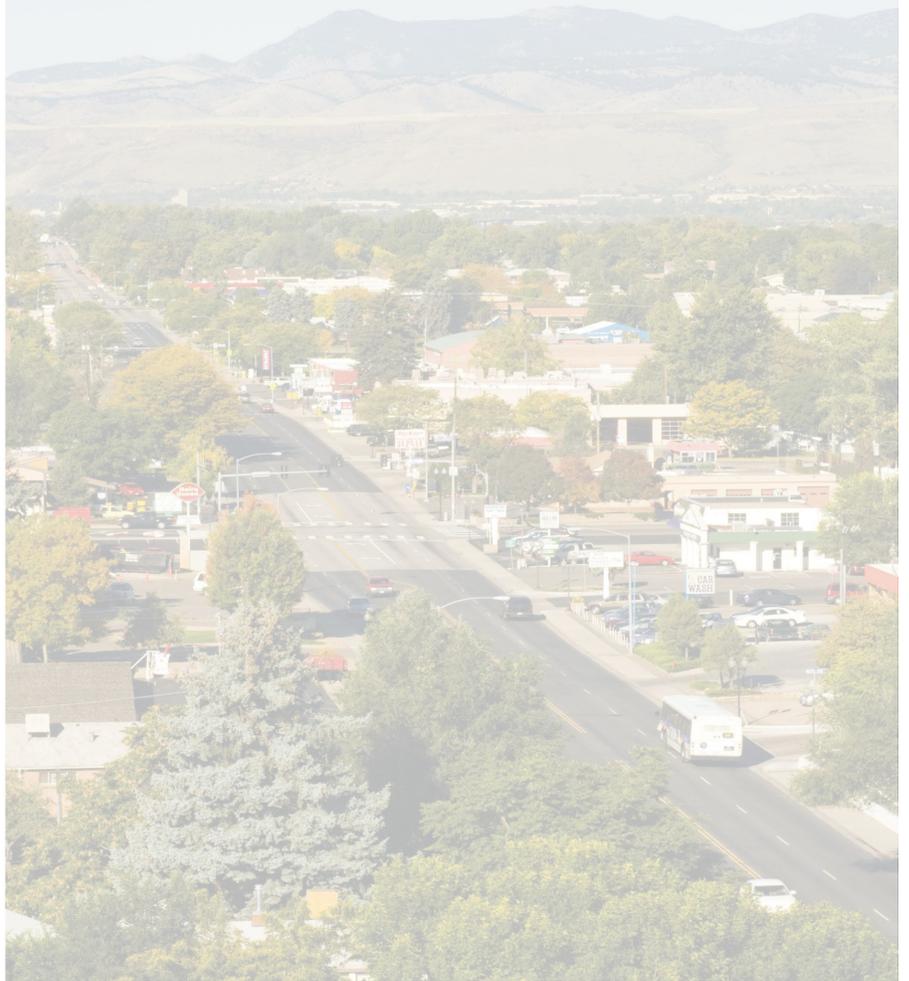




Envision WHEAT RIDGE

A Plan For A Bright Future

Executive Summary



COMMUNITY



GROW

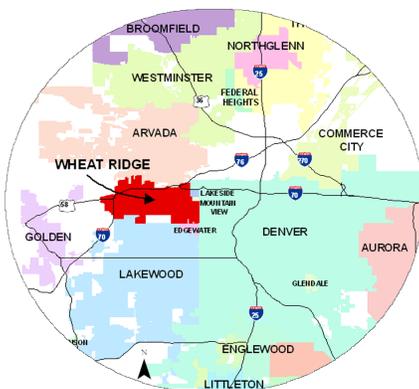


SUSTAINABLE

CLARION | FEHR & PEERS | ARLAND

COMMUNITY FACTS

- Current population: 31,000 people
- Wheat Ridge 2020 survey data indicates that young couples and families may be moving to Wheat Ridge
- Wheat Ridge is home to Lutheran Medical Center, a 410-bed facility that employs 2,500 and is undergoing a \$225 million upgrade (opening in spring of 2010)
- Wheat Ridge enjoys close proximity to National Renewable Energy Laboratories (NREL) and Colorado School of Mines
- The Wheat Ridge Green Belt, or Clear Creek Trail, is a regional destination that offers 250 acres of recreational opportunities



Above: Wheat Ridge is located on the western side of the Denver metropolitan area

Introduction

Welcome to the Executive Summary for *Envision Wheat Ridge*, a Comprehensive Plan that establishes the vision and direction for the future of Wheat Ridge. Wheat Ridge is an inner-ring suburb located west of Denver in Jefferson County. Although the community has agricultural roots and retains a small town character, it offers many of the conveniences of urban living, including easy access to downtown Denver and the mountains.

The current population, approximately 31,000 people, recognizes that many of the community's commercial centers,

as well as its infrastructure, are aging. In order to promote economic development and to better compete with neighboring communities, the Comprehensive Plan calls for the development of employment and commercial opportunities that fit the City's vision and unique character. The City is charting a future that establishes a diverse mix of land uses to build and sustain a broad and resilient local economy.

Envision Wheat Ridge will guide future growth and change in the city, helping to ensure that it benefits the community's people, natural environment, and economic well-being.

Vision

The Community Vision describes the kind of place that residents, community leaders, and business owners want Wheat Ridge to become in the future.

It highlights the shared values within the community and sets the desired direction for future changes and improvements.



Wheat Ridge will be a prominent and sustainable city, with a prosperous future built upon the foundation of the community's major assets (comfortable 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. The City recognizes that attaining this vision will require an aggressive approach and willingness of the community to embrace change.



Key Values

Create a Resilient Local Economy Based on a Balanced Mix of Land Uses



- Make Wheat Ridge a “community of choice” in which to live, work, shop, and recreate
- Attract quality retail development and retain existing retailers
- Retain and diversify local employment
- Increase the diversity of land uses
- Revitalize key redevelopment areas

✓ Learn more in the Comprehensive Plan: Chapter 4

Promote Vibrant Neighborhoods and an Array of Housing Options



- Maintain and enhance the quality of Wheat Ridge’s established neighborhoods
- Increase housing options
- Increase investment and stability in Neighborhood Revitalization Areas
- Stimulate redevelopment in Neighborhood Buffer Areas

✓ Learn more in the Comprehensive Plan: Chapter 5

Enhance Community Character and Accentuate Quality Design



- Create recognizable gateways and corridors
- Lead the community in quality design
- Ensure quality design for development and redevelopment
- Upgrade and enhance the City’s primary corridors

✓ Learn more in the Comprehensive Plan: Chapter 6

Increase Transportation Connections and Options



- Provide an integrated transportation system to address all modes of travel and future funding priorities
- Increase intergovernmental cooperation on regional transportation issues
- Increase transportation efficiency and options
- Improve coordination between transportation improvements and future land use decisions

✓ Learn more in the Comprehensive Plan: Chapter 7
See the Transportation Structure Plan for proposed transportation improvements

Provide Quality Community Amenities, Services, and Resources



- Provide and maintain quality core community services and facilities
- Continue investment in parks, recreation, and open space
- Increase community safety and code enforcement
- Continue coordination with fire districts and utility providers
- Maintain and improve educational offerings
- Continue to support diverse arts and cultural amenities

✓ Learn more in the Comprehensive Plan: Chapter 8

Ensure a Sustainable Future



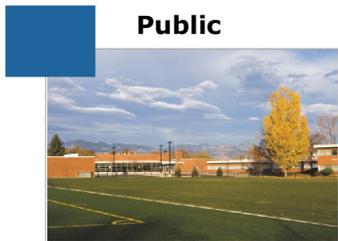
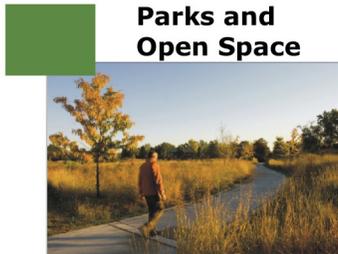
- Establish and maintain a resilient and sustainable tax base
- Protect and preserve natural assets
- Reduce resource consumption and increase conservation
- Create a healthy and active community

✓ Learn more in the Comprehensive Plan: Chapter 9

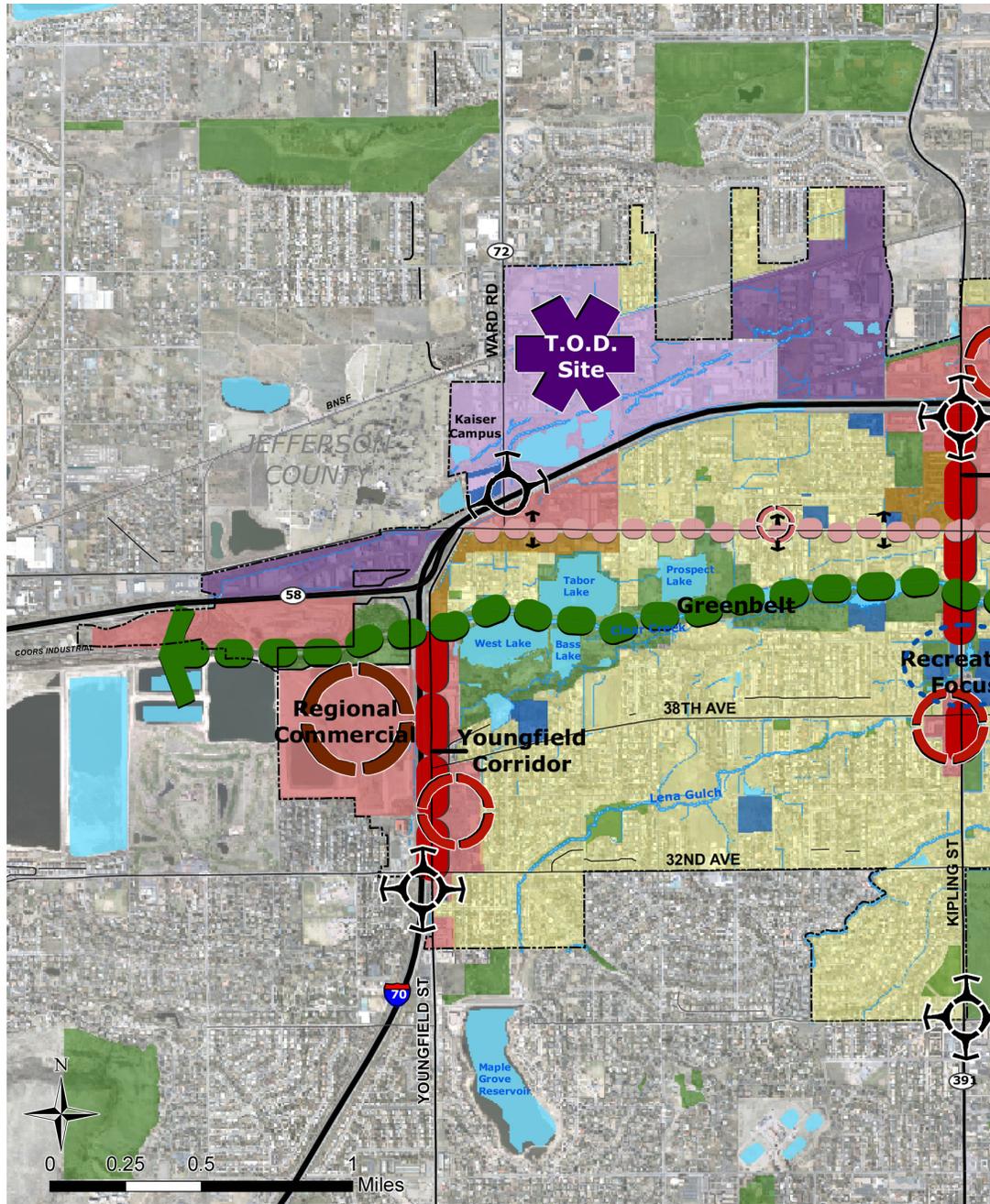
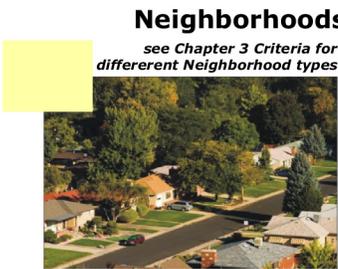
Structure Plan

The Structure Plan corresponds with the community vision and key values. It provides strategic guidance for the future redevelopment of Wheat Ridge.

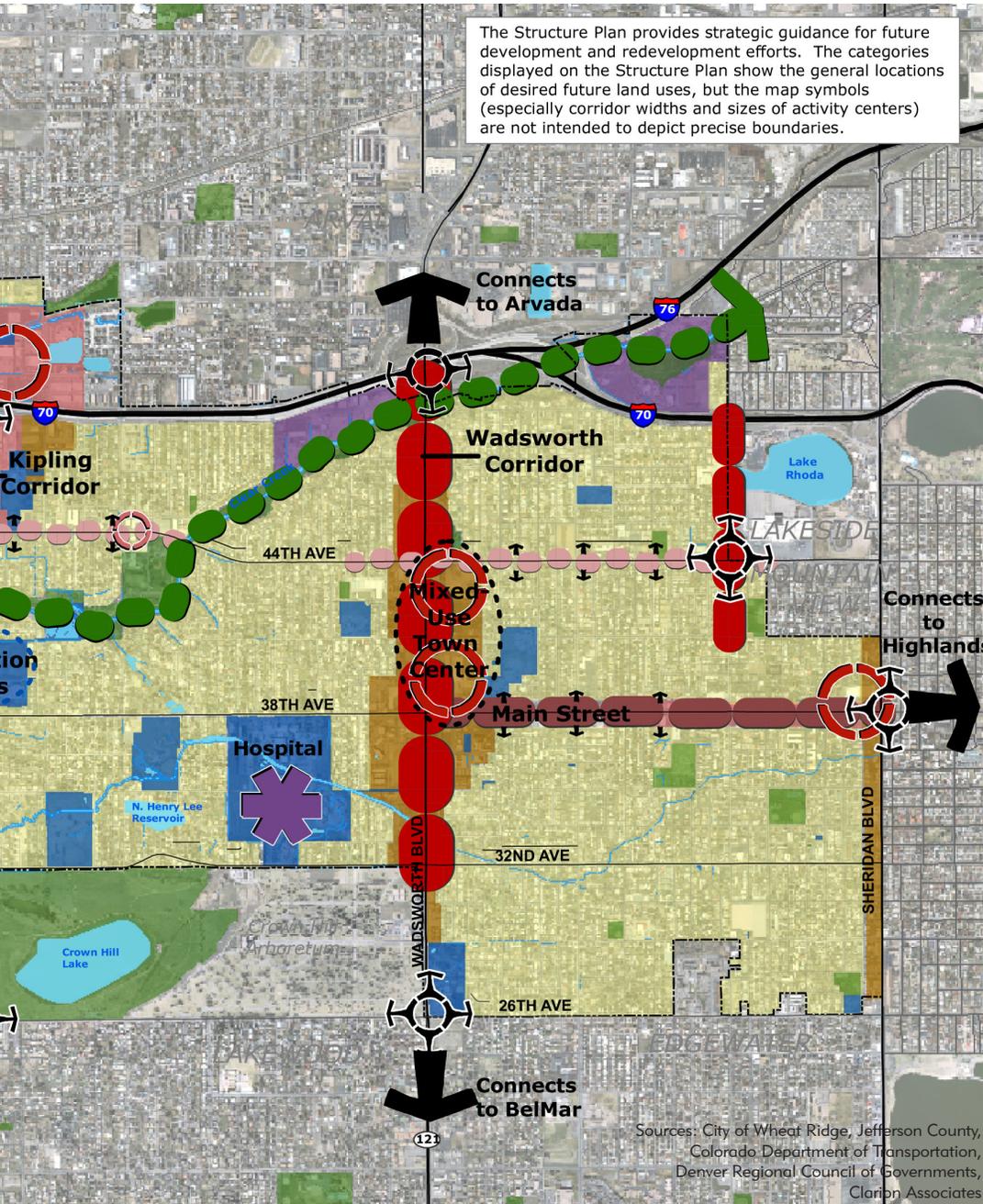
1. ASSETS



2. FOUNDATION



Please see Chapter 3 of the Comprehensive Plan for a description of Assets, Foundations, Corridors, Gateways, and Activity Centers



4. ACTIVITY CENTERS

Regional Commercial Center



Community Commercial Center



Neighborhood Commercial Center



Employment/Commercial Center



3. CORRIDORS, GATEWAYS

Main Street Corridor with Neighborhood Portals



Neighborhood Commercial Corridor with Neighborhood Portals



Primary Gateway



Primary Employment Center



ECONOMY AND MARKET

- Wheat Ridge has 396 acres of vacant land: 164 acres, west of I-70, form the site of the future Cabela's development. The remaining vacant land is primarily composed of sites under 20 acres
- Approximately 77% of commercial structures in Wheat Ridge were built before 1980
- Retail sales have fluctuated since 2002, with an overall increase of 5%
- Employment is focused on services with over 4,900 employees in health services
- 59% of the City's Revenues come from sales taxes

LEARN MORE

Read the full Comprehensive Plan, available online at www.wheatridge.co.us
go to
Departments>Community Development>Long Range Planning>Comprehensive Plan

For more Information:
contact Sally Payne, Senior Planner at 303-235-2852

Target Redevelopment Areas

Envision Wheat Ridge calls for economic development within key geographic areas to help attain the city's livability, fiscal, and identity-related goals. The five

areas below represent key opportunities for infill redevelopment with a focus on creating commercial and employment centers.

Wadsworth Corridor and Town Center



*Redevelopment Goal:
Enhance Wadsworth
and create a mixed use
Town Center between
38th and 44th Avenues*

Wadsworth is the major north-south route through Wheat Ridge. It serves as the city's principal commercial corridor, carrying 50,000 vehicles per day. The City will:

- Retain existing businesses
- Improve the appearance and functioning of the corridor
- Partner to assemble and redevelop underutilized properties, primarily between 35th and 44th Avenues
- Encourage a mixed use Town Center that incorporates commercial, office, and civic uses between 38th and 44th Avenues

38th Avenue "Main Street"



*Redevelopment Goal:
Create a mixed use
main street with
nodes of retail and
commercial activity*

38th Avenue between Wadsworth and Sheridan is envisioned as a mixed use, pedestrian-friendly "main street" with nodes of commercial and retail uses. The City will:

- Form a public-private partnership with merchants and owners to attract private investment
- Help identify a potential location for a medically-oriented building to support Lutheran Medical Center
- Work with brokers to identify appropriate locations for neighborhood-oriented restaurants
- Develop a Streetscape Plan
- Work with/attract a private developer to identify key assemblages and redevelopment potential

Kipling Corridor



*Redevelopment Goal:
Enhance the corridor
with new uses including
restaurants, retail, and
public gathering spaces*

Kipling forms another important north-south connection through Wheat Ridge. Building off of the Recreation Center, the corridor has potential for redevelopment of retail, commercial, and restaurant uses. The City will:

- Identify suitable development sites and start a dialogue with relevant property and business owners
- Begin conversations with potential developers on possible redevelopment sites
- Work with a broker to identify potential regional commercial users, especially north of 44th Ave

Target Redevelopment Areas

Crossing at Clear Creek (Cabela's)



*Redevelopment Goal:
Create a Regional
Commercial Center
with a mix of uses that
supports Cabela's*

The proposed location for a future Cabela's store, this 160-acre site is envisioned as a Regional Retail Center. Future redevelopment could lead to a mix of uses including retail anchor, smaller retail, and employment. The City has made this site a priority and will continue to:

- Work with Cabela's and the master developer in marketing the site
- Work directly with potential retailers and other commercial services
- Work with the master developer on implementing high quality site planning and urban design
- Work with the master developer to attract other high quality land uses compatible with Cabela's

Gold Line/Ward Road Transit-Oriented Development



*Redevelopment Goal:
Form an employment-
focused TOD with
mixed use, pedestrian-
friendly development*

The Gold Line commuter rail, estimated to be complete in 2016, will include an end-of-the-line stop near Ward Road and 52nd Ave. This area is envisioned as an employment-focused mixed use development that will promote walkability and transit ridership. The City will:

- Continue to work with RTD on Gold Line plans
- Work with property owners to assess environmental conditions, remediation, and infrastructure needs
- Develop a Transit-Oriented Development overlay zone
- Allow short-term uses such as storage and parking
- Update the Northwest Subarea plan for this area

COMMUNITY ACTIVITY CENTERS

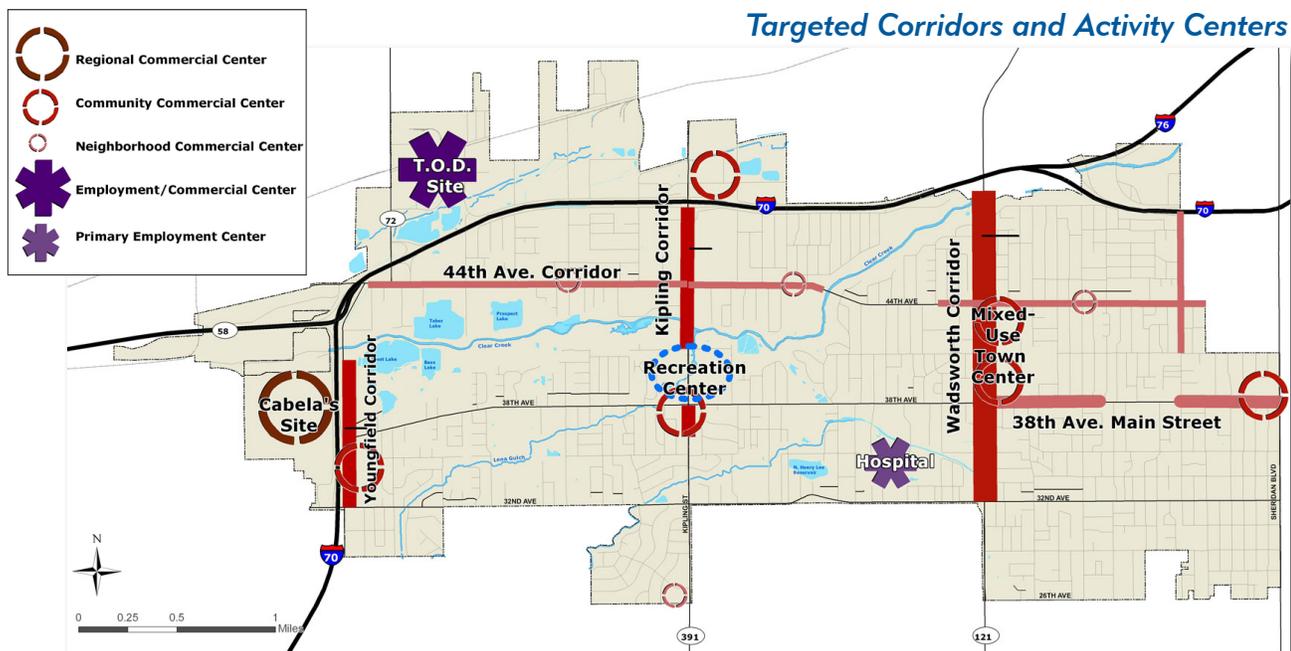
Regional Commercial



Community Commercial



Neighborhood Commercial





Executive Summary

Acknowledgements

Wheat Ridge City Council

Mayor	Jerry DiTullio	
District I	Karen Berry	Terry Womble
District II	Dean Gokey	Wanda Sang
District III	Karen Adams	Mike Stites
District IV	Lena Rotola	Larry Schulz

Wheat Ridge Planning Commission

District I	Anne Brinkman	Davis Reinhart
District II	Steve Timms	James Chilvers
District III	Richard Matthews	Henry Hollender
District IV	Marc Dietrick	John Dwyer

Wheat Ridge City Staff

Randy Young, City Manager

Community Development Department

Kenneth Johnstone, Director

Sally Payne, Senior Planner

Meredith Reckert, Senior Planner

Sarah Showalter, Planner II

Jeff Hirt, Planner II (former staff)

Adam Tietz, Planner I

Citizen Advisory Committee

Technical Advisory Group

Adopted October 2009

