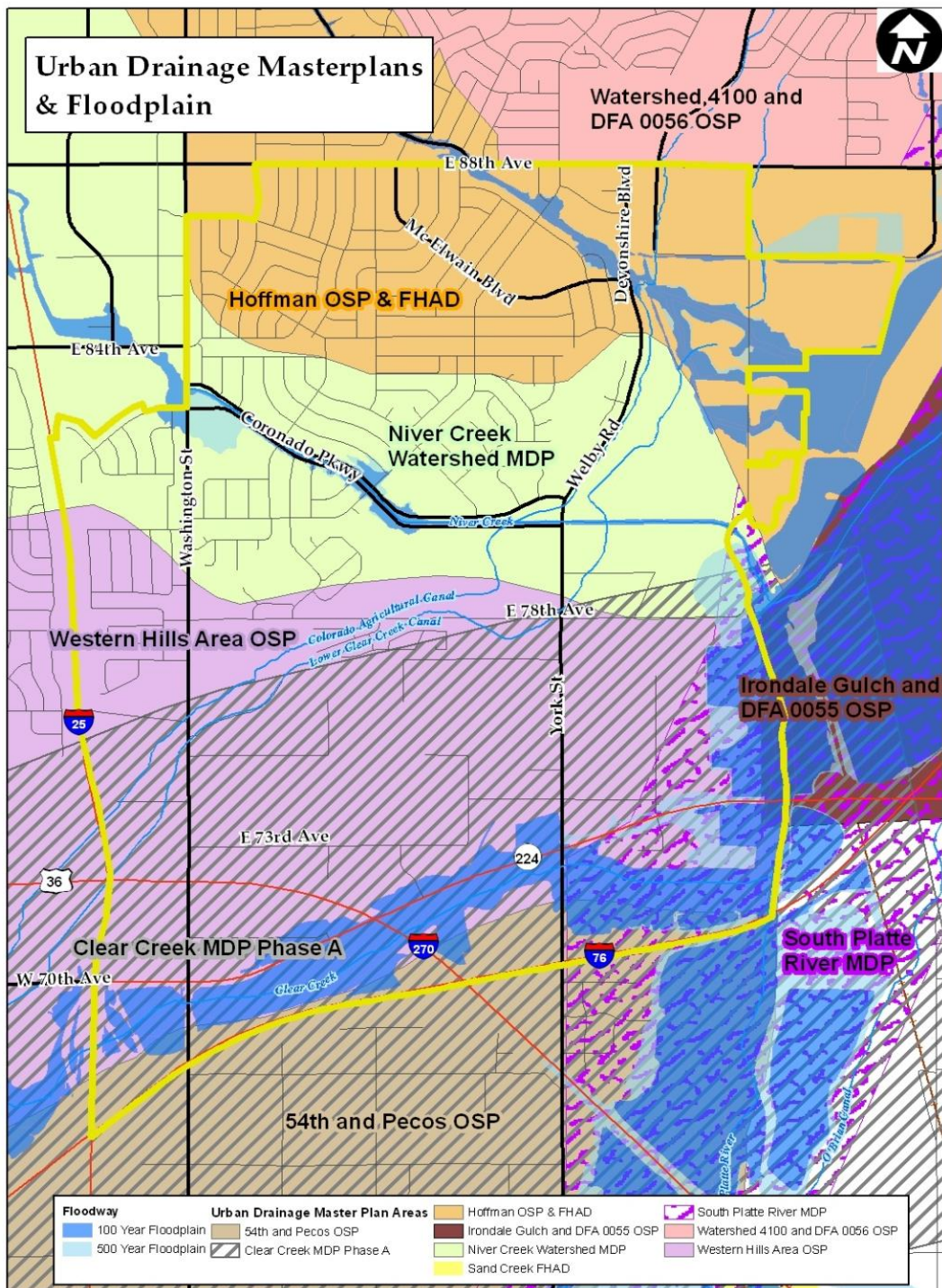
J. Drainage and Floodplain

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 MDP provides a comprehensive plan of drainage



Welby's 250 most significant crime events in 12-months since March 2013 with traffic incidences being consistently the most prevalent.

Source: www.myneighborhoodupdate.net



This image depicts the complex hydrology system in the Welby area including various watersheds, floodplains and outfalls (outfall systems plan - (OSP)).

improvements for the 18-mile area and will guide local governments, developers, and engineers in the planning, designing and construction of proposed improvements. The MDP evaluates current flood hazards along Clear Creek, identifies problem areas, develops alternative improvements, and provides 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.

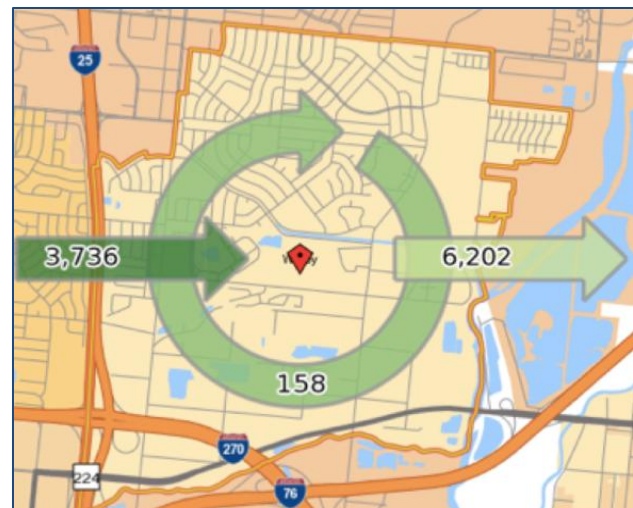
These alternatives have the lowest overall project cost and provide the level of protection identified by the study. As future development opportunities arise in areas near or in the Clear Creek MDP, the County will assess any issues and work closely with property owners and prospective developers to ensure proper mitigation and implementation of the intent of the drainage study.

K. 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's 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 (see *Appendix G - 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, 6,202 residents commute outside of Welby for work. Conversely, 3,736 commute into Welby for work but reside outside of the area. In addition, only 158 people reside and work in Welby.

According to the 2010 U.S. Census, there are 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.



This image shows how most residents work outside of Welby while only 158 live and work in Welby
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 cost of services per single family unit in unincorporated Adams County is \$991, as opposed to retail, office and industrial development which provides revenue to the 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

This image shows how non-residential uses (commercial/industrial) provide an economic benefit to the County and support its fiscal health - unlike residential uses whose taxes do not cover the cost of services the County provides.
 Source: Adams Countv. 2012

Welby’s commercial and industrial 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 to prospective developers including research and demographics (www.adamscountyed.com).

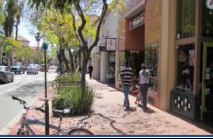


ACED also administers the State's Enterprise Zone (EZ) program for areas designated EZ in Adams County. One such area is the Adams County EZ which also includes the area in Welby that is south of E. 78th Avenue from I-25 to the South Platte River. According to ACED, EZ is a state funded program which 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.

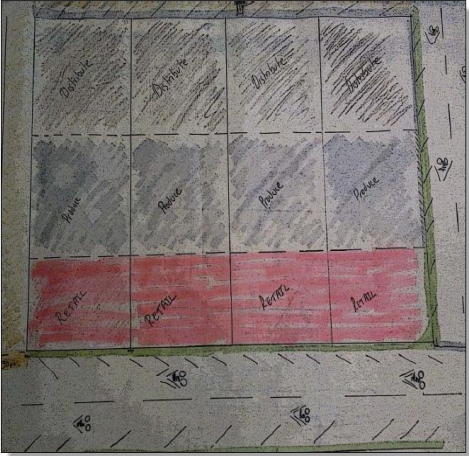
Beehive Concept

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" concept 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

Beehive Overlay Vision





Depiction of "beehive concept", a business model that combines retail, manufacturing and distribution all at one location, and is currently practiced by some businesses already in Welby.
Source: UCD, Fall 2013

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 under 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 concept 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 Avenue and Washington Street) also use a similar business concept. Working with the County, the Welby business community and land owners could develop a Beehive Concept Area with 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.



Boyer's Coffee at 73rd Ave. and Washington St. is an existing example in Welby that has a "beehive concept" model with both retail and distribution in one location.



Beehive Concept rendering where retail fronts a street with distribution and manufacturing at the same location in the rear of the property.
Source: UCD, fall 2013

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3

GOALS, STRATEGIES & IMPLEMENTATION

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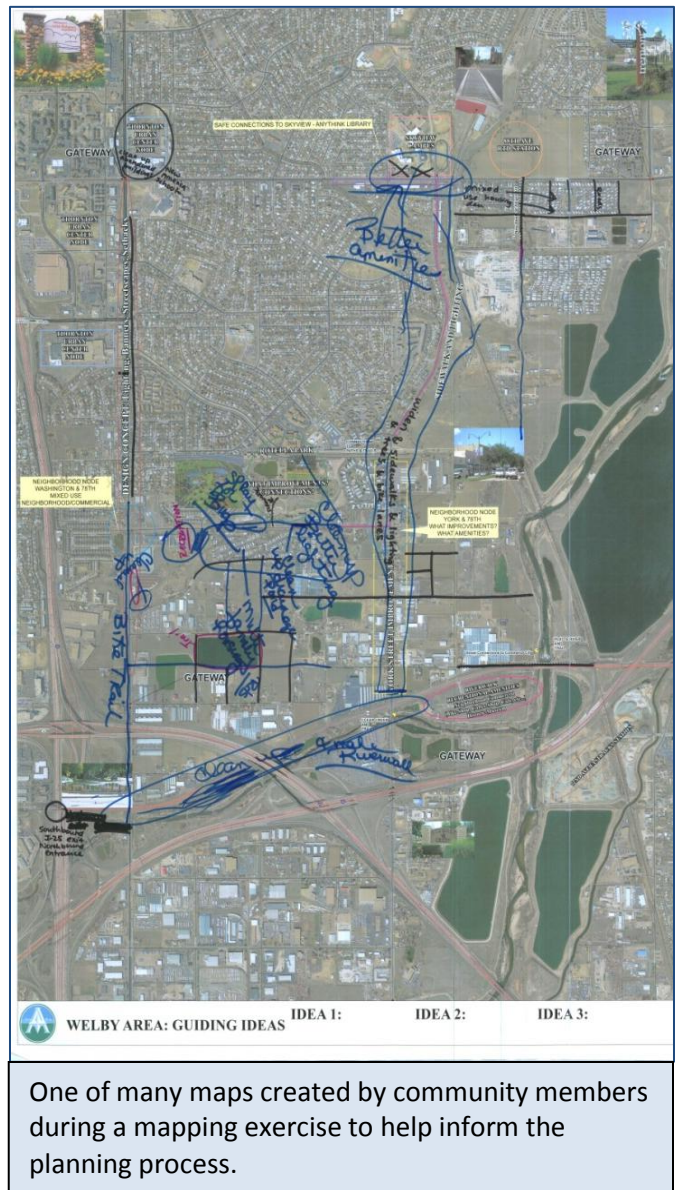
A. Goals & Strategies

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 call 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 addresses financing issues and other issues not specifically addressed by the below categories:

- Economic Development
- Environment
- Historical & Cultural Resources
- Infrastructure
- Public Safety
- Recreation, Open Space and Agriculture
- Vibrant Neighborhoods
- 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 it will determine whether such strategies are applicable or not.

The matrices contained on pages 56 through 69 provide goals, strategies, as well as possible partnerships to implement each strategy. A timeframe is also provided in order to prioritize and track the progress of each strategy.



One of many maps created by community members during a mapping exercise to help inform the planning process.

B. Implementation

WELBY IMPLEMENTATION PLAN			
GOAL	STRATEGY	POSSIBLE PARTNERSHIPS	TIMEFRAME ¹
<p><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, and optimizes the tax generating potential of commercial and industrial properties.</p>	(ED1-1) Maintain and enhance the “quality of life” within the community in order to retain current and attract new businesses and workers.	County	Ongoing
	(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).	Welby Business Owners & the County	Short Term
	(ED1-3) Identify sources of funding to support the goals of the community (i.e. economic incentives)	Welby Business Owners & the County	Short Term
	(ED1-4) Create hubs for future employment areas.	Welby Business Owners & the County	Mid Term
	(ED1-5) Work with County to develop better street connections that support a variety of uses that will attract prospective developers/businesses.	Welby Business Owners & the County	Ongoing
	(ED1-6) Diversify local economy thereby reducing the risks of depending too heavily on one economic sector.	Welby Business Owners & the County	Ongoing
	(ED1-7) Work with County to develop regulations that are specifically designed for the Welby area.	Welby Business Owners & the County	Ongoing

¹ Short-term – 1-3 years; Mid-term – 3-5 years; Long Term – 5 – 10 years

GOAL	STRATEGY	POSSIBLE PARTNERSHIPS	TIMEFRAME
<p><i>Goal 2:</i> Develop and Promote the Welby Brand.</p>	<p>(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.</p>	<p>Welby Business Owners</p>	<p>Short-term</p>
	<p>(ED2-2) Create a Welby Neighborhood Website to educate current and prospective businesses as well as residents.</p>	<p>Welby Business Owners & the County</p>	<p>Short-term</p>
	<p>(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.</p>	<p>Welby Business Owners & the County</p>	<p>Short-term</p>
	<p>(ED2-4) Use partnerships with area and regional organizations including the County to increase awareness of prospective business activities.</p>	<p>Welby Business Owners, County, ACED, Community Enterprise, Denver Area Business Association</p>	<p>Ongoing</p>

GOAL	STRATEGY	POSSIBLE PARTNERSHIPS	TIMEFRAME
<p><i>Environment:</i> <i>Goal:</i> 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.	County	Ongoing
	(E-2) Preserve and protect, where possible and with consent of landowners, natural resources and wildlife habitats that enhance the area.	County, CDPHE, Colorado Parks & Wildlife	Ongoing
	(E-3) Protect and maintain landscaping (e.g. existing trees), as appropriate, and plant new landscaping including, but not limited to trees, flowers, and shrubs.	Welby Residents (Organized Citizen Group – subgroup - Environment), County	Ongoing
	(E-4) Ensure new development is to scale with water resources and quality.	County	Ongoing
	(E-5) As new development occurs, encourage maintenance, protection, and improvement of surface, ground, and stormwater quality.	County	Ongoing
	Identify areas that may be impacted by brownfields and encourage optimal redevelopment and reuse of these sites	Applicable property owners, CDPHE, County, TCH	Mid-term

GOAL	STRATEGY	POSSIBLE PARTNERSHIPS	TIMEFRAME
<p><i>Historical & Cultural:</i> <i>Goal:</i> Honor Welby’s rich agricultural past and create and promote a culturally enriched environment.</p>	(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.	Welby Heritage Foundation	Mid-term
	(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.	Welby Heritage Foundation	Short-term
	(H-3) Identify potential areas to display local art (e.g. murals, sculpture gardens).	Welby Organized Citizen Group (subgroup – art)	Mid-term
	(H-4) Use various tools such as historical markers to identify sites of cultural and historical significance.	Welby Heritage Foundation, County	Mid-term
	(H-5) Work with History Colorado in developing ways to preserve and record Welby’s unique history.	History Colorado, Welby Heritage Foundation	Short-term

GOAL	STRATEGY	POSSIBLE PARTNERSHIPS	TIMEFRAME
<p><i>Infrastructure:</i> <i>Goal:</i> 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 supporting “complete streets”, and identifying future streets that provide more effective movement of motor vehicles.	Welby Organized Citizen Group (subgroup – infrastructure), County	Ongoing
	(I-2) Increase multi-modal opportunities throughout Welby with connections to the future RTD North Metro line stations at 72nd and 88th Avenues.	Welby Organized Citizen Group (subgroup – infrastructure), County, Community Enterprise	Short-term
	(I-3) Encourage sidewalk connectivity along major transportation corridors including York and Welby Roads, Devonshire Blvd and along the south side of 78th Avenue between Washington and York Street.	Welby Organized Citizen Group (subgroup – infrastructure), County	Ongoing
	(I-4) Improve crossing and general intersection safety for pedestrians and bicyclists (i.e. 88th Street, York Street, 78th Avenue).	Welby Organized Citizen Group (subgroup – infrastructure), County	Mid-term
	(I-5) Utilize streetscapes (i.e. trees, lighting, sidewalks, landscaping, banners, bicycle lanes, etc.) along arterials to enhance pedestrian safety and overall aesthetics and community character.	Welby Organized Citizen Group (subgroup – infrastructure), County	Long-term
	(I-6) Install wayfinding signage and kiosks to direct and assist residents and visitors.	Welby Organized Citizen Group (subgroup – infrastructure), County, Welby Heritage Foundation	Mid-term
	(I-7) Seek opportunities to provide safe public access to public water bodies.	Welby Organized Citizen Group, County	Mid-term

GOAL	STRATEGY	POSSIBLE PARTNERSHIPS	TIMEFRAME
<p>Public Safety: <u>Goal:</u> Maintain a safe community 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.	Sheriff's Office, Welby Organized Citizen Group	Ongoing
	(P-2) Establish Neighborhood Watch Programs and/or bike patrols to promote neighborhood safety and share information.	Sheriff's Office, Welby Organized Citizen Group	Short-term
	(P-3) Work with the County to remove and reduce graffiti vandalism by reporting graffiti activities and assisting with removal on private property.	Sheriff's Office, County (Parks), Welby Organized Citizen Group	Ongoing
	(P-4) Explore areas where murals or local art can help to reduce opportunities for graffiti and provide marketing for local artists.	Sheriff's Office, County (Parks), Welby Organized Citizen Group, Welby Heritage Foundation	Ongoing
	(P-5) Install lighting and call boxes along bike trails (Niver, Clear Creek and South Platte).	Sheriff's Office, County (Planning), Welby Organized Citizen Group	Short-term
	(P-6) Work with County to learn about and implement Crime Prevention Through Environmental Design (CPTED) principles to deter criminal activities.	Sheriff's Office, County (Planning), Welby Organized Citizen Group	Mid-term
	(P-7) Explore opportunities to increase the visibility of law enforcement efforts and maintain an adequate presence of officers within the community.	Sheriff's Office, Welby Organized Citizen Group	Ongoing
	(P-8) Identify areas where increased lighting will promote safety and deter criminal activities.	Sheriff's Office, Welby Organized Citizen Group, County (Planning)	Long-term
	(P-9) Work with Sheriff's Office to explore speeding mitigation measures.	Mapleton Public School, Community Enterprise, Welby Org. Citizen Group	Short-term

GOAL	STRATEGY	POSSIBLE PARTNERSHIPS	TIMEFRAME
	(P-10) Work with Parks Department, Sheriff's Office and Code Compliance to actively address graffiti issues.	Sheriff's Office, County, Welby Organized Citizen Group, County (Parks)	Ongoing
<p><i>Recreation, Open Space and Agriculture:</i> <i>Goal:</i> Provide a variety of recreational opportunities, preserve open.</p>	(R-1) Work with Parks Department to identify and implement open space opportunities and pocket parks.	County (Parks), Welby Organized Citizen Group (subgroup – environment)	Ongoing
	(R-2) Support opportunities to learn about agricultural history.	County (Parks), Welby Organized Citizen Group (subgroup), Welby Heritage Foundation	Mid-term
	(R-3) Explore recreational and redevelopment opportunities (Riverwalk) to leverage recreational areas around Clear Creek and the South Platte River.	County (Parks), Welby Organized Citizen Group (subgroup)	Long-term
	(R-4) Work with Parks Department to explore opportunities to create a formal access to Rotella Park at 78th Avenue.	County (Parks), Welby Organized Citizen Group (subgroup)	Ongoing
	(R-5) Develop more and safer connections to existing bike trails along Clear Creek and the South Platte River.	Sheriff's Office, County (Parks), Welby Organized Citizen Group	Ongoing
	(R-6) Work with Parks Department to explore an intergovernmental agreement with CDOT to utilize its ROW at the Clear Creek Trailhead.	County (Planning & Parks), Welby Organized Citizen Group (subgroup)	Short-term
	(R-7) Enhance the “neighborhood feel” of Rotella Park by creating a year-round gathering place for community members.	County (Parks), Welby Organized Citizen Group (subgroup)	Short-term
	(R-8) Explore a market/feasibility study regarding the viability of agricultural lands in Welby.	County (Planning & Parks), Welby Organized Citizen Group (subgroup)	Long-term

	STRATEGY	POSSIBLE PARTNERSHIPS	TIMEFRAME
	(R-9) Expand access to locally grown food (i.e. farmers' markets).	County, Welby Organized Citizen Group (subgroup), Community Enterprise	Mid-term
	(R-10) Create opportunities for the community to learn how to establish and maintain urban agricultural practices in the neighborhood.	The Urban Agriculture Project, Colorado State University Extension, Welby Organized Citizen Group (subgroup), Community Enterprise	Mid-term
<i>Vibrant Neighborhoods:</i> <i>Goal:</i> 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	(V-1) Create a unified identity for Welby to nurture neighborhood pride.	Welby Organized Citizen Group (subgroup-neighborhood)	Ongoing
	(V-2) Explore forming a Welby Neighborhood Association to keep lines of communication open throughout the community.	Welby Organized Citizen Group (subgroup-neighborhood), Community Enterprise	Short-term
	(V-3) Explore ideas regarding a pedestrian friendly, walkable 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.	Welby Organized Citizen Group (subgroup-neighborhood, business), County (Planning)	Long-term
	(V-4) Work with the County to attract neighborhood amenities to serve residents and businesses.	Welby Organized Citizen Group (subgroups-neighborhood, business), County (Planning), ACED	Ongoing

	STRATEGY	POSSIBLE PARTNERSHIPS	TIMEFRAME
	(V-5) Work with Neighborhood Services Department to resolve code compliance issues.	County (Code Compliance) Welby Organized Citizen Group (subgroup-neighborhood)	Ongoing
	(V-6) Hold regularly scheduled cleanup and beautification events (i.e. remove graffiti, plant trees, pick up litter).	Welby Organized Citizen Group (subgroup-neighborhood)	Short-term
	(V-7) Plan for future vertical residential areas with mixed uses that are pedestrian friendly along primary transportation corridors and RTD transit areas.	County (planning) Welby Organized Citizen Group (subgroup-business)	Mid-term
	(V-8) Create a “Greening Committee” to encourage community upkeep and street beautification.	Welby Organized Citizen Group (subgroup-greening)	Short-term
	(V-9) Develop community projects that promote community health such as walk-to-school programs, and helpers for the elderly or disabled.	Welby Organized Citizen Group (subgroup-neighborhood), Mapleton Public School, Community Enterprise	Short-term
	(V-10) Strategically locate future residential uses to avoid conflicts with current and possible future industrial businesses.	County (Planning), Welby Organized Citizen Group (subgroup – business)	Long-term

GOAL	STRATEGY	POSSIBLE PARTNERSHIPS	TIMEFRAME
<p>Other: <u>Goal:</u> 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>	(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.	Welby Organized Citizen Group	Ongoing
	(O-2) Prioritize and identify possible partnerships applicable for each strategy.	Welby Organized Citizen Group	Short-term
	(O-3) Address strategies that pave the way for other strategies.	Welby Organized Citizen Group	Ongoing
	(O-4) Form private/public partnerships and subcommittees to delegate tasks.	Welby Organized Citizen Group	Ongoing
	(O-5) Simultaneously address at least one strategy from each of the major goals.	Welby Organized Citizen Group	Short-term
	(O-6) Integrate Welby's economy in the larger regional and state economies in order to maximize economic opportunities and competitive edge.	Welby Organized Citizen Group, County, ACED	Ongoing
	(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).	Welby Organized Citizen Group, County (Planning, Neighborhood Services & Parks)	Ongoing
	(O-8) Identify alternative sources of financing such as local improvement districts, and contributions by private developers.	Welby Organized Citizen Group, County (Planning, Neighborhood Services)	Ongoing

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APPENDIX A
Community Engagement

April 10, 2013 Community Meeting Group Feedback to Questions

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



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

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 Community Group (translated)

- 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.

July 15, 2013 Community Meeting - 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 Speaking Community Group (translated)

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

August 20, 2013 Community Meeting Comments

- | | |
|--|--|
| <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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APPENDIX B

Demographics

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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 (15,389 est.)	441,603	89,163
Households	5,005	149,508	30,007
Race	40.5% White (non-Hispanic) 54.7% Hispanic .8% American Indian 1.3% Black 1.2% Asian .1% Native Hawaiian 1.4% 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	\$47,332 (2008-12)	\$56,633 (2008-12)	Not Available
Unemployment Rate	8.3% (2010) 13.1% (2008-12)	7.4% (2/2014) 9.5% (2008-12)	Not Available
Poverty Rate	14.5% (2008-12)	14.2% (2008-12)	Not Available
Vacant Housing Rate	9.1% (2008-12)	6%	2.9%
Median Home Value	\$143,500 (2008-12)	\$236,800 (2008-12)	Not Available

Source: 2010 U.S. Census, U.S. Bureau of Labor Statistics, American Community Survey (2008-2012)

*	North Welby	South Welby	East Welby
Area Size	1.6 sq. mi	1.37 sq. mi.	1.13 sq. mi.
Population	12,592	720	1,096
Households	4,460	331	430

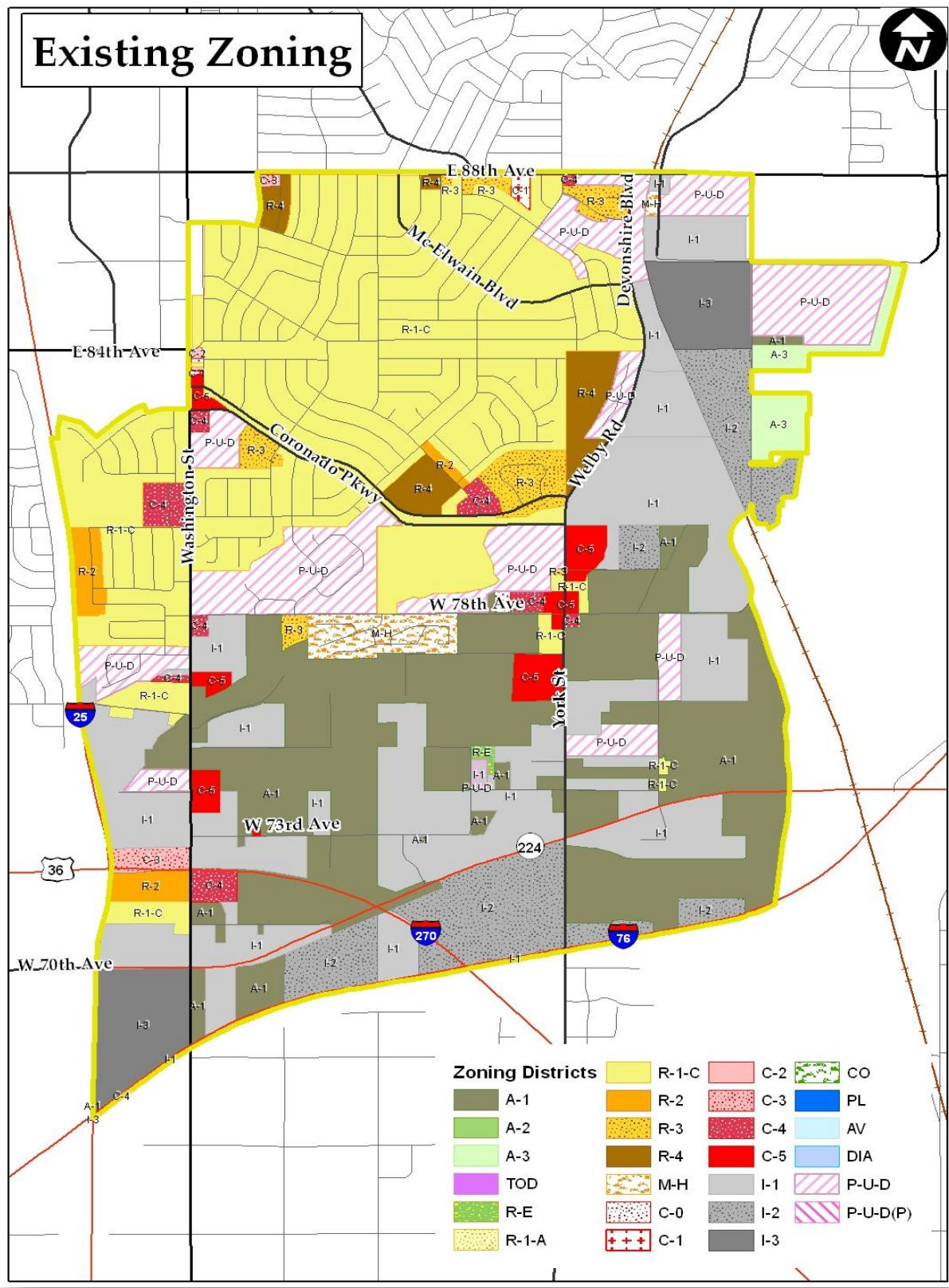
Source: 2014 Adams County

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**APPENDIX C
EXISTING ZONING, CATEGORIES AND
PLANNED UNIT DEVELOPMENTS**

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Existing Zoning



Zoning Districts

R-1-C	C-2	CO
R-2	C-3	PL
R-3	C-4	AV
R-4	C-5	DIA
M-H	I-1	P-U-D
C-0	I-2	P-U-D(P)
C-1	I-3	
R-E		
R-1-A		
A-1		
A-2		
A-3		
TOD		

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		

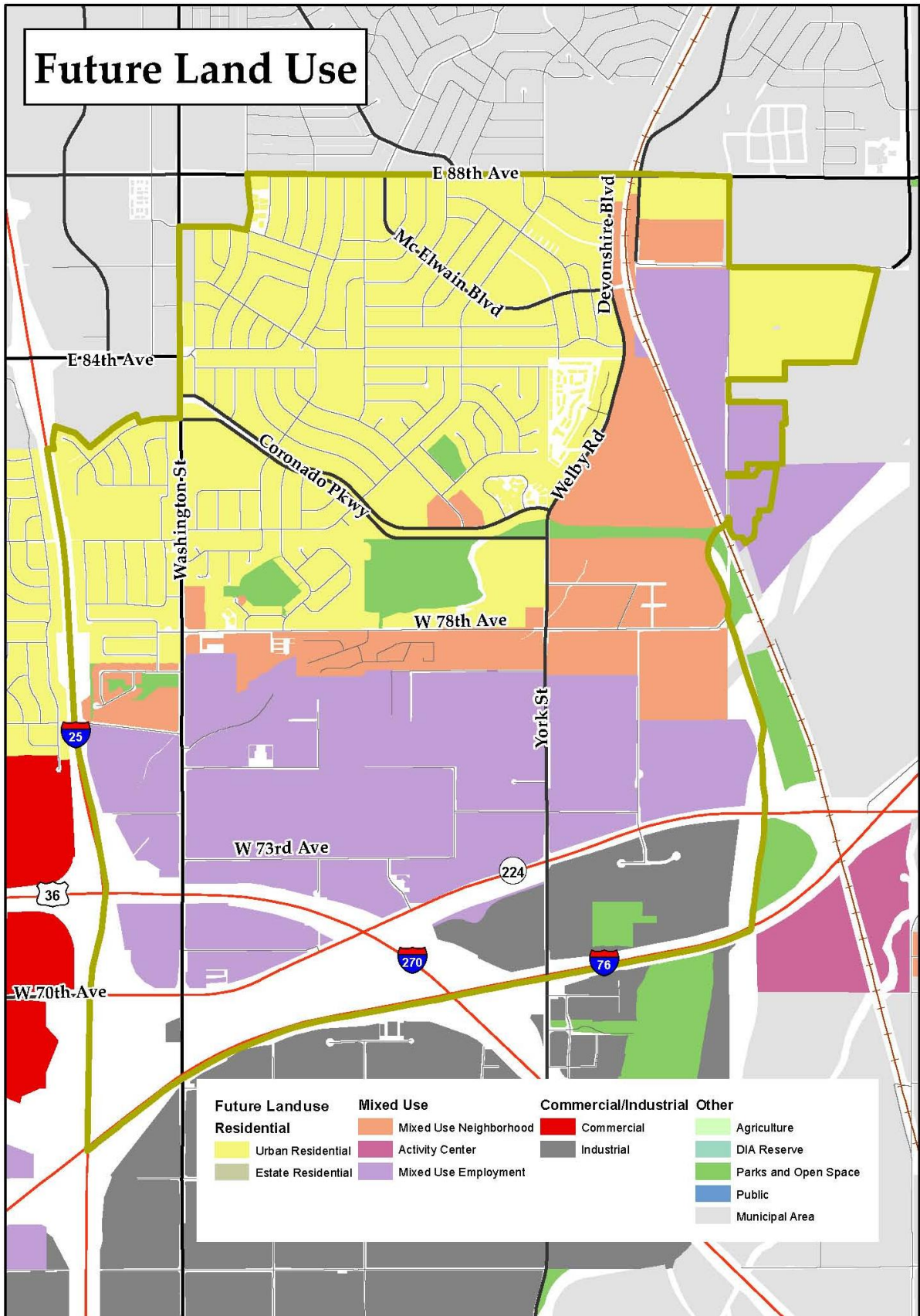
*1 parcel that is zoned in I-1 as well as P-U-D since the I-1 is underlying the P-U-D (95,698.4 sq.ft)

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 D
Future Land Use Map

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Future Land Use



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APPENDIX E
Rotella Park Improvements

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Rotella Park – Existing and Future



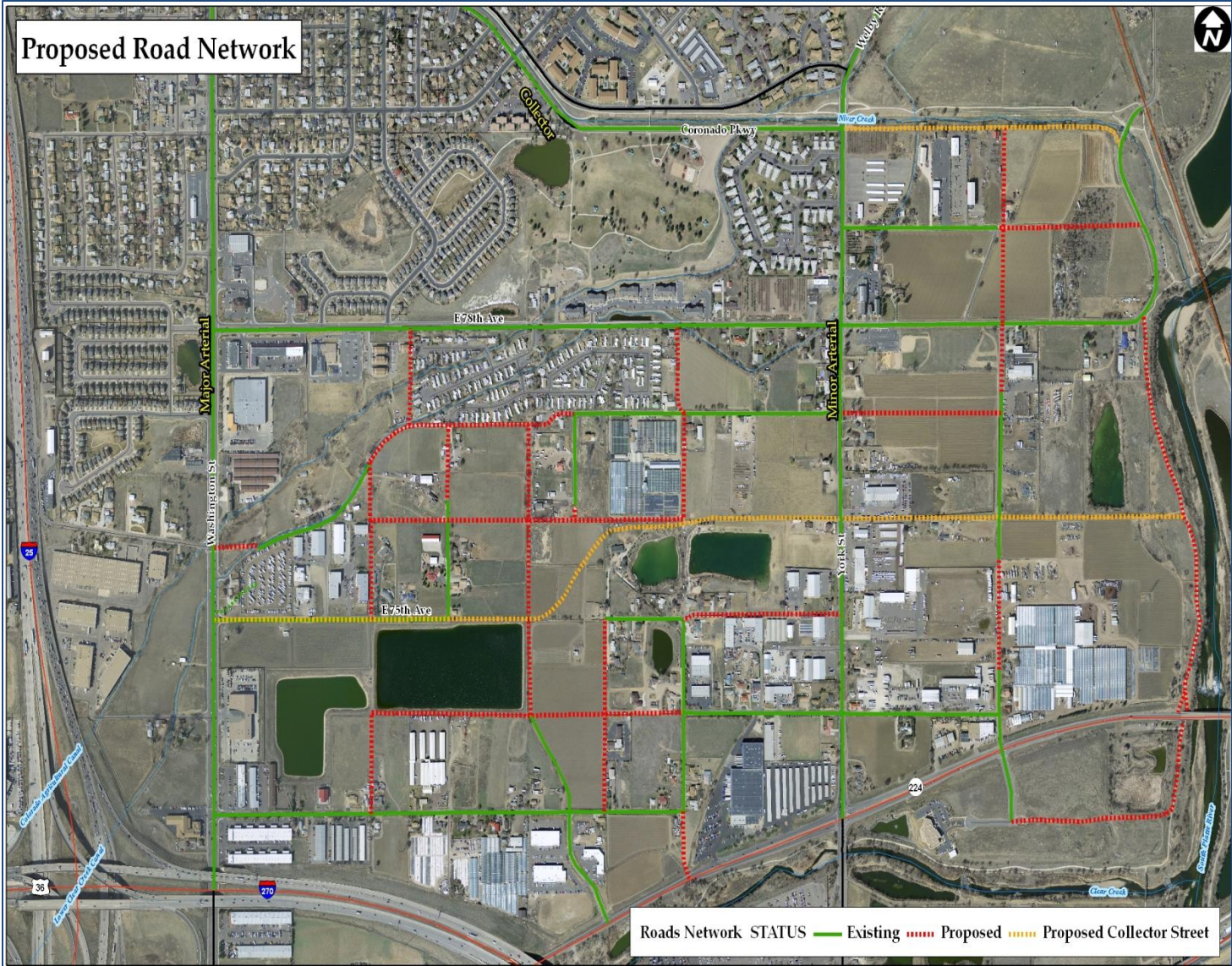
Rotella Park, located just south of Coronado Parkway, will be undergoing major renovations in early 2014 by the County's Parks and Open Space Department, and will include new parking, picnic, and bathroom facilities as well as recreational equipment.

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APPENDIX F

Future Road Network

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South and east Welby areas lack internal street connections or any collector street that could connect to important arterial roads (Washington and York Streets). With extensive community and County input this road network provides road connections to address this issue.

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APPENDIX G
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