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# Wheat Ridge

NEIGHBORHOOD

REVITALIZATION STRATEGY

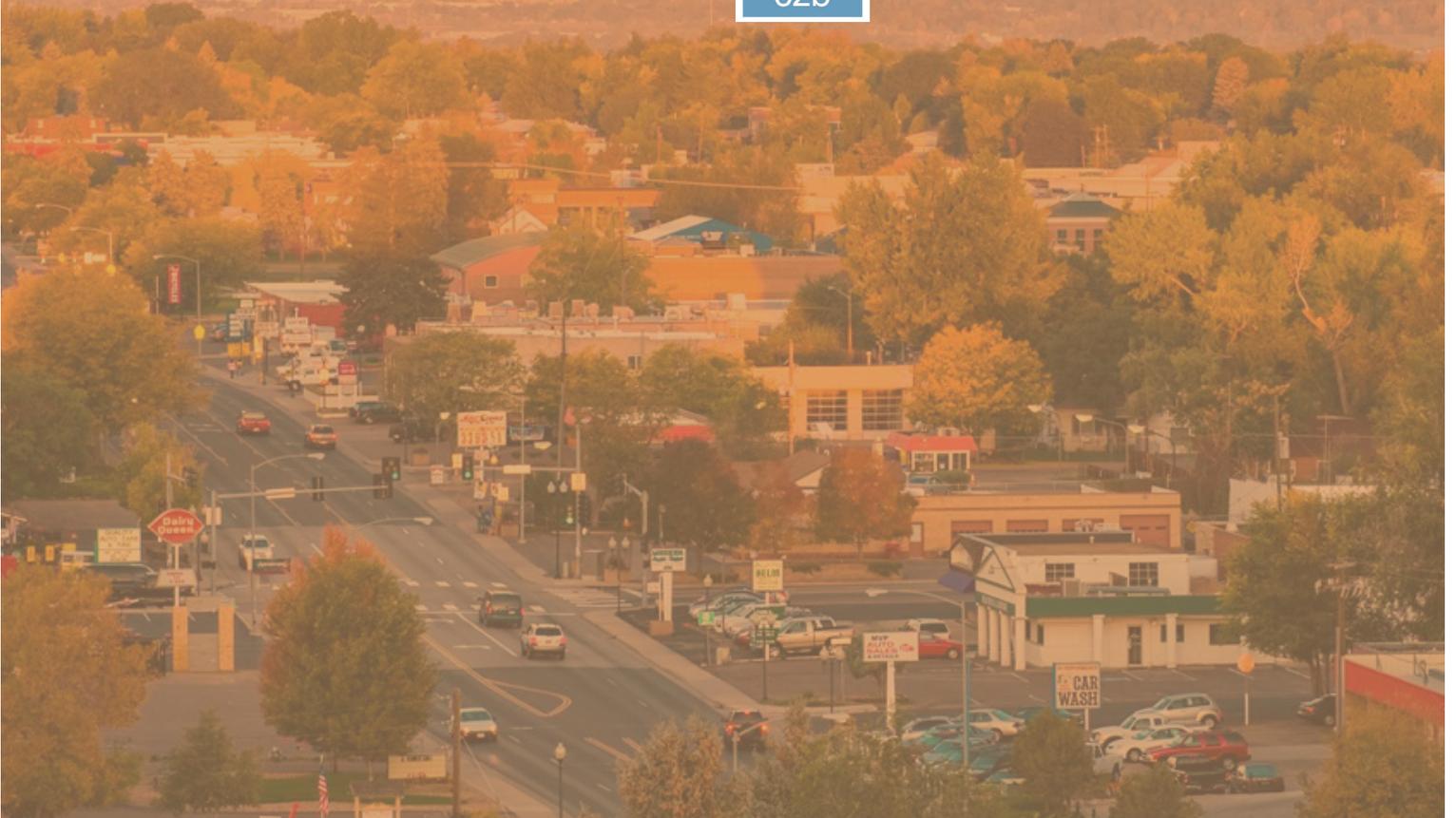
UPDATE

2019

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EXECUTIVE SUMMARY

czb



# Acknowledgements

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# How to Use this Report

**This update to the City's Neighborhood Revitalization Strategy (NRS) does three things:**

**2019**



**First, it paints a picture of where Wheat Ridge is in 2019.**

It presents a data snapshot that describes how Wheat Ridge sees itself and how the Wheat Ridge market measures up on a number of important demographic and economic indicators.

**2019**



**Second, it hews closely to the collective pulse of Wheat Ridge in 2019.**

It reflects a synthesis of nine months of community engagement, facilitated by a consulting team but led and implemented by a steering committee of more than two dozen Wheat Ridge residents, and drawing from the thoughts, feelings, and opinions of well over 1,000 residents who gave their time to this process in some form or fashion.

**2030**



**Third, it lays out a focused workplan that should be complete by 2030.**

It offers a set of recommendations to guide specific City-led community improvement efforts focused on resident engagement, corridor revitalization, and public process improvements aimed at positively managing neighborhood change. The priority recommendations and their inevitable follow-on actions will take the City a decade to complete, taking into consideration City capacity when it comes to workload, project timing, and resources.

The structure of the report is meant to draw a line between current market conditions in Wheat Ridge, existing community feelings and opinions, and then actions that the City can take to achieve its revitalization goals. Woven throughout is professional consultant analysis and, at times, political insights that provide guiderails to keep the recommended actions grounded in implementable reality.

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- 4 Executive Summary: The Strategy at a Glance**  
*A guide to the most basic description of the project's key findings and recommendations. The remainder of the report offers more detailed information, analysis, and recommendations, but the Strategy at a Glance is provided for those who prefer the condensed version.*
- For the full report, beyond the executive summary, go to [www.ci.wheatridge.co.us/nrs](http://www.ci.wheatridge.co.us/nrs)*
- 6 Part 1: Background and Process**  
*This section describes the history of the NRS in Wheat Ridge and the 2018-2019 process that shaped this updated version.*
- 10 Part 2: Wheat Ridge by the Numbers**  
*This section provides data about how Wheat Ridge is doing, both in the eyes of its residents as measured from recent community surveys and as reflected in a variety of data sources.*
- 22 Part 3: Wheat Ridge Neighborhoods**  
*This section offers a new way of thinking about neighborhoods in Wheat Ridge and shares additional data at the neighborhood level.*
- 34 Part 4: Priorities for Neighborhood Improvement**  
*This section identifies neighborhood engagement and corridor improvements as the most important priorities. It proposes a way for the City to assess neighborhood issues and opportunities and to engage residents for the purpose of managing change. It also includes analysis and recommendations related to accessory dwelling units and the permitting process for rehabilitation projects.*
- 60 Part 5: Summary of Recommendations**  
*The summary includes all recommendations related to the priorities for neighborhood improvement.*

# Executive Summary

## The Strategy at a Glance

### Key Findings



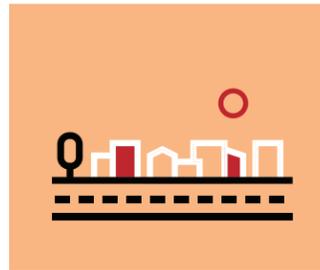
#### Community Contentment

Wheat Ridge is quite content with its quality of life and its overall position. **Community sentiment about life in Wheat Ridge is positive** and the city does not perceive itself to be at an existential crossroads.



#### A Strengthening Market

Wheat Ridge is enjoying the benefits of a robust post-recession Denver area economy with the real estate market as the primary indicator. While the market is still dominated by an older and relatively lower income population which limits new restaurant and retail offerings, **change is clearly afoot as incomes and education levels rise.**



#### Primary Corridors

There is a clear desire on the part of Wheat Ridge residents for more attractive **commercial districts along major corridors like Wadsworth, 44th, and Kipling**, and for better shopping and dining options, particularly those that are not national or regional chains.



#### Neighborhoods

When it comes to Wheat Ridge neighborhoods, there are many in the city—even if it is not a clear majority—who are at least somewhat **uncomfortable with changes** that are perceived to be too drastic, out of character with existing conditions, or both. Residents also express a **desire for positive connection and engagement with their neighbors.**



### Priority Recommendations

#### CORRIDORS

- 1 Finalize and fund streetscape improvements on **38th Avenue**.
- 2 Complete design and reconstruction for **Wadsworth Boulevard**.
- 3 Complete corridor plan for **44th Avenue** from Wadsworth to Youngfield.

#### NEIGHBORHOODS



Hire two neighborhood **engagement professionals.**



Complete a citywide neighborhood **“listening tour.”**



Following the listening tour, design appropriate **neighborhood-based engagement, communication, and planning strategies.**

For the full report, beyond the executive summary, go to [www.ci.wheatridge.co.us/nrs](http://www.ci.wheatridge.co.us/nrs)