

# Draft Vision, Key Values, and Goals

## I. INTRODUCTION

### What is Envision Wheat Ridge?

Envision Wheat Ridge is an update to the City of Wheat Ridge's Comprehensive Plan. The updated Comprehensive Plan will help provide guidance on where and how the community will grow and change over the next 20 years. Property owners, citizens and decision makers will use this plan to guide their decision on land use issues, such as where commercial and employment development and redevelopment should occur in the future. Once adopted, the city will use the Envision Wheat Ridge Plan as a guide for land use and public investment decisions.

### How can you get involved?

The plan needs your feedback in order to be successful and represent what you want to see in Wheat Ridge's future!

There are many ways to participate in Envision Wheat Ridge, including:

- ✧ Attend community meetings
- ✧ Observe and comment at Citizen Advisory Committee, City Council, and Planning Commission meetings
- ✧ Visit the project website:  
[www.EnvisionWheatRidge.com](http://www.EnvisionWheatRidge.com)
- ✧ Send your comments to the planning team via email or phone

### Draft Vision, Key Values, and Goals

This handout is organized into two sections (1) Vision and Key Values, and (2) an outline of Key Values Goals and Policies. The draft vision statement describes the kind of place that residents, community leaders, and business owners want Wheat Ridge to become in the future. It describes the shared values within the community and sets the desired direction for future changes and improvements.

Please review the following pages, which provide a preliminary framework for the draft plan. Please fill out and tear off the comment form on the back of this page and return it to the planning team (mail or drop off at the address listed below). Remember to check the plan website [www.EnvisionWheatRidge.com](http://www.EnvisionWheatRidge.com) for a more complete draft of Vision and Goals in June 2009.



A Plan For A Bright Future



### VISION & KEY VALUES

...describe Wheat Ridge's desired future.

### GOALS

...provide general direction to guide community decisions.

### POLICIES

...provide specific guidance for daily decisions.

Contact Us:

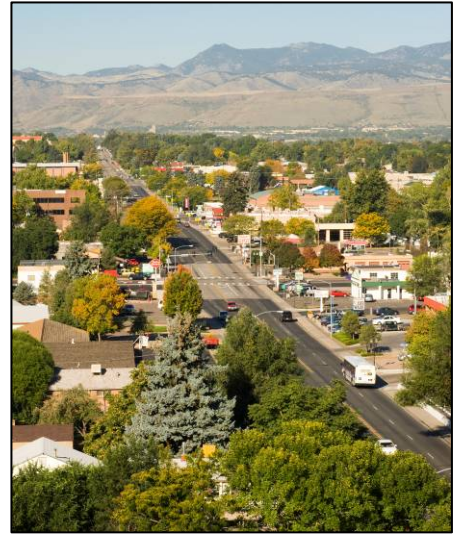
Email: [feedback@envisionwheatridge.com](mailto:feedback@envisionwheatridge.com)

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## II. DRAFT VISION AND KEY VALUES

Wheat Ridge will be a prominent and sustainable city, with a bright future built upon the foundation of the community's major assets (one-of-a-kind neighborhoods, unique culture and history, abundant open space, terrific views, and proximity to Denver and the Rocky Mountains). The city will grow a broad and resilient local economy that provides family wage jobs and thriving business districts to balance with the community's friendly and established neighborhoods. In addition, Wheat Ridge will offer convenient transportation options, valuable services, and high quality of life for all residents.



This vision for the future is based on Wheat Ridge's Key Values:

1. Create a Resilient Local Economy based on a Balanced Mix of Land Uses
2. Strengthen Neighborhoods and Housing
3. Accentuate Community Character and Quality Design
4. Increase Transportation Connections and Options
5. Provide Quality Community Amenities, Services, and Resources
6. Ensure a Sustainable Community Future

## III. KEY VALUES: GOALS AND POLICIES

As a subset to each Key Value, a series of measurable goals provide general direction to guide the community's decisions in order to achieve the vision and Key Values. Detailed policies related to each goal provide guidance for daily decisions about capital investment and development. Please review these preliminary goals and policies and provide your feedback on the comment form.

### 1. Resilient Economy and Balance of Land Uses

**Key Value: Create a Resilient Local Economy based on a Balanced Mix of Land Uses**

#### Economy Goals and Policies

- Goal E1:** Make Wheat Ridge a "community of choice" in which to live, work, shop, and recreate.
- Assertively promote quality of life amenities to recruit primary employers and strong households.
  - Market Wheat Ridge as a regional destination to attract visitors.
- Goal E2:** Attract quality retail development and actively retain existing retailers.
- Proactively maintain and enhance existing retailers.
  - Facilitate the start-up and growth of small and specialty retail businesses.
  - Rehabilitate underutilized retail spaces.
  - Advance regional retail development in the area west of Interstate 70.

**Goal E3: Retain and diversify local employment.**

- Retain and expand established employers.
- Generate new primary employment opportunities.

**Land Use Goals and Policies**

**Goal LU1: Achieve a sustainable balanced mix of land uses.**

- Promote a diverse mix of land uses in redevelopment and limited new development areas.
- Efficiently use available land for essential services and primary jobs.

**Goal LU2: Revitalize priority redevelopment areas.**

- Facilitate and promote infill and redevelopment.
- Require high quality redevelopment.

**Goal LU3: Establish community activity centers and a Town Center.**

- Invest in existing and future community activity centers.
- Develop a Town/Civic Center.



## 2. Strong Neighborhoods and Housing

### Key Value: Strengthen Neighborhoods and Housing

**Neighborhoods and Housing Goals and Policies**

**Goal NH1: Maintain and enhance the quality and character of Wheat Ridge’s established neighborhoods.**

- Establish neighborhood identity programs.
- Protect existing neighborhoods from encroachment from incompatible land uses.
- Promote compatibility and high-quality design with infill and redevelopment projects.
- Support and maintain quality neighborhood amenities.

**Goal NH2: Increase investment and homeownership in defined neighborhood revitalization areas.**

- Invest in defined neighborhood revitalization areas.
- Promote homeownership and strong households.
- Enforce property maintenance codes.

**Goal NH3: Revitalize and promote reinvestment in transitioning neighborhood areas.**

- Define and enhance edges of neighborhoods that are transitioning over time.

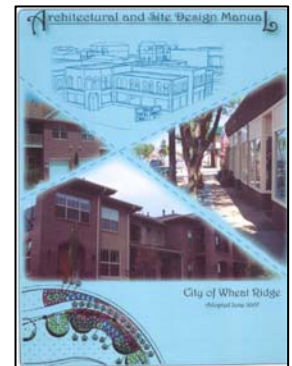


### 3. Recognizable Community Character and Design

**Key Value: Accentuate Community Character and Quality Design**

#### Community Character Goals and Policies

- Goal CC1:** Create recognizable gateways and corridors.
- Establish and project a positive, cohesive community identity at primary gateways.
  - Enhance the image of primary commercial corridors.
- Goal CC2:** Lead the community in quality design.
- When updating existing facilities or constructing new public facilities or spaces, the City of Wheat Ridge will meet or exceed established design and character requirements.
- Goal CC3:** Ensure quality design for development and redevelopment.
- New development will be of high quality to fit Wheat Ridge’s character.



### 4. Connected Transportation System with Options

**Key Value: Increase Transportation Connections and Options**

#### Transportation Goals and Policies

- Goal T1:** Provide an integrated transportation system to address all modes of travel and future funding priorities.
- Establish priority corridors for future infrastructure improvements.
  - Establish funding mechanisms for corridor improvements.
  - Develop complete streets in priority locations.
- Goal T2:** Increase intergovernmental cooperation on regional transportation issues.
- Promote and coordinate multi-modal connections.
  - Support regional transportation planning to encourage efficient use of transportation funds and coordinated transportation systems.
- Goal T3:** Increase transportation efficiency and options.
- Reduce traffic congestion.
  - Expand non-vehicular transportation options.
  - Connect future light rail with other transportation modes.
  - Establish priority areas for pedestrian and bicycle facility improvements.
  - Increase mobility for the students and the aging senior population.
- Goal T4:** Improve the synchronization between transportation improvements and future land uses.
- Define the role of principal roadways and their relationship to land uses.
  - Emphasize transit-supportive development patterns.



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## 5. Quality Community Amenities and Services

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**Key Value: Provide Quality Community Amenities, Services, and Resources**

### Community Services Goals and Policies

- Goal CS1:** Provide and maintain quality core community services and facilities.
- Define core community services and their adequate levels of service.
- Goal CS2:** Continue investment in parks, recreation, and open space.
- Maintain and enhance parks, recreation, and open space offerings and facilities.
- Goal CS3:** Increase community safety and code enforcement.
- Respond to and encourage participation in community safety and property maintenance.
- Goal CS4:** Continue to coordinate with fire districts and utility providers to maintain quality service.
- Coordinate development and redevelopment activities with utility providers and service districts.
- Goal CS5:** Maintain and improve educational offerings.
- Maintain existing educational resources and increase educational opportunities for all types of residents.
- Goal CS6:** Continue to support diverse arts and cultural amenities.
- Maintain and enhance existing arts and cultural offerings.
- Goal CS7:** Increase opportunities for public involvement with City government.
- Make City government engaging and accessible.
- Goal CS8:** Invest in technology infrastructure.
- Coordinate the development of technology infrastructure with development and redevelopment projects.

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## 6. Sustainable Community Future

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**Key Value: Ensure a Sustainable Community Future**

### Sustainable Future Goals and Policies

- Goal SF1:** Establish and maintain a resilient and sustainable tax base.
- Coordinate land use and fiscal planning.
  - Diversify and broaden the City's revenue base.
- Goal SF2:** Protect and preserve natural assets.
- Provide stewardship of unique and sensitive natural resources and areas.
- Goal SF3:** Reduce resource consumption and increase conservation.
- Reduce the disposal of solid waste.
  - Increase energy efficiency and use of renewable energy.
  - Reduce community water use.
  - Promote renewable resources.
  - Require site designs and techniques that minimize development and redevelopment's energy use and impacts on the natural environment.
- Goal SF4:** Create a healthy and active community.
- Promote physical activity and recreation.
  - Provide opportunities for accessible and affordable healthy foods.
  - Encourage community interaction with environmental assets.

