

TOWN OF MEAD COMPREHENSIVE PLAN

APPENDIX A: GLOSSARY OF TERMS



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Acronyms:

ADA: Americans with Disabilities Act ADUs: Accessory Dwelling Units APA: American Planning Association BNSF: Burlington Northern Santa Fe

BOT: Mead Board of Trustees **CDC:** Center for Disease Control

CDOT: Colorado Department of Transportation

COL: City of Longmont

CPTED: Crime Prevention through Environmental

Design

CR: County Road

CSU: Colorado State University **CU:** University of Colorado

CVPRD: Carbon Valley Park and Recreation

District

CWCWD: Central Weld County Water District

DE: Diverse Economy

DOLA: Colorado Department of Local Affairs **DRCOG:** Denver Regional Council of Governments

EEZ: Enhanced Enterprise Zone

ENAS: Expansive Natural and Agrarian Setting **FEMA:** Federal Emergency Management Agency

FLUP: Future Land Use Plan FN: Friendly Neighborhoods GOCO: Great Outdoors Colorado HMP: Hazard Mitigation Plan HPLD: High Plains Library District

I-25: Interstate 25

ICT: Information and Communications Technology

IGA: Intergovernmental AgreementLPWD: Longs Peak Water DistrictLTWD: Little Thompson Water District

LUC: Land Use Code

MCP: Mead Comprehensive Plan

MVFD: Mountain View Fire Rescue District **NSFHA:** Non-Special Flood Hazard Area **OGCC:** Oil and Gas Conservation Commission

PC: Mead Planning Commission

PEL: Planning and Environmental Linkage

PIA: Planning Influence Area

PROS: Parks, Recreation and Open Space **REDI:** Rural Economic Development Initiative

RLF: Revolving Loans Funds

RTD: Regional Transportation District

SC: Strong Connectivity SH 66: State Highway 66 SOC: State of Colorado

STCC: Small-Town Community Character **SVVSD:** St. Vrain Valley School District

TCPFS: Thoughtful Community Planning, Facilities

and Services

TDR: Transfer of Development Rights

TIF: Tax Increment Financing

TIP: Transportation Improvement Program

TOB: Town of Berthoud **TOF:** Town of Firestone **TOJ:** Town of Johnstown **TOM:** Town of Mead **TOP:** Town of Platteville **TP:** Transportation Plan

UGB: Urban Growth Boundary (aka PIA) **UNC:** University of Northern Colorado

UPRR: Union Pacific RailroadURA: Urban Renewal AreaV2I: Vehicle to Infrastructure

WC: Weld County

WCR: Weld County Road



Glossary of Terms:

Broadband: The Federal Communications Commission defines broadband as internet connection speeds of at least 25 Mbps downstream and 3 Mbps upstream.

Building Code: A set of rules that specify standards for construction of buildings and are in effect for all permits.

Capital Improvement Plan/Projects: A schedule and budget for future capital improvements (building or acquisition projects) for roads, utilities and other capital facilities, to be carried out over a specific time period.

Community Vision/Vision Themes: A shared dream of the future characterized by long-term idealistic thinking. Provides the foundation for the development of the Goals, Policies, and Strategies. A vision is not a binding goal and may not be achievable in the lifetime of those participating in the drafting of the Comprehensive Master Plan.

Complete Street Program: Complete Streets are defined by the American Planning Association as "streets that are designed and operated with all users in mind—including motorists, pedestrians, bicyclists, and public transit riders (where applicable) of all ages and abilities—to support a multimodal transportation system. A complete street network is one that safely and conveniently accommodates all users and desired functions, though this does not mean that all modes or functions will be equally prioritized on any given street segment".

Density: For residential uses, the number of permanent residential dwelling units per acre of land. For nonresidential uses, density is often referred to as development intensity and is expressed through a ratio of floor area to lot size.

Design Guidelines/Standards: Standards or criteria that influence the design of a subdivision, site plan, or structure based on its use, location, or other considerations.

Downtown Revitalization Façade Grant Program: A Town grant program that offers \$5,000 in funding to business owners and residents in the Downtown Mead Area for improvements to the front of the building or to install landscaping, sidewalk improvements, and street furniture in the public right-of-way.

Economic Projection: As defined by the American Planning Association, an economic projection is an estimate of future economic conditions (e.g., employment by industry or sector, personal income, public revenue) for a particular jurisdiction or multijurisdictional area.

Front Range: The urban corridor east of the Rocky Mountains extending from Cheyenne, Wyoming to Pueblo, Colorado.

Future Land Use Map/ Comprehensive Land Use Plan: Establishes preferred development patterns by designating land use categories for specific geographic locations.

Goals: A desired ideal and a value to be sought; an end toward which effort is directed. For the purpose of this Comprehensive Plan, goals are statements of community aspirations for achieving the vision, and are implemented through public programs, investments, and initiatives.



Green Businesses: The American Planning Association defines a green business as any business offering environmentally friendly products and services through sustainable business models and practices.

Green Jobs: According to the American Planning Association, green jobs are provided by agricultural, manufacturing, research and development, administrative, service, or other business activities that contribute substantially to preserving or restoring environmental quality. Green businesses or jobs may include, but are not limited to, those associated with industrial processes with closed-loop systems in which the wastes of one industry are the raw materials for another.

Implementation Indicators, Benchmarks, and Targets: As defined by the American Planning Association (APA), indicators allow quantitative measurement of achievement of the Comprehensive Plan's goals and objectives. Benchmarks are measurements of existing conditions against which progress towards the Plan's goals can be measured. Targets are aspirational levels of achievement for a specific goal or objective often tied to a specific timeframe. Establishing these metrics allows for the monitoring of progress in plan implementation.

Intensity: When referring to land uses, the extent to which a parcel is developed in conformity with zoning ordinances.

Intergovernmental Agreement: A contractual agreement between the City and another governmental entity.

Land Use Code: Compendium of municipal ordinances and codes, including zoning regulations.

Level of Service: An established minimum capacity of public facilities or services that must be provided per unit of demand, i.e. per new housing unit.

Mixed-Use Development: A development type in which various uses, such as office, retail, and residential, are combined in the same building or within separate buildings on the same site or on nearby sites.

Mobility: The ability to move from one place to another, or to transport goods from one place to another.

Multimodal Transportation: A transportation system that includes several types (modes) of conveyances such as automobile, bicycle, bus, pedestrian, and retail; and appropriate connections between these modes.

Planning Influence Area: The PIA is the Town's legal right to influence development. It includes all land within the Town's corporate limits and its planning area, except for property that is already within the boundaries of other municipalities or is subject to existing boundary agreements.

Policy: A statement of standard or a course of action that guides governmental action and decision-making.

Population Projection: As defined by the American Planning Association, a population projection is an estimate of the future population for a particular jurisdiction or multi-jurisdictional area. For the purposes of this plan, a compounded population growth projection method was used to estimate the Town's future population over the next twenty (20) years based off of low (2.2%), medium (6.0%), and high (12.0%) growth rates identified by Town staff.



Quality of Life: The personal perception of the physical, economic, and emotional well-being that exists in the community.

Redevelopment: To improve and re-use existing buildings; to demolish existing buildings (often in poor condition) and create new ones; or to increase the overall floor area existing on a property, irrespective of whether a change occurs in land use.

Retail Leakage: Occurs when there are unsatisfied demands within the trading area, causing the local population to travel to neighboring areas to buy goods.

Snapshots (a.k.a. Existing Conditions): An abbreviated overview of baseline conditions that also defines how those conditions and projections influence the development of goals, policies, and strategies for the Comprehensive Plan.

Strategies: A plan of action intended to accomplish a specific principle.

Urban Growth Boundary: The Urban Growth Boundary, spans almost 50 square miles, includes agricultural land, residential development, parks and open space, oil and gas wells, industrial parks, and limited commercial and retail, and is the area in which the Town has a legal right to influence development.

Urban Renewal Areas: Urban renewal is a state-authorized, redevelopment and finance program designed to help communities improve and redevelop areas that are physically deteriorated, suffering economic stagnation, unsafe or poorly planned. Mead uses urban renewal as a tool to improve business areas in Mead by eliminating blight, assisting private development and redevelopment projects, and planning and building public and public-related commercial improvements as necessary to achieve those goals.

Vehicle to Infrastructure Communication: Allows vehicles to share information with the components that support the roadway system, which in turn can provide travelers with real-time information.

Zoning District: A set of land use regulations enacted by the City to create districts that permit certain land uses and prohibit others. Land uses in each district are regulated according to type, density, height, and the coverage of buildings.





TOWN OF MEAD COMPREHENSIVE PLAN

APPENDIX B: 2017 EXISTING CONDITIONS REPORT

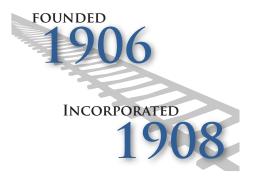
COMMUNITY CHARACTER



OVERVIEW

Mead's History and Heritage

The Town of Mead was founded in 1906 at the junction of agriculture and the railroad. By the turn of the 20th century, homesteaders were settling and farming the plains in northern Colorado. One such farmer, Paul Mead, promoted the sugar beet industry by writing a song suggesting that a railroad would be built following the song's success. The next year, the Great Western Sugar Company constructed a railroad that bisected Mead's property.

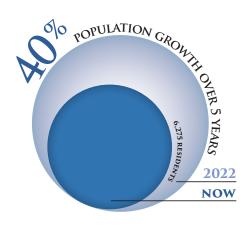


The community was established on the site that neighboring farmers used to assemble beets for the Great Western Sugar Company to transport to the sugar mill. It took another two years to be officially incorporated as a town, but the land's original homesteaders took a leadership role in platting and developing the community.

Mead's founders also had a hand in defining the local culture. They established a moral cornerstone for the Town by writing into the titles of the lots that no liquor was ever to be sold on the property. Ironically, once the Town was incorporated, the ordinance pertaining to the new Town board's meetings, procedures, and duties came second to granting the Town's first liquor licenses.

While food production and processing was initially the primary industry driving Mead's local economy, the Town also became a thriving social and commercial hub for the area. Dances and other forms of entertainment were held at Rose Hall, the Town's community center which was later named Roman Hall.³ At its peak, the Town was home to three general stores, a hotel, a combination grocery store and meat market, two saloons, butcher shop, filling station, two auto garages, farm implement company, two livery stables, a lumberyard, blacksmith shop, drug store, plus a second drug store with the post office in the back, lunch room, pool hall, bowling alley, hoe and harness repair shop, bank, newspaper, Ford car dealership, pickle factory, hay mill, pea hulling factory, Kunner's cucumber factory, library, movie theater, fire department, and two doctors' offices.⁴

Local agriculture made the Town bustling but wasn't enough to save it from the impact of the Great Depression. In the 1930s, the Depression crippled Mead's economy and, with the proliferation of cars making it easier to travel to Longmont, few businesses were left in Mead.



ACCOMMODATING GROWTH

While remaining a small-town and rural community is integral to the community's identity, regional development pressures to meet growing residential and commercial demand may impact Mead's character. The population of the Front Range and Northern Colorado is forecasted to grow at a faster rate than both the state and the nation. Denver Regional Council of Governments (DRCOG) forecasts nearly 300,000 new residents in Weld County alone. With the regional pressure to accommodate growth, Mead's population is anticipated to increase 40%, to 6,275 total residents in just five years.⁵

¹ Historic Highland Lake Inc (Myra Imogene Mead Cope, 1969)

² http://www.historichighlandlake.org/mead/meadGov.html

³ http://historichighlandlake.org/mead/meadBusiness.html

⁴ Historic Highlandlake; http://historichighlandlake.org/mead/ meadBusiness.html

^{5 5-}year population projection is based on Town staff's knowledge of pending and potential future development projects

Mead's advantageous location along I-25 will make it a target for both commercial and residential development. With foresight and planning, this growth can be accommodated while still preserving Mead's existing way of life and character so cherished by its residents. The desired location, density and intensity of land uses will be reinforced in the Town's land use code.

MEAD'S CHARACTER

Mead's small-town feel and rural charm are two intangible assets that have been overwhelmingly expressed by stakeholders as what they love most about Mead. As the Town moves forward, it is important to implement design guidelines and prioritize pieces of Mead's history to incorporate into future development. Many of Mead's historic buildings are concentrated Downtown, which is also the area mentioned most by stakeholders when asked about priority locations to focus on within the Comprehensive Plan. Like many small towns in Colorado and across the country, Mead is focusing on revitalizing and enhancing Downtown through the Downtown Revitalization Façade Grant Program. This helps strengthen the small-town, rural character by leveraging existing assets. Stakeholders agree that restoring the historic façades of the buildings Downtown while occupying them with modern businesses would strengthen the area's aesthetics and encourage more vibrancy within the Town core.



HOMES ELIGIBLE FOR HISTORIC DESIGNATION CONSIDERATION

The Town of Mead is home to a unique, historically significant landscape. Roughly 182 homes, just over 13% of Mead's housing stock, were built prior to 1969, making those properties either currently eligible for historic designation consideration or eligible for consideration within the next two years, based on their historic significance to the local history and heritage.

In addition to the small-town feel and rural charm, the Town of Mead is bisected by two major highways, I-25 and Highway 66. The areas closest to the intersection of these two roads have developed in a distinctly highway commercial character and offer the opportunity for targeted economic development and improved design standards that will continue to enhance



STAKEHOLDER INSPIRATION

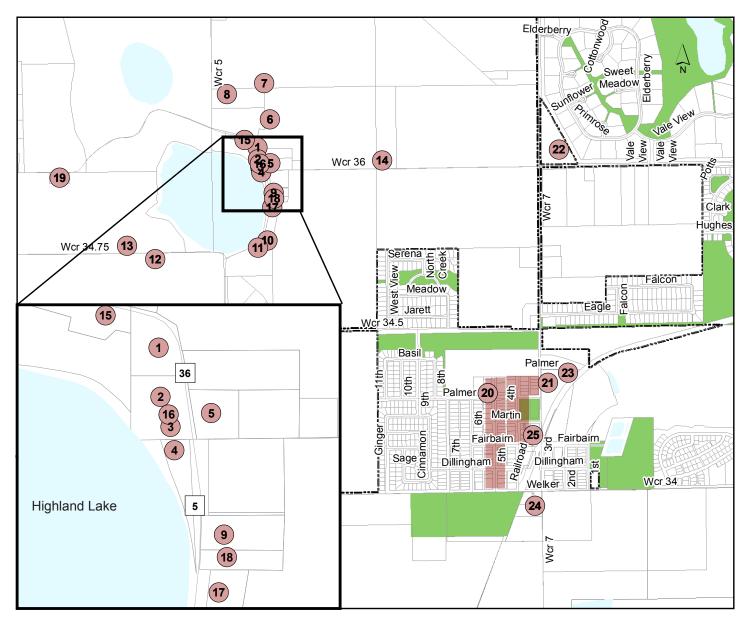
During small group stakeholder interviews, participants suggested the addition of a development tool to integrate open space and maintain density. Residents overwhelmingly agreed with Randall Arent's approach in *Growing Greener*, his illustrated workbook which outlines how to design residential developments that maximize land conservation without reducing overall building density:

"Simply stated, **Conservation Design** rearranges the development on each parcel as it is being planned so that half (or more) of the buildable land is set aside as open space. Without controversial 'down zoning,' the same number of homes can be built in a less land-consumptive manner, allowing the balance of the property to be permanently protected and added to an interconnected network of community green spaces. This 'densityneutral' approach provides a fair and equitable way to balance conservation and development objective."

Source: "Growing Greener: Conservation by Design" (Pennsylvania Department of Conservation and Natural Resources, and Natural Lands Trust), March 2009

Left: Photo by Heidi Melocco, 2016 Photo Contest Submission. Image Source: Town of Mead Facebook Page

MAP: HISTORICALLY SIGNIFICANT PROPERTIES





Historically Significant Places and Landmarks

- 1. Richey's Grocery
- 2. Lorin C. Mead's Home 1875
- 3. First Blacksmith's Home ca. 1883
- 4. Cabin/Cafe ca. 1876
- 5. R.S. True Home "Eastlake"
- 6. Welty Home 1883
- 7. R.P. Waite Home "The Ivie's"
- 8. Ed Kraig Home 1904
- 9. Mansfield/Coates/True Home
- 10. Swedish Style Barn 1921
- 11. George Davis Home ca. 1878
- 12. Jepperson Home Mid 1880s
- 13. C.A. Pound Home 1874
- 14. Fairview Hotel 1890s

- 15. Kerr Home (Log Cabin)
- 16. Original Johnson's Corner Gas Station ca. 1942
- 17. Highlandlake Church 1896 National Register
- 18. Ren and Carl True Home
- 19. Highlandlake Pioneer Cemetery 1878
- 20. United Methodist Church 1907
- 21. Historic Jail (moved to this location)
- 22. Caretaker's House
- 23. Pearl Howlett School (moved to this location)
- 24. Catholic Church (originally a United Brethren)
- 25. Grain Elevator 1906

WHAT WE'VE HEARD

Issues

- The need to preserve the smalltown feel and rural character.
- Development pressures threaten existing open space vistas that residents cherish as part of Mead's rural character and identity.
- Determine strategies to create a balance between economic/ population growth and smalltown values.
- Downtown's concentration of historic buildings requires ongoing financial support to preserve the area's heritage and character.
- Identify methods to maximize the potential economic benefits of having two major highways located within the Town.



Highlandlake Church ca. 1900 Original card donated by Mark French March 2017; Photo sourced from Historic Highlandlake's Facebook Page



Highlandlake Church ca. 2016
Photo sourced from Historic Highlandlake's Facebook Page

Opportunities

- Partner with Historic Highlandlake to strengthen efforts for historic preservation.
- Capitalize on Mead's longstanding social values—ideals and beliefs such as family friendliness, safety, inclusivity, and hospitality.
- Historic places, such as Mead's United Church of Christ of Highland Lake, are important reminders of the community's heritage. Preserving these sites and sensitively integrating them into modern developments will help preserve the rural history and heritage of the area.
- Investigate the feasibility of conducting a Historic Resource Survey for the Town of Mead.
- Reinforce the location, density and intensity of land uses by strengthening the Town's Land Use Code to protect Mead's existing way of life and small-town character while still accommodating future economic and population growth.
- Incorporate planning and design concepts to simultaneously achieve the desired open space conservation and intensity of development.
- Continue to pursue grants such as the Downtown Revitalization Façade Grant Program, and explore and apply for additional grant programs such as the Colorado Main Street Program to enhance Downtown.
- Actively expand commercial and business park opportunities along the I-25 and Highway 66 corridors with consideration for design elements.

Sustainability

- Encourage rehabilitation and reuse of existing buildings to limit the consumption of new land, materials and energy.
- Strategically design buildings to leverage environmental conditions and implement passive, energy-saving strategies that continue to provide an opportunity for energy savings.



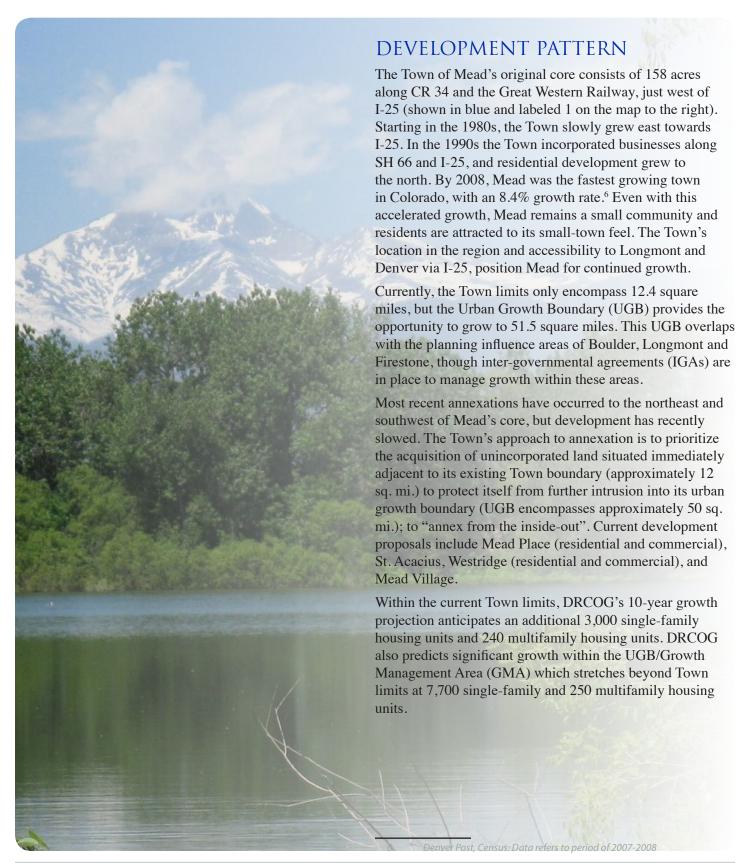
Guardian Angels Catholic Church, 2016 Photo by Regina Hubbard, 2016 Photo Contest Submission Image Source: Town of Mead Facebook Page



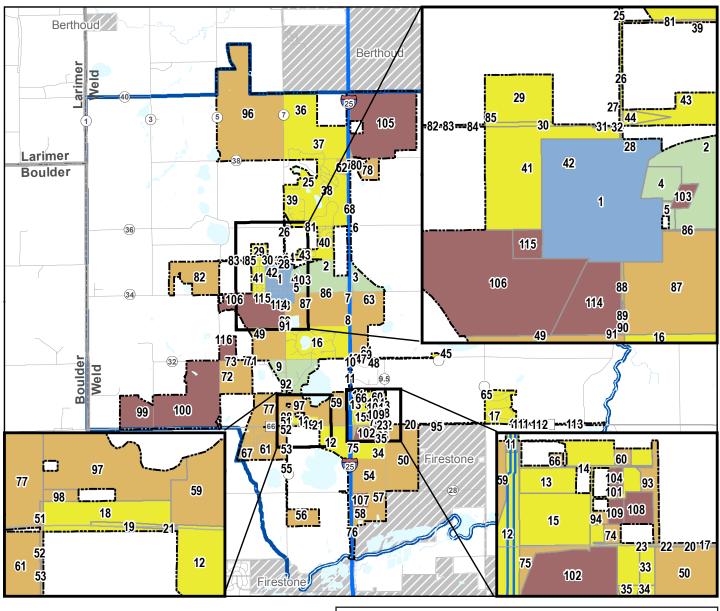
Photo by Paul Marcotte, 2016 Photo Contest Submission Image Source: Town of Mead Facebook Page

LAND USE

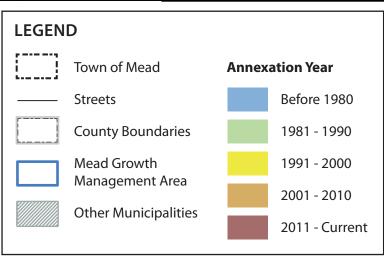




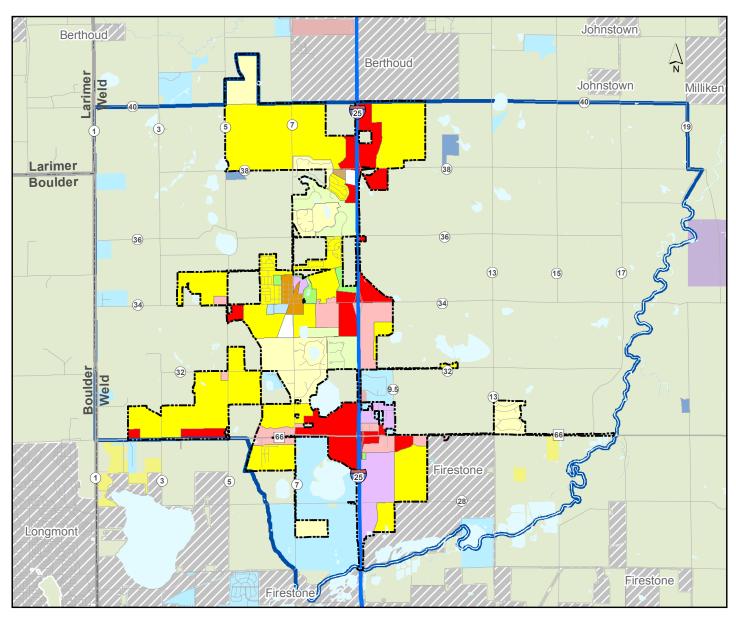
MAP: REGIONAL ANNEXATIONS OVER TIME







MAP: MEAD ZONING AND REGIONAL CONTEXT







MEAD'S LAND USE MIX

In general, the local mix of land uses should be efficient and sustainable; ensure a balanced economy; provide a wide range of housing choices; minimize conflicts between incompatible uses; and focus new development within existing and planned infrastructure. Mead's primary tools to influence this mix of future land uses are the Comprehensive Plan and Land Use Map. To ensure that the community grows the way it desires, the Town must continually evaluate the direction established in these documents, as they form the basis for specific zoning and land development code regulations.

The majority of Mead has been developed as residential subdivisions dispersed throughout but primarily along the periphery, with most of the commercial and employment uses located along I-25 and centrally within the Town. A very small percentage of land within the Town limits is used for agriculture, public or Downtown mixed-use, with mixed-use only being found in one location Downtown. The current zoning in Mead matches the mix of land uses identified in the 2013 Land Use Map pretty closely, which is a good sign of successful implementation of long-range planning.



WHAT WE'VE HEARD

Issues

- The current focus of commercial development is highway-oriented instead of Downtown-oriented.
- There exists a desire to balance density/economic generators with a rural small-town feel.
- Mead's agricultural community should be encouraged and supported through land use decisions.
- The UGB includes land that is likely to remain semi-rural, would be expensive to service if incorporated, and exceeds the amount of land needed based on population growth.
- The UGB overlaps the town limits of Firestone at the southeast.
- There is a need for integrated, neighborhood mixed-use development with local services near homes.
- Issues exist with land use code clarity, flexibility, usability and predictability.

Opportunities

- Initiate subarea planning to promote unique and identifiable character.
- Annex land early to protect intrusion into the growth boundary, and identify areas for strategic annexations.
- Leverage funds for development in the two Urban Renewal Areas.
- Capitalize on Areas of Change located along Highway 66, the I-25 corridor, and in Downtown.
- Focus new development on infill of vacant parcels within the existing Town limits.
- Work with neighboring communities to ensure compatible development through IGAs/boundary agreements.
- Leverage the Town's location along I-25 to attract large employers and future bus/ commuter rail station.
- Use agricultural land and open space as separators between neighboring communities.
- Incorporate open space areas along the St. Vrain River to the southeast.
- Establish an IGA with Longmont to access open space to the southwest.
- Focus commercial development within key centers including Downtown and within specific nodes along Hwy 66, and CR34.
- Update land use code regulations to address building form, site design, compatibility, impact fees, subdivision design and Planned Unit Development (PUD) benefits.

Densify the Downtown core.

Sustainability

- Define a contiguous growth area and encourage desired development (e.g. using incentives/tradeoffs; development agreements) to foster a tiered system of development.
- Reevaluate the existing land use designations from the 2009 Comprehensive Plan, investigate a better land use balance and ensure adequate provision of opportunities and locations for new jobs and employers in Mead.
- Develop in a contiguous pattern in tandem with infrastructure improvements.
- Plan for a balanced land use mix for fiscal sustainability, characterized by a pattern that includes both residential and nonresidential uses.
- Coordinate the land use plan with regional transportation investments, to improve mobility and access for residents.

Photo by Melissa Stringer, 2016 Photo Contest Submission. Image Source: Town of Mead Facebook Page

SNAPSHOT:

ECONOMY



OVERVIEW

Mead's economic conditions are heavily influenced by being a small community with desirable housing in the midst of a region with strong commuting and employment patterns. Mead citizens desire a "complete" community with more jobs, more entertainment and leisure activities, and businesses that meet more of their needs without leaving Town. They would like Downtown to evolve into a community gathering place with a more robust mix of uses and activities. Mead residents accept and even embrace the reality that private development will drive significant population growth in Mead.

Most residents commute outside of Town for work. However, the number of jobs and commercial businesses are higher than its population size would typically support. Although it hosts few large employers, its highly educated population has started many small businesses. Thriving industry types relate to transportation access and availability of land; others to meeting the needs of the resident population. As Mead grows, there may be more opportunities to attract a wider variety of industries and more primary jobs.

Mead has some characteristics that may be out of sync with community aspirations. These include high commuter rates, limited local primary jobs, and competition from more established job centers that offer amenities that workers desire. Mead also has limited retail including basic goods like grocery or hardware, few restaurants, and too small a population to support or attract new retail. While Mead is welcoming to a wide array of commercial uses, commercial development to date has focused in a few limited industries, and has not always met residents' priority desires. Some uses that serve primarily those outside the community, such as storage, are abundant and seeking to expand.

Among the many assets that Mead can leverage to move toward its citizens' vision are:

- a highly educated population with high average incomes;
- a business and development friendly atmosphere and an entrepreneurial spirit;
- a wide range of economic development tools and incentives;
- a regional economy that is robust and growing;
- a desirable small-town atmosphere;
- quality housing;
- available land with flexible zoning; and
- two interstate interchanges with planned improvements and available land.

AVERAGE HOUSEHOLD INCOME \$110,000



\$80,064

GRADUATED FROM HIGH SCHOOL 93%



40% HAVE BACHELOR'S DEGREE OR HIGHER

INCOME AND EDUCATION

Mead has a higher median household income (\$80,064) than three of the Weld County peer communities surveyed (Berthoud, Johnstown, Longmont) and slightly less than two of the Weld County peer communities (Firestone and Frederick). However, Mead has by far the highest average household income out of all the peer communities, at \$110,000. Mead also has the lowest proportion of residents living in poverty (1.2%) compared to peer communities.⁷

Mead is highly educated. 93% of the population over the age of 25 has graduated high school, and 40% has a Bachelor's degree or higher. Compared to Frederick, Johnstown and Longmont, this is significantly higher. Berthoud and Firestone each have similar educational attainment levels.⁸

Mead is part of St. Vrain Valley Schools; a highly desirable and high-performing school district. The St. Vrain Valley School District is ranked 36 out of Colorado's 106 districts. Firestone and Frederick are part of this same district. Berthoud is part of the Thompson School District, ranked 44 out of Colorado's 106 districts. Johnstown is part of the Weld County School District, ranked 77 out of Colorado's 106 districts.

Mead's school district, the St. Vrain Valley School District, is ranked

36

out of Colorado's

106

total districts.

Source: 2016 Colorado Department of Education

LARGEST EMPLOYMENT INDUSTRIES



EMPLOYMENT IN THE TOWN OF MEAD

Mead has an estimated 226 businesses and 1,981 total employees, with a 0.45 to 1 employee/residential population ratio. Many businesses are small, with an average of number of nine employees. Compared to peer communities, Mead has the highest proportion of white collar workers (69%); 21% are considered blue-collar, and 9% work in services.¹⁰

The largest employment industries are Health Care and Social Assistance (22%); Manufacturing (15%); Wholesale Trade (14%); and Construction (12%). Eight health care and social assistance establishments employ over 430 people.¹¹

According to the 2011-2015 American Community Survey, compared to peer communities Mead has a high number of workers in Manufacturing; Financial Services; Professional, Scientific, and Administration; and Transportation and Warehousing. After Johnstown, Mead has the highest proportion of workers in Agriculture and Mining (3.5%). Mead has lower employment in Information Services (0.6%) than peer communities.

Weld County communities have high rates of residents commuting to work because of a location that is central to both Denver and Northern Colorado job centers, and relatively lower housing costs. Like Berthoud, 97.3% of Mead residents travel outside of the community for work. Frederick and Johnstown both have about 92% commuting rate. Longmont, with nearly 90,000 more people and a larger job base, has somewhat lower commuting rates. ¹²

⁷ ESRI 2016 estimates

⁸ American Community Survey 2011-2015 10-year estimates

²⁰¹⁶ Colorado Department of Education

^{10 2016} ESRI Business Summary

^{11 2016} ESRI Business Summary

¹² US Census via onthemap.ces.census.gov

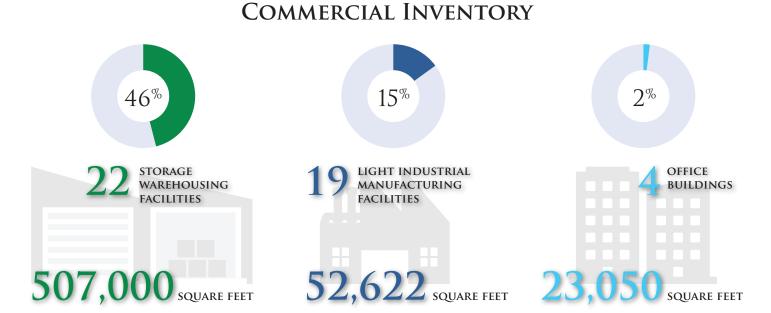
RETAIL LEAKAGE

There is leakage in virtually all of Mead's retail sectors, with the exception of Motor Vehicle and Parts Dealers; Auto Parts, Accessories, and Tire Stores; Building Materials, Garden Equipment, and Supply Stores; and Gas Stations.

Some of the retail sectors with the highest "gap" (unmet demand) include Furniture Stores; Electronics and Appliance Stores; Food and Beverage Stores; Health and Personal Care Stores; Clothing and Clothing Accessories Stores; Sporting Goods, Hobby, Book and Music Stores; General Merchandise and Department Stores; Florists; Office Supplies; Used Merchandise; and Special Food Services.¹³

Mead's Commercial Building Inventory

Based on data collected from the Weld County Assessor's databases, the following are estimates on relevant commercial categories in Mead. *Note: Longmont and Berthoud were not included, as these communities are not fully in Weld County.* ¹⁴



Roughly 507,000 square feet or 46% of Mead's commercial inventory by square feet is devoted to "Storage Warehousing," or 117 square feet per capita – high compared to neighboring communities. Frederick has nearly 500,000 square feet of storage warehousing as well, but only 38.5 square feet per capita, and Firestone has only 1.4 square feet per capita.

Mead has the lowest proportion of office buildings. With four office buildings totaling 23,050 square feet, office buildings make up 2% of Mead's commercial inventory, or 5 square feet per capita. This is a higher per capita rate than Johnstown, but less than Firestone and Frederick's per capita office building space of 10.6 and 17.6, respectively.

Mead has a significant amount of space devoted to light industrial manufacturing uses (19 facilities with 52,622 total square feet, and 15% of the Town's total commercial inventory, and 12 square feet per capita). However, the per capita figure is below Frederick and Johnstown by more than 15 square feet per capita.

In terms of "retail stores," Mead's square footage per capita is actually the highest among the comparable communities, at 9.4 square feet per capita. *Note: there are other building categories in the inventory that could also count as retail, including auto dealerships, neighborhood shopping centers, supermarkets, and mini-mart convenience stores.* With those categories added, Mead might be closer to the average or even lower end. Some of the retail sectors with the highest "gap" (unmet demand) include Furniture Stores; Electronics and Appliance Stores; Food and Beverage Stores; Health and Personal Care Stores; Clothing and Clothing Accessories Stores; Sporting Goods, Hobby, Book and Music Stores; General Merchandise and Department Stores; Florists; Office Supplies; Used Merchandise; and Special Food Services.

^{13 2016} ESRI Retail MarketPlace Profile

¹⁴ Weld County Assessor, Current Inventory, 2017

RETAIL POTENTIAL

Despite income and education levels that would appeal to many retailers, Mead's retail potential is currently limited by its small population size. Projected population growth is expected to open up significant opportunity in retail.

The adage "retail follows rooftops" is true to an extent. Other rules of thumb include:

- "Retailers tend to follow a 50/50/50 rule, meaning the location puts the retailer in view of 50,000 cars per day, 50,000 people and a \$50,000 average income. If two of the three exist, a location may be considered." ¹⁵
- One general metric for franchises is that they will not have an interest in locating within a community until it has 10,000 residents.¹⁶
- By one estimate, 1,200 to 1,500 new housing units are needed to build one new block of stores.¹⁷
- The proportion of financial support for retail that must be generated locally ranges from 25% to 75%; for isolated retail in new communities, it may be 100%. 18

In Downtown Mead, which currently lacks significant non-local traffic, retailers rely heavily, if not solely, on local customers. As the Town grows, there will be more residents to support retail Downtown as well as the opportunity to create small pockets of neighborhood-serving retail within existing or new housing developments.



Downtown Mead, Colorado

One way to determine an optimal ratio of businesses-to-population is to compare the total businesses per NAICS (North American Industry Classification System) category for a larger geography, and apply the ratio to the smaller geography, which in this case is Mead. The businesses per capita for Weld County as a whole multiplied by the ratio of the total population of Mead resulted in the following:

- Mead has more construction companies per capita than Weld County has per capita: currently 39 businesses, while the "optimal" number based on population is 19.
- Mead also has more manufacturing enterprises than the Weld County per capita rate: 21 manufacturing businesses vs. the "optimal" number of six.
- The following bullets highlight retail trade mix in Mead compared to the per capita "optimal:"
 - » Motor Vehicle & Parts Dealers: Mead has eight in this category, compared to the "optimal" number of three. This is consistent with the retail leakage data, which found oversaturation.
 - » Electronics & Appliance Stores: Mead currently has no retail stores in this category, but the per capita data suggests Mead could support at least one store.
 - » Building Materials, Garden Equipment & Supplies: Mead has five businesses in this category, but the "optimal" number might be closer to two or three. This is consistent with the retail leakage data, which found oversaturation in this category.
 - » Food & Beverage Stores: While the per capita numbers suggest Mead is over-served by Food and Beverage stores, the retail leakage data suggests there is considerable unmet demand. Moreover, the sheer number of businesses might be less useful, particularly for food retail, as quality of the products and size of store can be another story entirely not reflected in the data.
 - » Clothing & Accessories Stores; Sporting Goods, Hobby, Book, & Music Stores: The per capita indicators suggest Mead could support another small store in these categories. Mead could also support at least one Health and Personal Care store.

¹⁵ Gibbs Planning Group

¹⁶ Assistant Town Administrator Wellington, CO

¹⁷ McKinney real estate consultants

¹⁸ https://www.cnu.org/publicsquare/how-calculate-demand-retail

SALES AND PROPERTY TAX BASE

More than half (54%) of Mead's 2016 sales tax revenue was derived from one category: "Administration and Support and Waste Management and Remediation Services." The Town's second largest sales tax contributor in 2016 was Retail Trade, at 17%. The amount of retail trade sales tax collected has increased more than 350% from \$67,000 in 2012 to \$246,000 in 2016. Mead's third and fourth largest sales tax contributors are Wholesale Trade (7%), and Utilities (4.5%). Mining, Oil and Gas contributed 3.7% in 2016. While the percentage of total sales tax revenue is modest, this category has increased drastically in the last few years from just \$90 in 2012 to \$52,857 in 2016.

The oil and gas industry contributes only 3.7% of Mead's total sales tax revenue. However, property tax is the largest source of revenue associated with the industry. In 2016, roughly 46% or nearly \$650,000 of the Town's property tax revenue was attributed to the oil and gas industry. In 2008, that number was only 9%, and it has grown annually. By comparison, only 13% of Mead's total property tax revenue came from commercial properties; 30% from residential; 10% from industrial and 1% from agricultural.

The oil and gas industry benefits municipalities in the short-term, but the industry is not necessarily a sustainable or a reliable revenue source in the long-term. The average lifespan for a well in the Denver-Julesburg Basin, mostly located in Weld County, is 11 years.²⁰ In today's market with the price of oil, that lifespan may be even less, because operators are looking to extract as efficiently as possible. Moreover, there are growing safety concerns with wells in Northern Colorado, as reactions to recent deadly gas-well fires in Mead and Firestone indicate. Citizens are increasingly weary of the environmental, economic and safety impacts of oil and gas mining.



TRAFFIC

Mead's location along the I-25 corridor, between Fort Collins and Denver, is a big selling point. However, travel times from peer communities are not starkly different from Mead. Therefore, Mead may have a geographic comparative advantage relative to small communities in other parts of the state, but not necessarily relative to Firestone, Berthoud and Johnstown.

Food-related retail, if added, could then increase Mead's livability, potentially accelerating population growth. Retailers are increasingly looking beyond urban centers to locations that are not far from the metro area and have an elevated rooftop to retail ratio. With its proximity to the Front Range metro areas and an increasing number of housing starts, Mead could begin to catch the eye of retailers.

INDUSTRY GROWTH PROJECTIONS

The Colorado Department of Labor and Employment released 2015-2025 industry employment projections for both the Fort Collins-Loveland Metropolitan Statistical Area (MSA) and the Greeley MSA (Greeley MSA encompasses all of Weld County). The following industries have a projected annual employment growth rate (average for Fort-Collins and Greeley MSAs) above 3%: Accommodation and Food Services; Construction; Health Care and Social Assistance; Professional, Scientific, and Technology Services; and Wholesale Trade. The industries projected to decline by 2025 include Information and Utilities.

While the Fort Collins-Loveland MSA does not have projections for the mining industry, the Greeley MSA projections indicate an average annual loss of 4.4%. Manufacturing employment is expected to increase from 3% annually in the Greeley MSA and only around 1% annually in the Fort Collins-Loveland MSA.

¹⁹ Town of Mead Sales Tax Reports 2012-2016

²⁰ CPR article 2015 http://www.cpr.org/news/story/colorado-whats-lifespan-oil-and-gas-well

²¹ COLMI Gateway

Using the average percent change from the Fort Collins-Loveland MSA and the Greeley MSA projections, the following indicate potential net gain in jobs for each industry in Mead, starting with the highest predicted employment gains. These are baseline projections that do not account for business attraction efforts, policies, or other potential interventions that may change trend lines.

Health Care and Social Assistance: 183

Construction: 94

• Wholesale Trade: 93

• Manufacturing: 68

• Retail Trade: 38

Professional, Scientific, and Technology: 28

• Accommodation and Food Services: 26

• Other Services (except Public Administration): 22

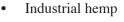
• Educational Services: 17

Transportation and Warehousing: 9

Mead does not currently have a competitive advantage for manufacturing. Resident stakeholders have voiced a desire for certain higher-level manufacturing (e.g. "clean, responsible and safe manufacturing" or "high-tech companies with a low environmental footprint" suggested below).

- Clean, green energy
- Clean, responsible and safe manufacturing

High-tech companies with a low environmental footprint



- Medical technologies
- Online distribution centers
- Professional offices – e.g. dentists, CPAs, design firms, etc.
- Robotics and drones

NEW COMMERCIAL DEVELOPMENT IN MEAD

The Locations and Projections

The Town has dozens of recently proposed or approved commercial, residential, and mixed-use developments. According to available maps, staff reports, and conversations with Town staff, most of the developments will occur on raw land, and many are adjacent to I-25 or other major routes like SH 66, Route 32, and Route 34.²²

There are at least three business park or industrial park concepts approved, platted, or proposed. They include the Cottonwood development; the further commercial buildout of the Lyons 66 Pacific development just south of SH 66; and the commercial and light industrial build-out of the Ritchie Bros. property.

Mixed residential-commercial developments are slated for Mead Place, Welker Farms, and Westridge. Mead Place is proposed to include 300 single-family units, 250 multifamily units, and a significant portion of compact commercial development. Welker Farms could include up to 130 single-family units plus commercial uses. Westridge is platted for up to 500 residential units, plus commercial, on nearly 300 acres in between the Downtown area and I-25. Town staff believes the Westridge concept has the opportunity to utilize best practices in compact mixed-use design and become a major commercial node.

Recently proposed Downtown developments include the Mead Towne Center concept; a two-story, mixed-use building located at the south end of Main Street. Proposed uses include a restaurant, coffee shop and upper-level office and apartments.

Housing-only proposed developments include St. Acacius (130 lots), Sorrento (200 housing units at 3 units per acre), Range View Estates (up to 80 lots), Mead Village (395 housing units), Coyote Run (240 housing units) and Copper Homes (350 housing units). Copper Homes is a concept with an urban agricultural theme, being designed by Matrix. Another large-scale development – Barefoot Lakes – is technically in the Town of Firestone but Meadadjacent, and is slated to add 3,500 new households.

FUTURE COMMERCIAL DEVELOPMENT IN MEAD

- BUSINESS OR INDUSTRIAL PARK CONCEPTS
- RESIDENTIAL-COMMERCIAL MIXED USE
- MEAD TOWNE CENTER (DOWNTOWN)



WHAT WE'VE HEARD:

Issues

- Gateways to Mead (e.g. highway interchanges) do little to market Mead, its amenities, and quality of life.
- Storage uses occupy parcels that could attract higher and better uses more aligned with Mead's vision.
- Lack of a compact, walkable Downtown core, and other quality of life amenities that would attract younger, skilled talent and employers.
- Lack of a critical mass of businesses, particularly Downtown. Retail potential currently limited by population size.
- Lack of key retail options including restaurants and grocery retail. Retail leakage data suggests unmet demand in virtually all retail sectors.
- Too few housing options (typologies and price points).
- Oil and gas, a major source of property tax revenue for the Town, is not a sustainable revenue source.
- Information and utilities industries are projected to decline, slightly, over the next ten years.

Opportunities

- Attract resident-serving uses that meet the needs of existing and future residents. Key uses that can enhance residential demand include grocery and a variety of restaurants.
- Protect potentially catalytic parcels to ensure they serve Mead community needs first.
- Market Mead's quality of life, small-town feel and rural character.
- Employ best practices in policy, design, zoning and recruitment to enhance Downtown to meet the needs of existing residents and attract new residents.
- Design new commercial and residential centers as complete neighborhoods.
- Invest in design upgrades at the I-25 interchanges that signal Mead as a community of exceptional quality and character.
- Develop a branding and marketing campaign that targets primary employers and commercial developers in key industries. Initiate a study to determine the exact industries Mead should target.
- Market Downtown to travelers as a family-friendly place to stop (playground, pet relief, dining, easy parking/circulation for trailers and RVs) and including marketing and signage along other corridors (e.g. SH 66) on the way to Rocky Mountain National Park.

- Manage storage unit supply.
 The prime land around I-25 interchanges might be best designated for other uses, such as higher-serving public and commercial uses. Moreover, financial incentives such as TIF could be granted for new job-creating activity in these zones.
- Support new compact, mixeduse housing developments, including the proposed Westridge development that would fill in the gaps between Downtown Mead and I-25.

Sustainability

- Re-evaluate reliance on oil and gas revenues.
- Mead is similar to other small communities, but can differentiate by offering amenities like a grocery store, diversity of housing opportunities, and mixed-use walkable centers and neighborhoods.
- Support population growth to reach critical retail thresholds.
- Develop complete neighborhoods with a range of small commercial nodes and a mix of housing types in new development, with units for typical working families and young professionals, as well as units that seniors can age in place.
- While retailers' desired traffic counts and population thresholds are not present Downtown at this time, or in the near term, the I-25 interchange sites represent key opportunities to bring retail now that serves residents and commuters alike.

Existing Conditions Snapshots

RESIDENTS & HOUSING



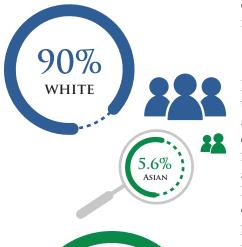
POPULATION

Mead is one of the smaller rural communities along the Front Range with an estimate of just under 4,400 residents. While still small, the Town has more than doubled in size since 2000, and has seen one of the region's highest rates of population growth since 2010. By total population numbers, this amounts to about 150 new residents per year.



Population forecasts based on pending and potential future development projects show a 40% increase in Mead's population over five years, swelling to about 6,275 residents.²³ Using low (2.2%), medium (4.25%), and high (6%) population growth estimates, Mead's population could grow to anywhere between 6,965 to 8,158 total residents by 2027. By 2037, Mead's population could total anywhere between 8,346 and 11,923 residents. Given the anticipated increase

over the next ten to twenty years, increasing residential density will be necessary if no new land is annexed.





RESIDENT PROFILE

Mead residents are slightly older than both the region and state median age. Without a college campus or professional training center nearby, there is a smaller group of 20-30-year old's living in Mead. Families account for 84% of all households in



Mead, but the average family size is smaller. Together, this shows a more family-oriented community than all other municipal neighbors, with a higher number of parents that started families later in life.

Four out of five Mead residents identify as white, yet Mead has a higher percentage of Asian residents than Weld County or the state. This mirrors the number and origin of foreign-born residents in the Town.

EXISTING HOUSING

The vast majority of the housing stock in Mead is owner-occupied, with less than 5% of the population renting. Residential neighborhoods in Mead consist almost completely of single-family homes, 80% of which has been built since 1990. There are also a number of very old homes that date back to the first part

of the 20th century, but overall Mead's housing stock was rapidly built in just the past two decades. In contrast to all other neighboring municipalities and counties, almost half of homes in Mead have four or more bedrooms, indicating much larger homes on average.

The cost to live in Mead is also quite a bit higher than surrounding municipalities or the state on average, due in large part to the construction quality and size of modern homes. The median home price in Mead is \$300,200, higher than all neighboring municipalities and the state, and median monthly rent is estimated at \$2,183. The average home price per square foot rose to \$200, up from \$193 over the last year. This is relatively more affordable compared to Berthoud (\$234/sq. ft.), Erie (\$232/sq. ft.), and Longmont (\$243/sq. ft.), but more expensive than Firestone (\$183/sq. ft.) or Frederick (\$196/sq. ft.).



23 5-year population projection is based on Town staff's knowledge of pending and potential future development projects

24 Trulia.com Real Estate Overviews

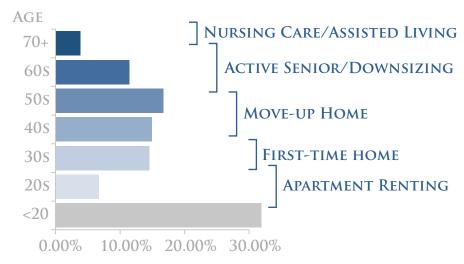
MULTIGENERATIONAL HOUSING

According to the Colorado Division of Aging, Colorado residents are living and staying active much longer than past generations. In Colorado, one in four residents will be over 60 years old by 2040,²⁵ and the largest portion of the population will be seniors and millennials.

Unlike most Colorado communities that are already starting to see larger senior populations, there is a dip in the number of Mead residents in the older age brackets. There are currently very few older seniors living in Mead (over 75 years). In part, this can be traced to residents choosing to downsize or move closer to family after retirement, or possibly to the lack of local nursing and elder care facilities.

Changing regional and state demographics may pressure Mead to provide adequate housing and lifestyle options and amenities for these age groups. This means that the ability to live in one's home as they grow older – or age in place- is increasingly important

HOUSING NEEDS CHANGE FOR DIFFERENT AGE GROUPS



to residents. Unless seniors choose to move to a lifestyle community or downsize after retirement, residents are expecting to be able to live in their homes and be active in the community until they need more specialized care. If the option is available, residents will often prefer to stay in their community even if they have to change their housing arrangement. Without a range of housing sizes and types in Mead, aging residents must leave the community.

WHAT WE'VE HEARD

Issues

- There is a lack of multigenerational housing options; many of residents' grown children could not afford to live in Mead.
- It is difficult for residents to age in place without active adult communities and senior housing options.
- Multifamily and affordable housing developments need to be compatible and blend with the existing areas.
- · Maintain housing affordability.
- There is very little housing affordability.

affordability.

Opportunities

- Design high-quality housing and neighborhoods to attract new residents and investment.
- Integrate opportunities for seniors to downsize but remain in Mead (e.g. patio homes).
- Create neighborhoods instead of subdivisions.

Sustainability

- Locate homes in proximity to schools, parks, shops and services to encourage active transportation and social interaction.
- Add new multifamily and senior housing options to broaden multi-generational appeal and improve livability for all ages.
- Provide a range of housing sizes, configurations, tenures, ownership structures and price points to accommodate varying lifestyle choices and affordability needs.

DRCOG: https://drcog.org/services-and-resources/denver-regional-visual-resources/aging-population-by-county

TRANSPORTATION

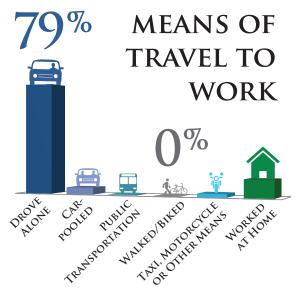


OVERVIEW

Importance of Transportation

Transportation is a basic human need that affects daily quality of life. Mead residents require transportation to get to work, school, medical facilities, recreational amenities, shopping, and community and social activities. A well-connected and efficient transportation network allows access to higher paying and varying job types, a wider selection of housing options and more convenient health and human services. An integrated multimodal transportation system allows residents, employees, and visitors of Mead the freedom of personal mobility and choice of how to travel—whether it's walking, biking, driving, carpooling, or riding public or private transportation.

As Mead moves forward, a multimodal transportation network that embraces emerging technologies in transportation (e.g. autonomous vehicles and shared-use mobility) and leverages Mead's strategic location proximate to regional travelers on I-25 and tourists on SH 66 will be critical in helping Mead grow while maintaining the small-town character that residents have come to love.



TRAVEL PATTERNS

Means of Transportation to Work

The automobile remains the predominant means of travel to work for Mead residents; 79% drive alone to work, and 5% carpool. Alternative travel modes account for only 1% of work trips. A relatively high percent (13%) of Mead residents work from home.

Transportation and Housing Costs

Transportation and housing costs in Mead are high; residents spend approximately 64% of their income on housing and transportation (45% is desired to be considered affordable). Annual average transportation costs in Mead are over \$15,600 per household. On average, households in Mead own 2.11 automobiles and travel over 30,000 miles per year.²⁶ The average travel time to work for Mead residents is just over 23 minutes.²⁷



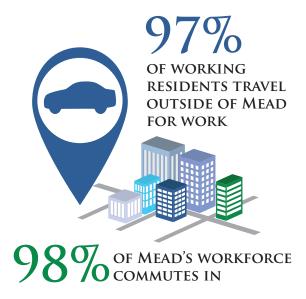




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Center for Neighborhood Technology (CNT) H+T® Fact Sheet.

²⁷ American Community Survey, U.S. Census Bureau (5-Year Estimate, 2011-2015)



Employee Inflow and Outflow

An estimated 97% of working residents commute out of Mead while 98% of Mead's workforce commutes in.²⁸ This trend is indicative of the need for jobs that better align with residents' skills, but this pattern is likely to continue with strong job bases in Longmont, Denver, Boulder, and Fort Collins. Future connections to high-quality regional transit services will be important for Mead residents and workers to have commuting options.

Access to Alternate Modes

Across the United States, older adults (65+) are putting more emphasis on how and where they choose to age. While many older adults want to "age in place," many are also now making purposeful decisions about where they want to spend their retirement years based on the availability of public transportation, mobility options and access to goods and services. When older adults and other vulnerable

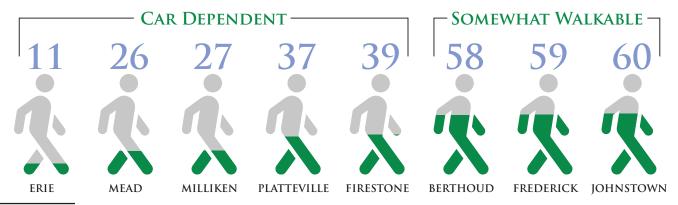
populations can easily and safely access public transportation, they are able to continue to meet their basic needs and travel to medical appointments, shopping, and social and recreational activities without having to drive or rely on others. Today, approximately 3.3% of households in Mead do not have access to a vehicle.²⁹ As the population ages, the percent of the population that relies on alternate forms of transportation is expected to increase, underscoring the importance of planning for public transportation, bicycle and pedestrian modes, as well as leveraging emerging technologies in transportation.

Walk Score

Walk Score is a measure of walkability – the higher the score, the easier it is to get around by foot. Originally created for real estate purposes, Walk Score can also be used to assess a community's overall walkability. The Walk Score calculation awards points based on the distance to the closest amenities including businesses, parks, theaters, schools and other common destinations.³⁰ Mead has a Walk Score of 26, indicating car-dependence; that is, most errands require a car. While some nearby communities similar in size to Mead also have a low Walk Score, other communities like Berthoud, Frederick and Johnstown are categorized as "Somewhat Walkable," meaning that some errands can be accomplished on foot.



WALK SCORE



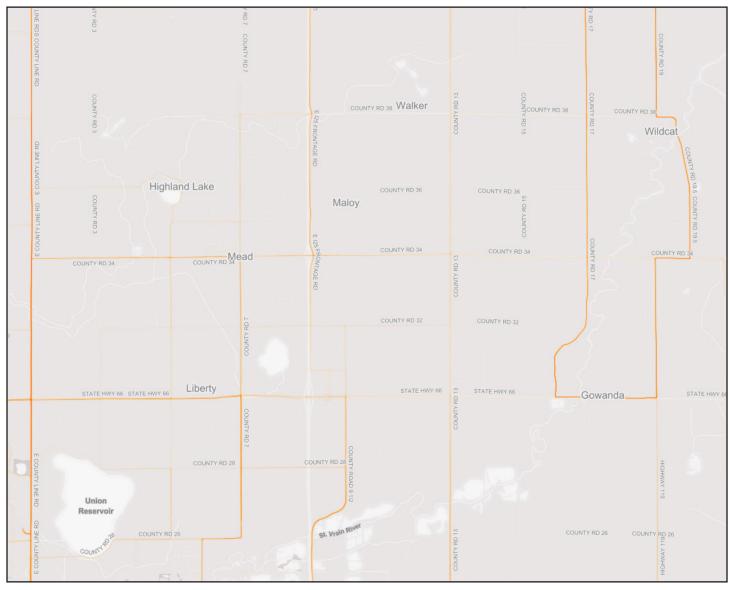
- Longitudinal Employer-Household Dynamics (U.S. Census Bureau) 29
 - American Community Survey, U.S. Census Bureau (5-Year Estimate, 2011-2015)
- Walkscore.com

Bicycle Activity

A bicycle activity heat map from Strava (a leading exercise smartphone application) is shown below. The heat map shows bicycle routing patterns. In the Mead area, the highest bicycle activity is found on County Line Road, on 3rd Street south of SH 66 (in the vicinity of Mead High School) and along a loop in the eastern portion of the planning area along CR 17, SH 66 and CR 19.

STRAVA BICYCLE ACTIVITY HEAT MAP:





EMERGING TRENDS

A number of emerging trends are influencing transportation in Colorado and throughout the nation. Shared-use mobility options (e.g. Uber and Lyft) are growing in popularity. Technology in transportation is advancing quickly, with technological innovations in vehicles, the transportation network and interactions between the two. Some new technologies are already seeing widespread implementation to improve safety and traffic flow in Colorado.

As technology transforms transportation systems across the country, communities like Mead are trying to position themselves for this ever-changing market even though there is much uncertainty about these technologies. Changes in Information and Communications Technology (ICT), for example, dramatically changed how people travel and transport goods in the last 10 years in ways never imagined, including GPS enabled real-time traffic data and the ability to have information at our fingertips with smartphones. Although the specific forms and timing of emerging technologies in transportation will vary and cannot be predicted with certainty, innovations with the potential to dramatically influence transportation are certainly on the horizon. Mead should actively monitor these technologies because changes are occurring at a rapid pace requiring communities to be nimble and open to potential changes.

CURRENT FACILITIES

There are several recent and ongoing plans that provide information and recommendations relevant to Mead's transportation system:

- Town of Mead Parks, Open Space and Trails Master Plan (2011)
- Town of Mead Transportation Plan Update (2013)
- SH 66 Planning and Environmental Linkages (PEL) Study (Ongoing)

The first two plans provide town-wide inventory and recommendations that are being used as a starting point for the transportation element of this Comprehensive Plan update. The SH 66 PEL is being led by the Colorado Department of Transportation (CDOT) with Mead and other communities and counties along the 20-mile corridor serving on the Technical Advisory Committee and the Executive Committee. The purpose of the SH 66 PEL is to develop and evaluate multimodal improvements to reduce congestion, improve operations and enhance roadway safety in the corridor.

Mead is situated along I-25, with two interchanges providing access into Mead – one at Welker Avenue

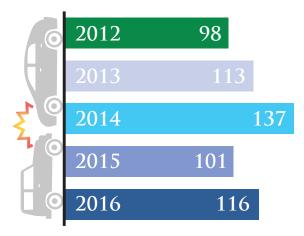
and one at SH 66. SH 66 is a CDOT-owned facility that serves as a primary route between I-25 and Rocky Mountain National Park. Mead's arterial roadway network predominately follows the section lines and is complemented by a network of local and collector streets that provide access within residential and commercial areas. Forty-eight miles of the roads within Mead's UGB (excluding I-25 and SH 66) are paved and the remaining 33 miles are gravel roads. All roadways in Mead are two-lanes and most do not provide paved shoulders.

Traffic volumes along I-25 through Mead have increased approximately 6 % over the past five years. Along SH 66, traffic volumes have increased 20 to 25 % in the Mead year in the same time period. The increase in regional traffic along these corridors has resulted in more congestion. The intersection of SH 66 and 3rd Street, for example, operates with high levels of delay, particularly during the morning peak hour.

DRCOG's land use and travel demand model forecasts over 2,800 additional households and nearly 800 new jobs within Mead's UGB by 2040. With the local growth, along with overall growth in the region, traffic volumes in Mead are expected to continue to increase. Growth in and around Mead will necessitate paving some of the gravel roads, and some of paved roads will need to be widened to accommodate future travel demands.

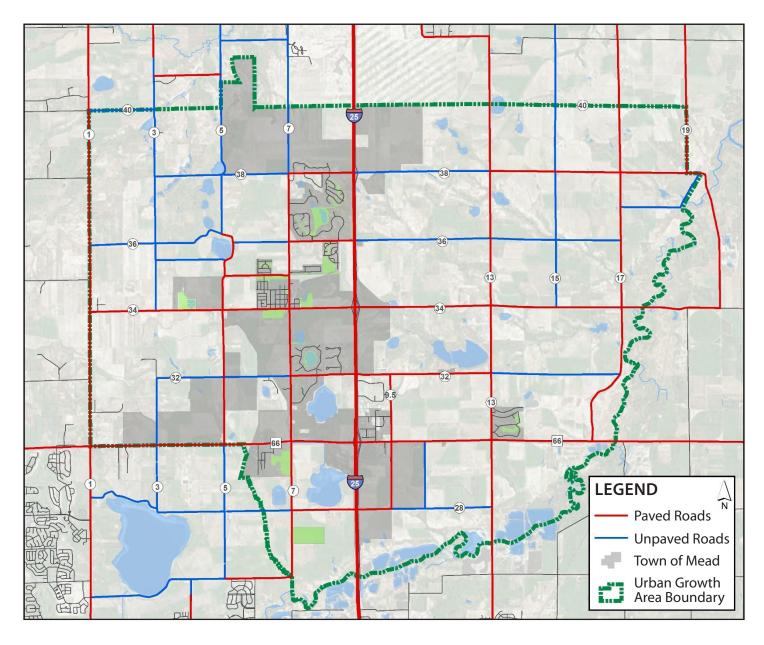
Vehicle crash information provided by the Weld County Sheriff's Department details information about the location, frequency, and severity of crashes in Mead. Over the past five years, an average of 113 vehicle crashes have occurred in Mead, including on I-25 and SH 66, where the majority of the crashes have occurred. The two intersections along SH 66 within Mead's Planning Influence Area with the highest crash frequency are County Line Road and 3rd Street.³¹

CRASH HISTORY



³¹ SH 66 Planning and Environmental Linkages Study; Corridor Conditions Report, June 2017

MAP: EXISTING ROADWAY SYSTEM

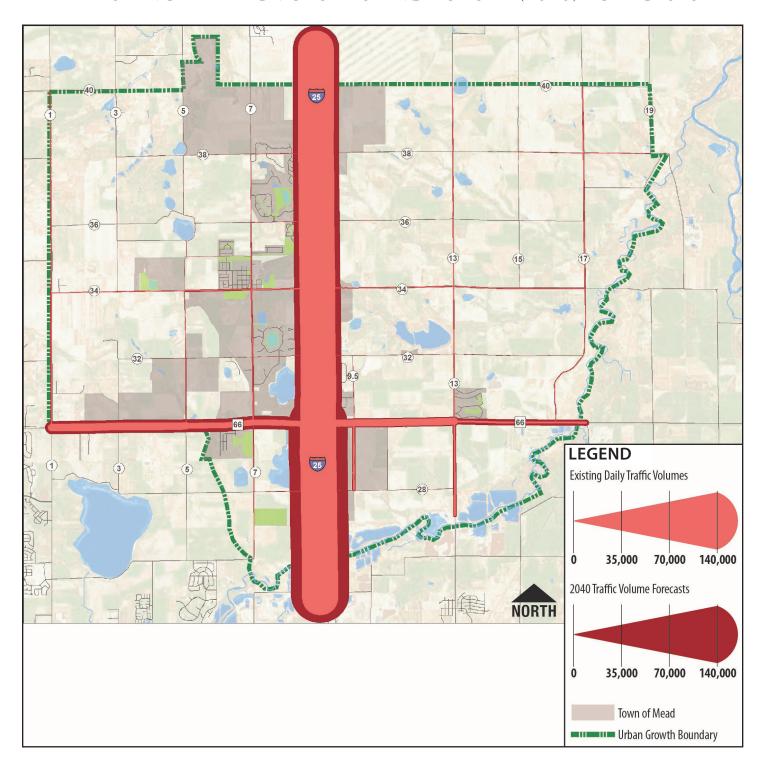






Over the last few years, the Town has initiated various capital improvement projects in an effort to respond to expressed citizen concern regarding poor road conditions in several areas throughout Town, and make strides to enhance Mead's overall character.

MAP: EXISTING TRAFFIC VOLUMES AND FUTURE (2040) FORECASTS



Currently, Mead residents do not have direct access to public transportation. The Regional Transportation District's (RTD) boundary ends at the Boulder County Line and does not service Mead. Bus stops in Longmont provide the nearest access to regional transit service – to Denver, Boulder and Fort Collins.

Mead currently has nine miles of trails – four miles of private access trails and five miles of public access trails. The recently constructed trail along 3rd Street (from Welker Avenue to Adams Avenue) is an excellent example of a shared-use path that can be used for recreation and travel purposes. The development of a trail network was one of the most common desires expressed by stakeholders about the transportation system. The Parks, Open Space and Trails Master Plan identifies a network of trails to be built over time. The trail network will serve as the backbone of the bicycle and pedestrian network in Mead, providing a low-stress environment that accommodates people



of all ages and abilities. An on-street network of bicycle facilities and sidewalks will complement the trail network, expanding the system to all for walking and biking to be used as viable travel options to get between destinations in Mead and the surrounding area. Today, most of Mead's roads are two lanes without shoulders and do not adequately accommodate bicyclists. As traffic volumes increase, the need for separate, designated facilities such as bike lanes or shared-use paths alongside the road will become increasing important to provide a comfortable and riding experience. Sidewalks exist on the local streets within the downtown area and some of the residential neighborhoods, making them very walkable. Other residential neighborhoods in Mead maintain a more rural feel without curb and gutter or sidewalks.

WHAT WE'VE HEARD

Issues

- The posted speed on SH 66 is high (60 mph) and is not conducive to travelers enjoying the Town of Mead and creates a safety concern.
- SH 66 acts as a barrier to walking and biking, particularly between residential areas north of SH 66 and Mead High School, south of SH 66.
- The vast majority of Mead residents travel outside of Mead for work, and the vast majority of employees in Mead reside outside of Mead. With no public transportation serving Mead, these commuting patterns result in long-distance drive commutes for Mead residents and employees.

- As Mead's population ages, there will be an increased need for mobility options for seniors as well as children who cannot drive and those who do not own a car.
- As Mead grows, roads will require paving and widening. Not only are transportation capital projects expensive, they add to the maintenance requirements of the Town. Several stakeholders identified the surface condition of Mead's roads to be unsatisfactory.

Opportunities

- Mead is situated in a strategic location along two important highways - I-25 and SH 66. I-25 carries 80,000 vehicles per day (vpd), offering an opportunity for Mead to act as rest stop for travels. Mead's two I-25 interchanges (Welker Avenue and SH 66) provide economic development opportunities. SH 66 acts as a gateway into Estes Park and Rocky Mountain National Park; there is an opportunity for unique and inviting development along the SH 66 to attract tourists to linger in Mead.
- Coordinate with CDOT on the SH 66 PEL to develop an access control plan that will support Mead's desired economic development plans, and establish a grid system in the surrounding areas to enable traffic circulation.

Opportunities Cont'd.

- Improve access and mobility through multimodal transportation options such as enhanced trail connections, complete street designs and creative design solutions to slow traffic and create a walkable environment.
- Designate some roadway corridors as urban while others should be designated to remain rural.
- Consider becoming a part of RTD to bring public transportation to Mead. This involves a 1% sales/ use tax and must to go to the vote of the people within the desired service area.
- Consider working with other nearby communities outside of RTD's boundaries to create a small public transportation service.
- Coordinate with CDOT's Division of Transit and Rail to consider a Bustang stop proximate to Mead.
- Coordinate with CDOT's Division of Transit and Rail to encourage future high-speed rail service along I-25 (the 2014 Interregional Connectivity Study identifies rail from Pueblo to Fort Collins).
- Position Mead for emerging technologies in transportation including shared-use mobility and autonomous vehicles.
- Pursue grant opportunities (e.g., Energy/Mineral Impact Assistance Fund Grants) to help mitigate the impacts of the oil and gas industry on Mead's roads.
- Connect Downtown, neighborhoods and natural areas (e.g. Highland Lake) with trail network to encourage walking and biking for recreational and travel purposes.

Sustainability

- Establish a funding plan for a sustainable transportation system.
- Establish a network of bicycle and pedestrian connections to encourage biking and walking as a means of transportation, reducing reliance on automobile trips and thus decreasing associated air pollutants.
- Improve the jobs/housing balance to minimize the need for longdistance commutes.
- Minimize pavement widths by using the smallest acceptable number and width of lanes to reduce impacts to the surrounding environment, construction costs and maintenance requirements.
- Encourage the use of environmental protection strategies during transportation system improvement decisions including avoidance, minimization and mitigation of environmental impacts.
- Encourage improvements to the transportation system that provide safe facilities for all travel modes to maximize public safety.
- Promote the use of recycled materials in transportation infrastructure projects to reduce use of virgin materials.
- Improve traffic operations to reduce carbon monoxide, ozone and other pollutants associated with idling and to reduce fuel consumption.

Photo by Daniele Sproul. Image Source: Town of Mead Facebook Page

PARKS, RECREATION & OPEN SPACE





BENEFITS OF GREEN SPACE

A growing body of research shows that contact with the natural world improves physical and psychological health. There is compelling evidence showing that when people have access to parks, they exercise more. Regular physical activity has been shown to increase health and reduce the risk of a wide range of diseases, including heart disease, hypertension, colon cancer, and diabetes. Physical activity also relieves symptoms of depression and anxiety, improves mood, and enhances psychological well-being. To help counteract the increasing sedentary lifestyle and unhealthy diet of Americans, the Centers for Disease Control and Prevention (CDC) has called for the creation of more parks and playgrounds.

In addition to health benefits, numerous studies have shown that parks and open space also increase the value of neighboring residential property, with growing evidence pointing to a similar benefit on commercial property value. The availability of these quality-of-life amenities also plays an important role for employers choosing where to locate new facilities and for individuals choosing a place to live.³²

According to The Trust for Public Land's Benefits of Parks Report, play has proven to be a critical element in a child's future success through developing muscle strength and coordination, language, cognitive thinking, and reasoning abilities. In addition to these childhood development benefits, green spaces have effects on the strength of social ties, having a positive correlation with neighborhoods that have greenery in common spaces. With the goal of attracting younger families, as identified through stakeholder interviews in the planning process, park and recreation opportunities, and trail connectivity would help to achieve this.³³

http://lda.ucdavis.edu/LDA180.181L/parks_for_people_Jul2005.pdf

http://lda.ucdavis.edu/LDA180.181L/parks_for_people_Jul2005.pdf
Photo by Dean Hendrickson. Image Source: Town of Mead Facebook

CURRENT FACILITIES

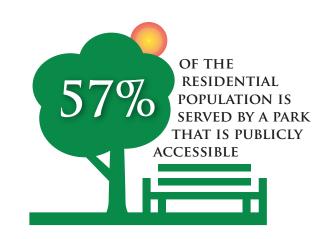
Residents of Mead enjoy access to a higher than average number of parks and open space. Total park acreage in the Town of Mead is 374 acres, with 166 acres publicly accessible and managed by either the Town or a homeowners association. This equates to 28 acres of park and open space areas per 1,000 residents, and 24 acres of Town-managed parkland per 1,000 residents.

There are six mini parks, five neighborhood parks, and three community parks in the publicly accessible park system in Mead, as seen in the table below.³⁴

Table 1: Publicly Accessible Parks in the Town of Mead

Facility Name	Ownership/Maintenance
Mini Park	
Coyote Run 1	HOA
Coyote Run 3	HOA
Coyote Run 4	HOA
Coyote Run 6	НОА
Industrial Park	Town of Mead
Feather Ridge 2	Town of Mead
Neighborhood Park	
Founders Park 1	Town of Mead
Founders Park 2	Town of Mead
Liberty Ranch 1	Developer
Margil 1	Town of Mead
North Creek	Town of Mead
Community Park	
Ames Park	Town of Mead
Liberty Ranch 2	Town of Mead
Town Hall Park	Town of Mead

These developed parks offer amenities such as outdoor basketball, tennis and volleyball courts, a baseball/softball field, playgrounds, picnic shelters, and a skate park. There are also 8.2 acres of Town-owned greenway areas and the 36-acre Mead Pond which provides a fishing destination for Town residents. Of the 30 parks and open space areas in the Town of Mead, it's split 50-50 between those that offer amenities and those that do not.

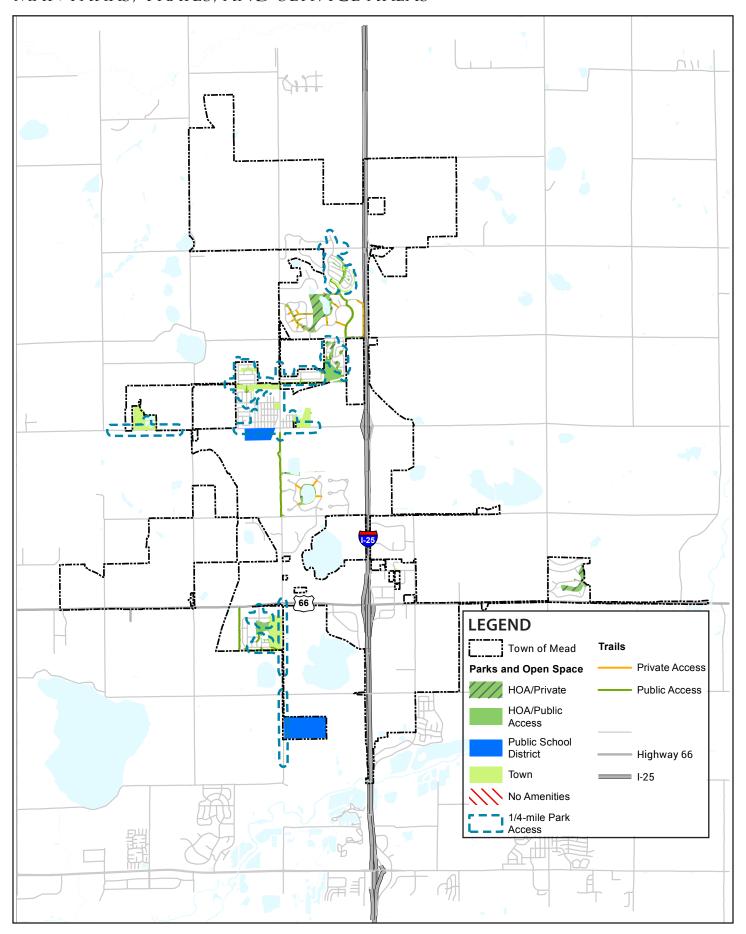






Norris Design. Town of Mead Open Space, Parks & Trails Master Plan, 2011

MAP: PARKS, TRAILS, AND SERVICE AREAS



With the Town's large park acreage, connectivity within and among the park system will become the priority rather than focusing on developing new parks.³⁵ Similarly, there are also a number of gaps in service to the Mead community including swimming pools, trails, baseball/softball fields, and fishing accessible shorelines.³⁶

Within a 1/4-mile walkshed along existing roads, 57% of the residential population is served by a park that is publicly accessible. This further shows that Mead has a sufficient provision of parks and open space, though lacks connectivity between existing parks and open space with large swaths of residential parcels being un- or under-served by the park system. While parks are located in close proximity to residents, the existing sidewalk and trail infrastructure often limits the ability to easily walk to parks.

TRAIL CONNECTIVITY

Mead's geographic location presents an opportunity to connect residents to the 12-mile Longmont-to-Boulder Regional Trail. Similar regional trail connections have been found to contribute to the local economy by bringing cyclists into and through the area.³⁷ Mead currently has nine miles of trails – four miles of private access trails and five miles of public access trails. The addition of trail connections was a commonly cited desire by stakeholders. Specifically, stakeholders expressed the desire for a trail connection between Downtown and Highland Lake, and connections between neighborhoods and amenities (e.g. parks and retail areas like Downtown). Stakeholders also expressed the need to proactively plan for trails and walkways in new subdivisions when they are developed. The Parks, Open Space and Trails Master Plan identifies a network of trails to be built over time. The provision of a connected network of trails will provide recreational opportunities to Mead residents and contribute to the overall quality of life in Mead. Addressing the need for a connected trail system presents an opportunity for biking and walking as alternate modes of transportation that link key community destinations together. Trail connectivity provides an opportunity for citizens to walk and ride to many destinations instead of relying solely on the automobile to meet transportation needs.



- 36 2011 Mead Open Space, Parks and Trails Master Plan, pg. 125, public input through the planning process and comparison of Mead LOS to the Colorado Small Community Park and Recreation Planning Standards (2003) and NRPA standards for LOS
 - http://www.bitterrootstar.com/2016/03/29/get-ready-to-ride-missoulabitterroot-bike-trail-coming/

Image Source: Town of Mead Facebook Page

WHAT WE'VE HEARD

Issues

- Insufficient opportunity for increased health and wellness of residents.
- Maintenance of and funding for existing facilities.
- Lack of recreational interest across generations.
- Creation of an open space tax to help fund new and maintain existing open space.
- Lack of a recreation center.
- Enhancements to a safe, connected trail network.

Opportunities

- Integrate recreation and leisure opportunities for teenagers.
- Create usable open space for passive recreation (e.g. connected trails and greenways, open space for nature observation, etc.).
- Pursue grant and funding opportunities.
- Add a bike path from Downtown to Highland Lake.
- Capitalize on a short-term opportunity to integrate additional parks and open space within the nine acres of Townowned land.
- Develop programs to dedicate and maintain open space within the community.
- Further develop the trail system both within Town and by connecting regionally.

Sustainability

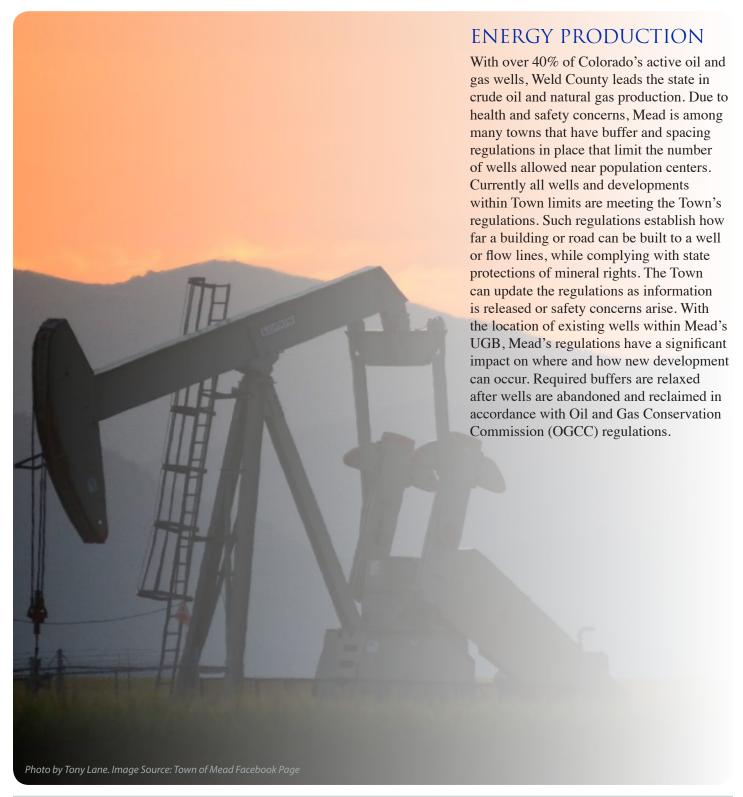
- Provide public recreational facilities and spaces that accommodate persons of all ages and abilities, and are equitably distributed throughout the community.
- Plan for physical activity and healthy lifestyles through active transportation facilities (e.g. sidewalks and bike lanes) and accessible recreational opportunities.
- Provide accessible parks, recreation facilities, greenways and open space near all neighborhoods.



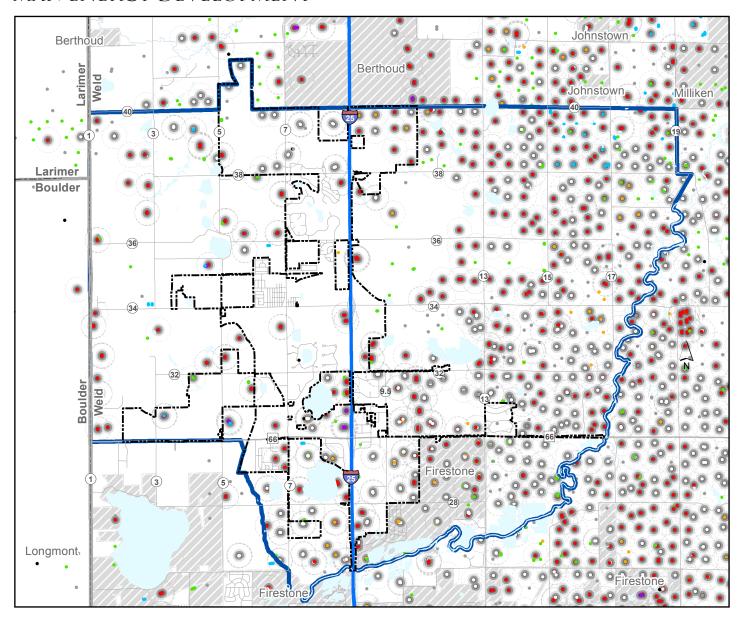
SNAPSHOT:

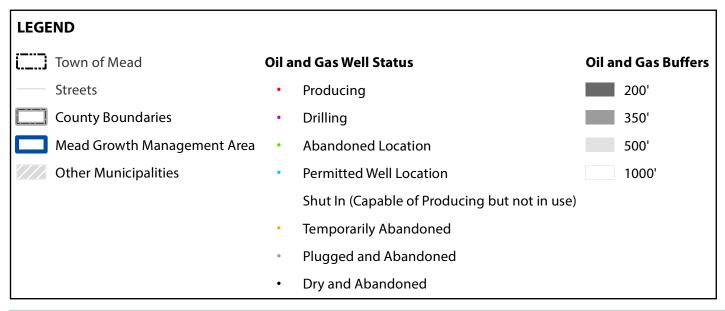
ENVIRONMENT & NATURAL RESOURCES





MAP: ENERGY DEVELOPMENT





WATER DEMAND AND USE

Similar to other communities in Colorado, Mead's water supply must be viewed in terms of its physical availability, legal right to water use, and its delivery system. In a naturally arid climate with a complex system of water rights, water districts have a finite supply of surface and groundwater. Incidentally, even as the region's population has grown over the years, the Northern Water Conservancy District reports that water usage per capita has declined. This trend is largely due to the decrease in agricultural farms, water conservation programs and education, and denser development patterns. Half a century ago, about 98% of the region was used for agriculture. Within the Mead UGB, that has now dropped to about 76% and even lower to 50% in the region overall. This decline has a lasting effect on the regional water demand but also the quality of groundwater and environment with regard to contamination from pesticides and fertilizers.

The Town of Mead relies on the following two water districts to provide water service: Little Thompson Water District and Longs Peak Water District. The Town works closely with the water districts to maintain competitive rates and help facilitate future development. Water continues to be one of the most critical elements for the Town's future expansion potential.

AIR QUALITY

Due to its inherent nature and effect on respiratory health, air quality has historically been a regional challenge for communities all along the Front Range. Ground-level ozone is a summertime air pollution problem that is created when other pollutants from sources like vehicle exhaust, paints, degreasing agents and cleaning fluids react with sunlight. Exposure to concentrations of ground-level ozone has been shown to cause acute respiratory problems, reduced lung capacity, inflammation of lung tissues and can trigger asthma attacks. Due to certain outdoor activities, these air quality problems are compounded in the summer and warmer months. Based on 2008 air quality standards, Mead is located in a 8,398 square mile nonattainment area (an EPA designation that signifies the area does not meet the air quality standard) that includes much of northern Colorado's Front Range and the Denver Metro area.

WHAT WE'VE HEARD

Issues

- Emergency preparedness is a regional issue.
- There is a public fear about proximity to fracking operations.
- Water demand and availability has a substantial impact on continued agriculture.
- Cost of water is rising, while availability is declining.
- Required buffers from oil and gas wells restrict development within the Town.

Opportunities

- Pursue partnerships with Weld County Public Health Department and Colorado State University.
- Help negotiate the waste and recycling services available.
- Environmental protection should include clean air and water, habitat, and trees.
- Establish a Water Task Force to consolidate the water district boundary within Mead.
- Educate residents about strategies to reduce air pollution.
- Combine irrigated land with dry land to create an agricultural district.
- Adopt water reduction and conservation tactics, such as education, warnings, and incentives.
- Re-evaluate existing oil and gas regulations to facilitate new residential and commercial growth.

Sustainability

- Cluster residential development within agricultural areas.
- Ease regulations to allow use of brownwater and ditch water.
- Establish landscaping guidelines to reflect climate and water conservation needs using xeriscaping and indigenous vegetation.
- Encourage various programs for recycling, reuse, water conservation, reduction in use of fossil fuels, reduction of air/noise/ light pollution.

COMMUNITY FACILITIES & SERVICES



Accessible public facilities, strong school systems and reliable public safety are desirable services and resources, and they serve to enhance the quality of life for Mead residents and create an appealing place to live. The Town of Mead partners with regional water, fire and library districts to provide a full range of services to residents.



EDUCATIONAL FACILITIES

The St. Vrain Valley School District serves a majority of Mead school-aged residents, with a local elementary, middle, and high school. As the Town grows to the north, new residents will be served by either the Thompson or Weld County school districts. While Mead does not maintain a local library branch within Town limits, the High Plains Library District provides library services for Mead residents at the Carbon Valley Regional Library in Firestone.



FIRE AND SAFETY

Until recently, the Town of Mead was among other small communities in Weld County that contracted with the Weld County Sheriff to provide law enforcement services. With the first two members of the new Town of Mead Police Department recently sworn in, the Town is establishing their own law enforcement agency. The Mountain View Fire Rescue District provides fire and emergency services to the Town of Mead and surrounding communities. Fire Station #3 and the Town Hall is a joint facility, originally built in 1983 and renovated in 2014. This station protects the northern portion of the Fire District.



UTILITIES

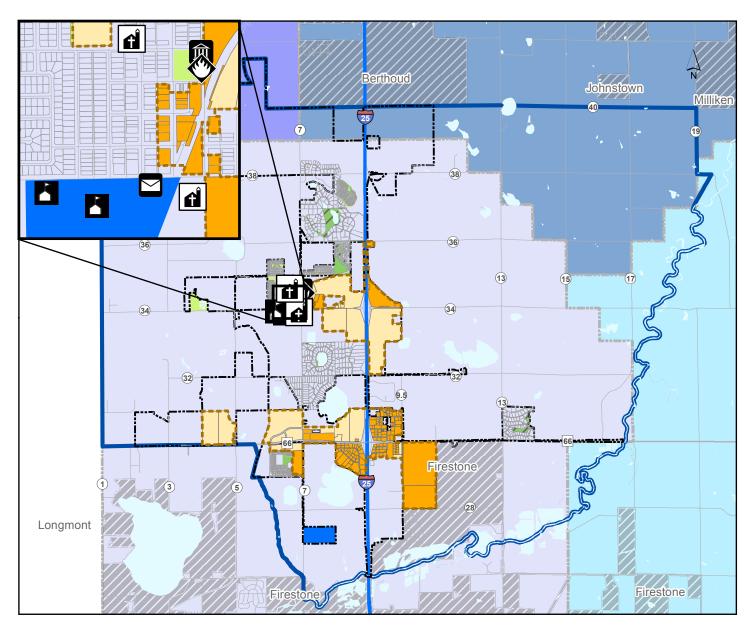
Accessible and affordable utilities contribute to attracting business and making urban and suburban living possible. The Town of Mead provides sanitation and sewer services to a number of subdivisions, while the St. Vrain Sanitation District serves the southern portion of the Town. Two nonprofit water districts currently serve Mead residents with drinking and irrigation water: the Little Thompson Water District and the Long Peak Water District. As the primary source of water comes from Carter Lake, these districts share water treatment and distribution systems.

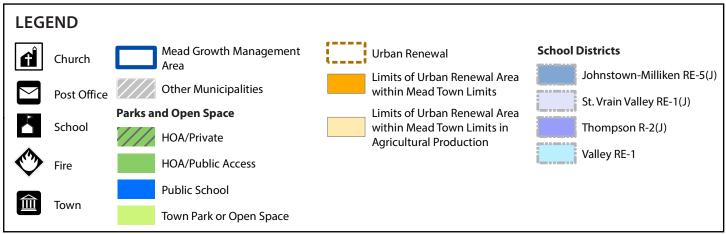


EVENTS

Often in collaboration with local partners, the Town of Mead hosts a number of annual and special community events. Activating parks and civic spaces helps to reinforce the Town's local community and identity. The opportunity to bring residents together also provides important social and mental health benefits. Notable events include the Summer Concert Series, Mead Community Day and Sugarbeet Festival, Downtown Mead Farmers Market, Holiday Celebration, Fishing Derby and Easter Egg Hunt. Frequent partners include the Mead Chamber of Commerce, Mead Area Community Foundation and the Mead Area Rotary Club.

MAP: COMMUNITY FACILITIES





WHAT WE'VE HEARD

Issues

- Need a clearer process for permitting and development review.
- Infrastructure needs to be upgraded.
- Management and monitoring of public information/delivery.
- Need to address school overcrowding.
- Most provision of utilities and services come from external providers, with no municipal oversight.

Opportunities

- Collaborate and partner with external service providers and special districts.
- Investigate fiber optic opportunities.
- Consider future police and fire station locations in regard to new population growth.
- Look into feasibility of a local public library branch.
- Continue to support the schools to attract more residents.
- Investigate grant opportunities to fund programs and infrastructure investment.

Sustainability

- Implement green building design and energy conservation for all public facilities.
- Encourage water conservation efforts and plan for a lasting water supply as the community grows.
- Continue regional cooperation and sharing of resources to allow for improved efficiency and cost savings in local government operations.





TOWN OF MEAD COMPREHENSIVE PLAN

APPENDIX C: PHASE 1 OUTREACH SUMMARY

PROJECT OVERVIEW & BACKGROUND:



WHAT IS THE COMPREHENSIVE PLAN & WHY DOES IT MATTER?

WHAT IS A COMPREHENSIVE PLAN?

The Mead Comprehensive Plan is the primary planning policy document for the community.

- It will be a long-term, strategic plan with a guiding vision and strategies;
- It will shape decisions related to new development, redevelopment, Town programs, and services; and
- It is focused on enhancing the Town's long-term vitality.

WHY DOES IT MATTER?

Residents:

• The Plan identifies community character and details like locations for future commercial amenities, housing, parks, trails, community facilities, etc.

Business and Property Owners:

 The Plan includes land use recommendations and development policies for properties.

Town Leaders:

• The Plan provides direction on the topics of development, policies, programs, and services provided by the Town.

Decision-Makers

• The Plan gives guidance on budget, timing for capital improvements, and in review of development proposals.

WHY UPDATE THE TOWN'S EXISTING PLAN?

- To remain valid and effective, and more accurately address current standards, goals and future needs; and
- To provide additional social, economic, and environmental sustainability components not currently included in the Town's existing Comprehensive Plan or Land Use Code.

PROJECT OVERVIEW & BACKGROUND:



Process & Involvement



OUR PROCESS

The update process for the Mead Comprehensive Plan is one that fully engages the entire community, embraces its cultures, respects the history, and protects the environment. It will build upon and integrate former planning efforts, and define measurable and realistic implementation strategies to achieve the community's vision. The plan update will provide a clear path for creating positive change and serve as a tool for policy change, funding and implementation of projects, and public-private partnerships. **Join the conversation!**

WE WANT TO HEAR FROM YOU!

Your involvement is vital to the success of the Comprehensive Plan Update! Our process will include focus groups, public workshops, and events held in-person and online. These opportunities are designed to allow everyone to share their opinions and vision for Mead.

Visit www.townofmead.org and click the Comprehensive Plan Update link under "Town Government"→ "About Us" to learn more about the project, upcoming meetings/ events and more opportunities to get involved.

OUTREACH TO-DATE

Plan Audit Survey: 17 Respondents

Small Group Stakeholder Interviews: 57 Interviewees

Stakeholder Survey #1: 77 Respondents

Appearance at Local Community Events: Concerts in the Park (June 8) and Summer Festival (June 10): ~150

Throughout the process, postcards advertising the online surveys and/or upcoming public events will be distributed at community events and available on the front desk at Town Hall.

WHAT WE'VE HEARD TO-DATE:



KEY VALUES

Q: "WHAT DO YOU LOVE MOST ABOUT THE TOWN OF MEAD?"

Depicted in the word cloud below are the values that Mead residents and stakeholders hold close to their hearts - elements and aspects of the community that should remain, and should be both preserved and enhanced in the future. These are often the first things mentioned when describing the Town, and are the great aspects of Mead's life that keep residents here. These statements speak to the emotional truth about what Mead means to its residents. The larger the word, the more often it was listed as a response.

LOCATION + PROXIMITY TO OTHER DESTINATIONS LARGE RESIDENTIAL LOTS CALM + QUIET ATMOSPHERE SMALL TOWN FEEL + CHARACTER OPENNESS NEIGHBORLINESS + FRIENDLY RESIDENTS SCHOOLS FEELING OF SAFETYRURAL CHARACTER

WHAT WE'VE HEARD TO-DATE:



KEY OPPORTUNITIES

Q: "LOOKING AHEAD 10 TO 15 YEARS FROM NOW, WHAT ARE SOME KEY OPPORTUNITIES/ GOALS FOR MEAD?" Depicted in the word cloud below are the responses provided by residents and stakeholders when asked to identify some potential opportunities to improve the Town of Mead over the next ten to fifteen years. These opportunities will be further explored and refined in later stages of the Comprehensive Plan update process. The larger the word, the more often it was listed as a response.



The word cloud shown above represents the collective feedback gathered to-date from stakeholder interviewes, Planning Commission and Board of Trustees work sessions, and public feedback from the online survey responses.



Introduction

The Town of Mead, in collaboration with Jennifer Vecchi and planning consultants from Logan Simpson, conducted a series of eight small group stakeholder interviews to gather valuable feedback from community stakeholders regarding goals, challenges, opportunities, and values present in Mead today. The purpose of the stakeholder interviews was to not only inform the public about the Mead Comprehensive Plan and Land Use Code updates, but to:

- stimulate community-wide interest in the Plan;
- · solicit candid feedback from those who know the community best;
- identify initial themes, opportunities, local values, and future goals for the Town; and
- generate initial visioning ideas that will help inform the basis for the 2017 Plan.

This section of the Phase One Summary outlines the method and structure for the small group stakeholder meetings and summarizes the feedback gathered during the interview process according to plan element.

Methodology

A total of 57 individuals were interviewed in eight small group stakeholder interview sessions over the course of six days in April, May, and June of 2017. The interviews took place at Mead Town Hall and lasted, on average, 90 minutes each. Catered meals and child care were offered during the group interview sessions.

Each session began with a round of introductions and a brief presentation with background information about the Comprehensive Plan and Land Use Code, the update process, and the current context within the Town of Mead. Stakeholders then engaged in an open dialogue, facilitated in an open and relatively informal/conversational approach by Jennifer Vecchi, and guided by a set of questions intended to meet the objectives described above.

During the group sessions, two interviewers from the project team recorded in-depth notes on all concepts introduced by the stakeholder interviewees, along with how many times they were repeated. The notes were subsequently compiled, summarized, and sorted by categories and subcategories. The summarized findings presented in the following pages of this report are organized according to the following eight topics, which will also serve as the primary plan elements within the 2017 Comprehensive Plan:

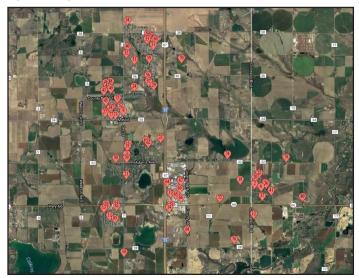
- 1. Community Character
- 2. Land Use
- 3. Economy
- 4. Housing
- 5. Transportation
- 6. Parks, Open Space and Recreation
- 7. Environment and Natural Resources
- 8. Community Facilities and Services

Stakeholder Outreach To-Date

The project team began their stakeholder interview outreach efforts by compiling an initial list of prospective interviewees that included Town Committee members, area business members, partner agency representatives (Mountain View Fire, Library, Schools, United Power, Anadarko, churches, etc.) and nonprofit board members (Mead Food Bank, Historic Highlandlake, Mead Chamber, etc.). Town Staff then supplemented the list with approximately 35 more people from the voter registration list, totaling just over 100 invitees. Letters signed by the Mayor, on behalf of the Board of Trustees and the Planning Commission, were sent out inviting the recipients to attend their choice of a small group interview session. Near the start of the stakeholder interview outreach process, Mayor Shields highlighted the opportunity to participate in the small group stakeholder interviews as part of his monthly Mayor's Note within the *Mead Messenger*, which helped to spread the word and resulted in seven self-selected stakeholder interviewees that volunteered to take part in the interviews.



Figure 1: Geographic Distribution of Initial Invitees



After the first four meetings, Town Staff created a second list that included additional names from the voter registration list, as well as other randomly selected names chosen from the Assessor's list of property owners in Mead, business owners from the Town's Business License List, and parents from the Town's list of youth recreation participants. Other invitees included individuals recommended by Town Trustees. The second list included approximately 85 individuals.

TOTAL INTERVIEWED STAKEHOLDERS 57

Figure 2: Stakeholder Interviewees and Schedule

Stakeholders	Date	# Participants
GROUP ONE: Father Alan Hartway, Balena Glassburn, Chuck Gehringer, Danielle Schlagel, Fire Chief Dave Beebe, Karen Sekich, Marjorie Elwood, Pam Gehringer	Wednesday, April 12, 2017 4:30 – 6:00 pm	8
GROUP TWO: Bill Meier, Bob Acker, Brien Sponaugle, Daryl Oster, Eileen Maresca, Josh Brown, Sheila Swanson, Taryn Brown, Trisha Harris, Vicki Tillema	Wednesday, April 12, 2017 6:00 – 7:30 pm	10
GROUP THREE: Ashley Bevan, Carrie Sherk, Jessica Hammer, Joan Magnusson, Tiffany Turner, Tracy Colling, Winslow Taylor	Thursday, April 13, 2017 12:30 – 2:00 pm	7
GROUP FOUR: Brenda Hall, Bruce Hendrich, Diane Back, Judith Perez, Mary Strutt, Pauli Smith, Richard Macomber	Saturday, April 29, 2017 9:30 – 11:00 am	7
GROUP FIVE: David Adams, Jim Lewonski, Laura Owen, Paula Lindamood-Cox, Randy Zalesky	Tuesday, May 2, 2017 4:30 – 6:00 pm	5
GROUP SIX: Jenni Reher, Kristyn Unrein, Megan Herron, Paul Nilles	Tuesday, May 2, 2017 6:15 – 7:45 pm	4
GROUP SEVEN: Betsy Ball, Brianne Roberts, John Andrews, Josh Barnett, Mark Drouhard, Mark Schell, Ryan Sword, Tim Moorman	Wednesday, May 10, 2017 11:30 am – 1:00 pm	8
GROUP EIGHT: Andrew Batson, Fred Rubin, Kent Peppler, Mick Richardson, Rod Schmidt, Roger Rademacher, Suzie Spiro, Wendy Meehan	Friday, June 2, 2017 11:30 am – 1:00 pm	8
Tot	57	



Stakeholder interviewees to-date include representatives from the following groups:

ANADARKO

BUSINESS OWNERS

DEVELOPERS

EASTSIDE NEIGHBORHOOD

EVENTS COMMITTEE

FINANCE COMMITTEE

GUARDIAN ANGELS CATHOLIC CHURCH

HIGH PLAINS LIBRARY DISTRICT

HISTORIC HIGHLANDLAKE

LAKE HOLLOW ESTATES HOA

LAKE RIDGE HOA

LANDOWNERS

MEAD ELEMENTARY SCHOOL

MEAD FOOD BANK

MEAD MIDDLE SCHOOL

MOUNTAIN VIEW FIRE RESCUE

MULLIGAN LAKES HOA

MEAD DOWNTOWN DEVELOPMENT DISTRICT

PLANNING COMMISSION

PARKS, RECREATION FACILITIES, AND OPEN SPACE

COMMITTEE

REAL ESTATE AGENTS/BROKERS

RESIDENTS/VOTERS

TOWN STAFF

WATER BROKERS

Ongoing Outreach & Public Involvement Opportunities

The Mead Comprehensive Plan and Land Use Code Update process will offer multiple opportunities for the public to contribute further on key issues during the public review of all major products before the completion in late 2017. Stay tuned on more ways to get involved by regularly checking the project website for information and updates!

Throughout the process, postcards advertising the online surveys and/or upcoming public events will be distributed at community events and available on the front desk at Town Hall. The second online survey is anticipated to launch at the beginning of August.

How Will This Information Be Used?

The findings from the stakeholder interviews set the foundation for ongoing research and analysis and helps make the most efficient use of project resources by revealing the most pressing issues in which to direct future efforts. The combination of input from stakeholder interviews, public engagement efforts, and the research/ analysis within the existing conditions snapshots will shed light on the most pertinent issues and opportunities to address within the 2017 Mead Comprehensive Plan.

If you have questions about the Comprehensive Plan and Land Use Code update, feel free to contact Melissa Mata with the Town of Mead via email, at mmata@townofmead.org, or by phone at (970) 805-4195.

PROJECT WEBSITE:

http://www.townofmead.org/administration/page/town-mead-comprehensive-plan-and-land-use-code-update



VISIT THE
WEBSITE BY
SCANNING
THE QR CODE
WITH YOUR
SMARTPHONE!



Key Stakeholder Values

Q: WHAT DO YOU LOVE ABOUT THE TOWN OF MEAD?

COMMUNITY EVENTS

FAMILY FRIENDLINESS HISTORY AND HERITAGE

HIGH RESIDENT INVOLVEMENT

QUALITY OF LIFE

TOP 5 RESPONSES

Small-Town Feel and Character Schools **Rural Character Openness**

The People Who Live and Work in Mead

The word cloud shown above represents the collective feedback gathered to-date from stakeholder interviewes, Planning Commission and Board of Trustees work sessions. It does not include the public feedback from the online survey responses.

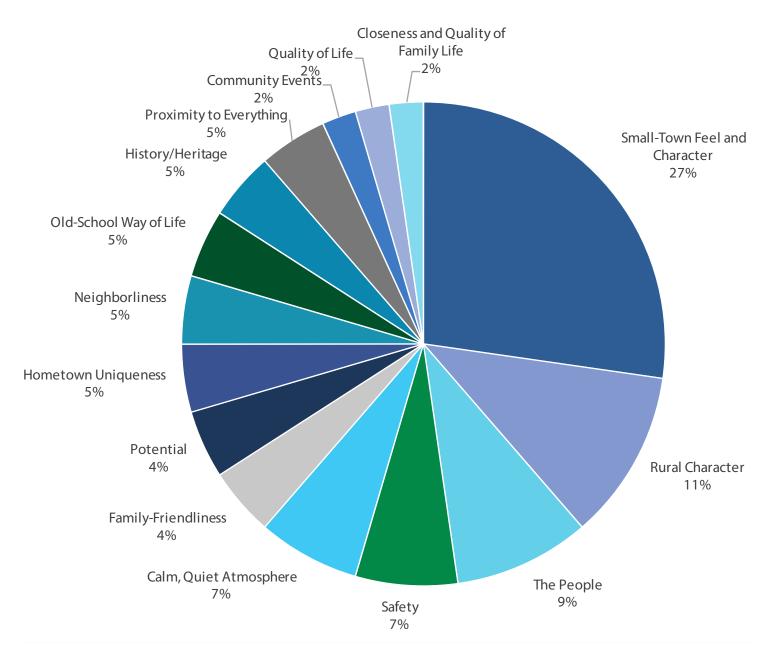
9 OUTREACH SUMMARY



Summarized Feedback:

COMMUNITY CHARACTER

Values



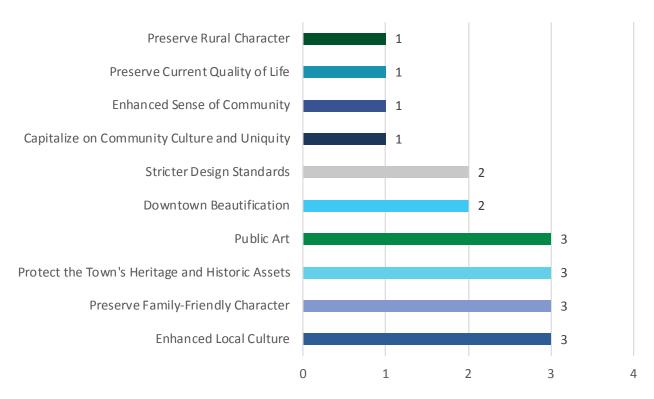
TOWN OF MEAD



Summarized Feedback:

COMMUNITY CHARACTER

Goals and Opportunities



Key Topics and Issues

- Balance between Economic/Population Growth and Small-Town Values
- Historic Preservation
- Preservation of Small Town Feel and Rural Character
- Social Values ideals and beliefs such as family friendliness, safety, inclusivity, hospitality

"Hospitality is a great rural value, and it's free. That's something that we can really capitalize on."

"Everything needs to remain familyfriendly."

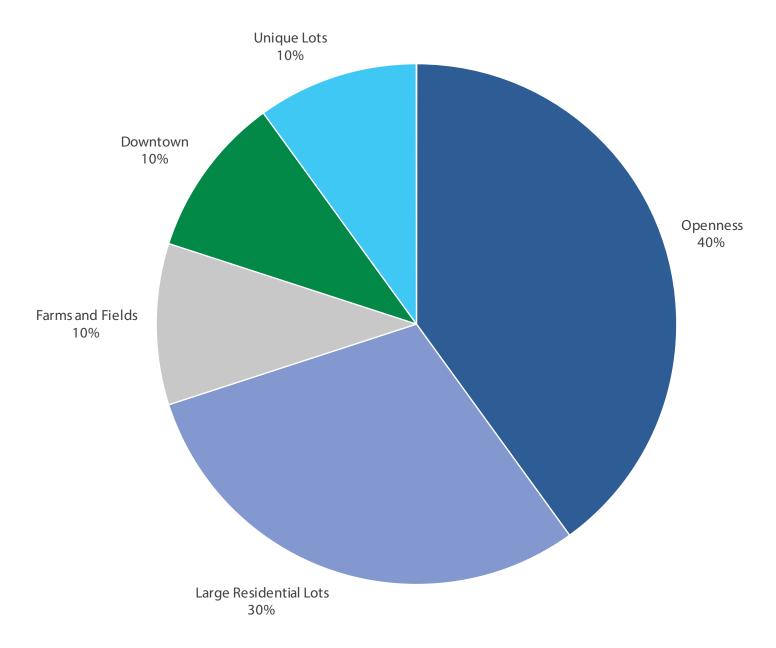
"History! We need to protect what's left in terms of historical assets and buildings."



Summarized Feedback:

LAND USE

Values



"Acquire land early. Don't get trapped by neighboring communities moving faster. We don't want border wars."



Summarized Feedback:

LAND USE

Goals and Opportunities



Key Topics and Issues

Land Use Agreements

- Boundary Control including intergovernmental agreements (IGAs) with neighboring jurisdictions to prevent intrusion into Mead's growth boundary
- Early Annexation from the "Inside-Out"
- Tiered System of Development to Guide Future Growth

Code Issues

- Building Form and Design including building height, density, design, materials and relation to nearby buildings
- Code Clarity, Flexibility, and Predictability
- Complexity and Usability of the Code
- Impact Fees

Design of Development

- Business Buildings
- Compatibility regulations to achieve compatible buildings and developments
- Densification of the Downtown Core
- Open Space Preservation
- Rural by Design
- Site Design
- Special Agreements includes incentives, density bonuses, Planned Unit Developments (PUDs)
- Subdivision Design complete sustainable neighborhoods, including block length, multi-modal road network, lot types and sizes, open space and trails, connectivity to surrounding areas



Summarized Feedback:

ECONOMY

Goals and Opportunities



Q: HOW CAN MEAD CAPTURE COMMUTER AND TOURISM REVENUE?

A:

HOTELS ALONG THE HIGHWAY FOR TOURISM AND BUSINESS TRAVELERS
HIGHWAY 66 INTO ROCKY MOUNTAIN NATIONAL PARK: USE LAND USE
GUIDELINES/IGA WITH LONGMONT TO ENHANCE THE SCENIC CORRIDOR AND
CAPITALIZE ON THE FACT THAT IT'S THE BEST ROUTE TO RMNP AND ESTES
PARK—THIS COULD INCLUDE SIGNAGE THAT MARKETS MEAD'S PROXIMITY
(ONLY 35 MILES) TO ESTES PARK AND RMNP

RESTAURANTS, COFFEE, GAS, RESTROOMS AT HIGHWAY INTERCHANGES BREWERIES TO ATTRACT A YOUNGER CROWD A THRIVING DOWNTOWN "We need to keep businesses in Town.
The Town needs to be more business
friendly and better at attracting new
businesses that may want to locate in
Mead. We should reach out to business
owners or prospective business owners
to find out what they need in order to
thrive in Mead."

"Because I live in Mead, I want things in Mead. Downtown is the most important to me."

"We need jobs. Good jobs."



Summarized Feedback:

ECONOMY

Key Topics and Issues

A Sustainable Economy

- Business Costs and Regulations
- Capturing commuter/tourism revenue with development focused along Highway Corridors
- Dining, Entertainment and Leisure Options that Attract Younger Demographic (e.g. Breweries)
- Diversification of Mead's Tax Base/Revenue Sources
- Ease and Affordability of Permitting/Review Process
- Grocery Store Feasibility
- Impact of Oil and Gas as Primary Revenue Source
- Industry Attractiveness
- Lack of Rooftops to Support New Retail and Commercial Growth
- Monetary Leakage
- Need for New Businesses, Employers, and Industries
- Policies and Incentives for Attracting New Businesses and Industries

A Thriving Downtown

- Beautification
- Boutique Retail, Restaurants, Coffee Shops, Daily Services
- Density
- Design of Buildings
- Enhanced Downtown Character
- Outdoor Seating
- Parking
- Public Art
- Public Spaces
- Walkability

"Create a thriving downtown – cute little shops, places for people to dine; a mixture of a bunch of things. I want to have a revenue base where people can entertain themselves in Town. Research shows that just five restaurants downtown leads to more vibrancy and attracts other businesses to the area."

Q: WHAT TYPES OF RETAIL AND SERVICE BUSINESSES WOULD YOU LIKE TO ATTRACT TO MEAD?

A:

ART STUDIOS

BARS

CAFÉS/ COFFEE SHOPS

CAR WASH

GAS STATION (FOR PASS-THROUGH TRAVELERS)

GROCERY STORE

HOTFLS

MICROBREWERIES, WHISKEY DISTILLERIES AND WINERIES

NEIGHBORHOOD-SERVING RETAIL AND SERVICES

RESTAURANTS

UNIQUE, OLD-SCHOOL, BOUTIQUE, COUNTRY SHOPS

Q: WHAT TYPES OF INDUSTRIES AND EMPLOYERS WOULD YOU LIKE TO ATTRACT TO MEAD?

A:

CLEAN, GREEN ENERGY

CLEAN, RESPONSIBLE, SAFE MANUFACTURING

HIGH TECH COMPANIES WITH LOW ENVIRONMENTAL FOOTPRINT

INDUSTRIAL HEMP

LEADING COMPANY LIKE BOULDER SCIENTIFIC

MEDICAL TECHNOLOGIES

ONLINE DISTRIBUTION CENTERS

PROFESSIONAL OFFICES — E.G. DENTISTS, CPAS, DESIGN FIRMS, ETC.

ROBOTICS AND DRONES

SCIENTIFIC

SMALL BUSINESS START-UPS

PUBLIC STORAGE



Summarized Feedback:

HOUSING

Goals and Opportunities



Key Topics and Issues

- Ability to Age in Place active adult communities, senior housing options
- Compatible Multifamily and Affordable Housing Developments
- Housing Affordability
- Housing Diversity
- Multigenerational Attractiveness

"Downtown housing will bring Downtown vibrancy."

"We need housing for young families; active senior citizens; empty nesters; accessible homes (one level) for the elderly and disabled...apartments and options for people who can't afford to buy single family homes in Mead or don't want to deal with the upkeep."

"We need opportunities for seniors to downsize but still stay in Mead. Patio homes for seniors are super popular right now."



Summarized Feedback:

TRANSPORTATION

Key Goals and Opportunities

- NEW TRAILS AND TRAIL CONNECTIONS
- MASS TRANSIT (INCLUDING REGIONAL BUS CONNECTION)
- , BIKE PATHS
- IMPROVED TRANSPORTATION INFRASTRUCTURE INCLUDING ROAD IMPROVEMENTS, PAVING, UPGRADED INTERCHANGES, ETC.)
- , ADD SIDEWALKS
- SUPPORT AND PLAN FOR FUTURE TRANSPORTATION TECHNOLOGY INNOVATIONS (E.G. DRIVERLESS CARS)
- IMPROVE BIKEABILITY
- SAFE TRAIL NETWORK
- IMPROVED WAYFINDING AND SIGNAGE
- CAPITALIZE ON RAIL AND AIRPORT FOR EMPLOYMENT OPPORTUNITIES
- MULTIMODAL TRANSPORTATION
- , BIKE SHARE
- ADD AND IMPROVE PARKING (ESPECIALLY DOWNTOWN AND HIGHWAY 66/9.5)

Key Topics and Issues

- Poor Road Conditions throughout Town – including improvements and funding sources
- Bikeability –including local and regional bicycling and bike share opportunities
- Charging Stations for Electric Cars
- Current versus Future Road Capacity

- Impact of Future Growth on Traffic Congestion
- Integration of Relevant Plans and Studies by other Entities
- Leveraging Grants
- Mass Transit and Multimodal Transportation
- Planning for Innovations in Transportation Technology
- Prioritization of Key Connections and Roadway Improvements

- Regional Trail Connection
- Road Layout, Design, and Priority Locations
- RTD
- Traffic Calming by Design
- Transportation Infrastructure to Support Alternate Modes of Transportation
- Walkability including the addition of sidewalks

"Improving roads will be critical in planning for growth: how to lay out roads and where."



Summarized Feedback:

PARKS, RECREATION & OPEN SPACE

Values: outdoor recreation and leisure opportunities; Downtown Park; existing trails Goals and Opportunities

- RECREATION DESTINATIONS E.G. HIGHLAND LAKE: SMALL CAMPING AREA, FISHING, ETC.
- PARK IMPROVEMENTS INCLUDING NORTH CREEK (FOUNDER'S PARK) SAFETY IMPROVEMENTS
- , NEW TRAILS AND TRAIL CONNECTIONS INCLUDING LOCAL AND REGIONAL TRAIL CONNECTIVITY
- RECREATION OPPORTUNITIES FOR ALL AGES
- NEW RECREATION CENTER
- BIKE PATH AND PAVED ACCESS TO AND AROUND HIGHLAND LAKE
- USABLE OPEN SPACE FOR PASSIVE RECREATION
- STRIVE TO PROTECT MEAD'S OPEN SPACE BUFFER BETWEEN NEIGHBORING MUNICIPALITIES
- INCREASED EMPHASIS ON HEALTH AND WELLNESS

Key Topics and Issues

- Health and Wellness
- Leveraging Grants
- Maintenance and Funding
- Multigenerational Attractiveness
- Open Space Tax
- Recreation Center
- Safe, Connected Trail Network
- Usable Open Space for Passive Recreation

"Create usable open space for passive recreation. It's nice to look at, but it's better to be able to use it...a cause worthy of resident tax dollars."

"Open space tax usually passes overwhelmingly and it can often increase property values."



Summarized Feedback:

ENVIRONMENT & NATURAL RESOURCES

Values: Open Space Vistas; Mountain Views
Goals and Opportunities

- SECURE A WATER RESOURCE
- CREATE A WATER TASK FORCE
- PLANT MORE TREES
- ENHANCE WASTE AND RECYCLING SERVICES
- COMPOSTING
- BEAUTIFICATION

Key Topics and Issues

General

- Communication with Weld County Public Health Department
- Enhanced Waste and Recycling Services
- Emergency Preparedness
- Environmental Protection includes clean air and water, habitat, trees
- Mineral Rights
- Public Fear about Proximity to Fracking Operations
- Transparency and Delivery of Public Information
- Water Conservation

Water

- Agricultural Impacts
- Brownwater Use
- Cost
- Economic Development Impacts
- Lack of Available Water
- Land Development Impacts
- Landscaping and Beautification
- Water Task Force

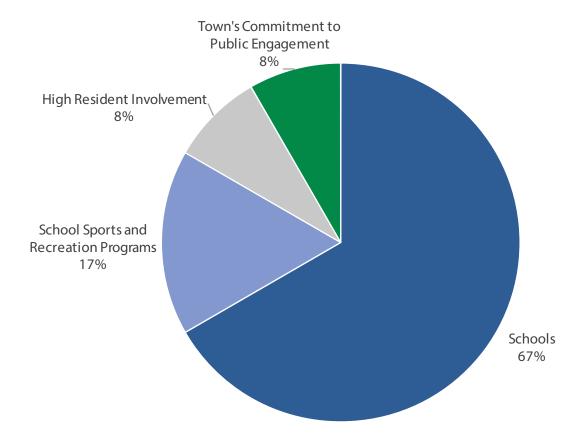
"Enhance recycling and composting opportunities within the community."



Summarized Feedback:

COMMUNITY FACILITIES & SERVICES

Values



"...Communicate and educate the community about what's available and not available [in terms of public services for the Town of Mead].

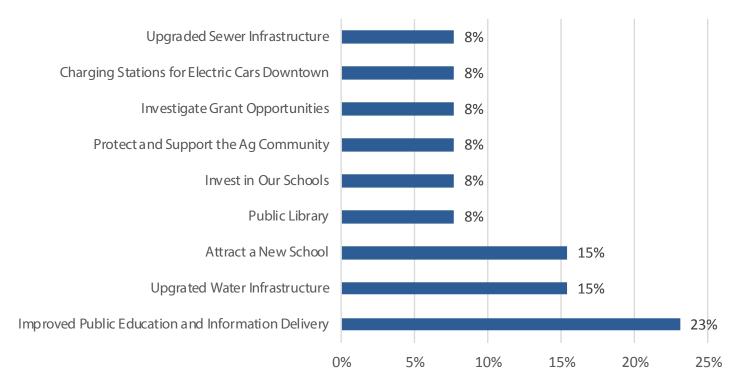
Manage and monitor resident expectations. Public information could be better."



Summarized Feedback:

COMMUNITY FACILITIES & SERVICES

Goals and Opportunities



Key Topics and Issues

- Clear process for permitting and development review
- Collaborative Partnerships with External Service Providers/ Special Districts
- Continued Support for Schools
- Fiber Opportunities
- Future Station Locations (Police and Fire)
- Infrastructure Upgrades
- Management and Monitoring of Public Information/Delivery
- Oversaturated Schools
- Provision of Utilities and Services from External Providers
- Public Library feasibility
- Streamlined Mail Delivery Service



Summarized Feedback:

KEY PARTNERSHIPS & LOCATIONS

Q: WHAT ARE SOME KEY
ORGANIZATIONS OR
GROUPS THAT THE TOWN
OF MEAD SHOULD BUILD
AND/OR STRENGTHEN
RELATIONSHIPS WITH IN
THE FUTURE?

A:

Agriculture Community (Farmers and Ranchers) **Business Community (Private Sector) Carbon Valley Recreation District** Churches **Colorado State University DRCOG Highland Ditch Company High School Energy Academy** Historic Highlandlake **Library Districts Little Thompson Water District Longstanding Families Main Street Program Mead Chamber Mead Downtown Development District Neighboring Jurisdictions** Oil and Gas Industry **Planning Commission** Parks, Recreation Facilities, and Open Space Committee **Rotary Schools/School District Weld County**

Q: WHAT ARE SOME KEY LOCATIONS WITHIN MEAD TO FOCUS FUTURE GROWTH AND DEVELOPMENT?

A:

Ames Park
County Road 34 (Welker)
Downtown
Highland Lake
Highway 66 Corridor
Highway 7 Corridor
I-25 and Hwy 66
I-25 Corridor
I-25 Interchanges
Land Adjacent to Boundaries
Mead Ponds
NW Corner of Highway 66 and I-25
Sekich Business Park Area

Online Stakeholder Survey #1 Summary



HIGHLIGHTS

- 77 RESPONDENTS
- 93 Percent of Respondents Live in Mead
 - 9 QUESTIONS
- 94 PERCENT COMPLETION RATE

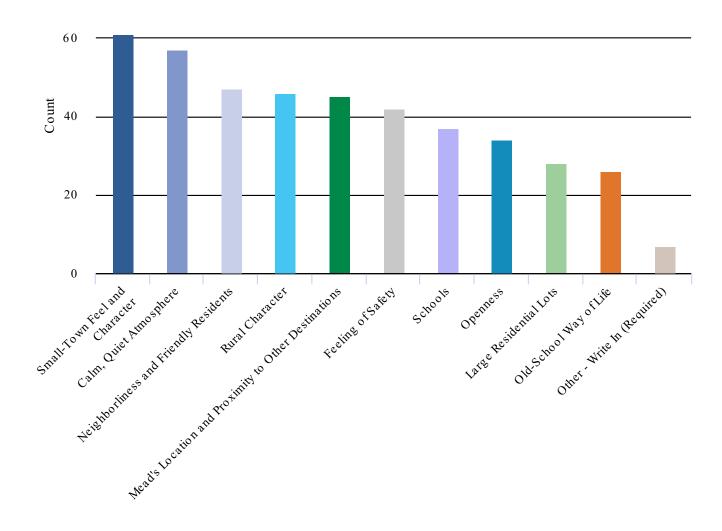
ADVERTISED ONLINE, AT TOWN HALL & DURING TWO COMMUNITY EVENTS

LIVE FOR APPROXIMATELY ONE MONTH

CONTENT FOCUSED ON VALUES, GOALS, OPPORTUNITIES & ISSUES



Q: What do you love most about the Town of Mead?



TOP 5 RESPONSES

Small-Town Feel and Character

Calm, Quiet Atmosphere

Neighborliness and Friendly Residents

Rural Character

Mead's Location and Proximity to Other Destinations



Q: If the Town of Mead is known for one thing 10 to 15 years from now, what would you want it to be?

A:

TOP 3 RESPONSES

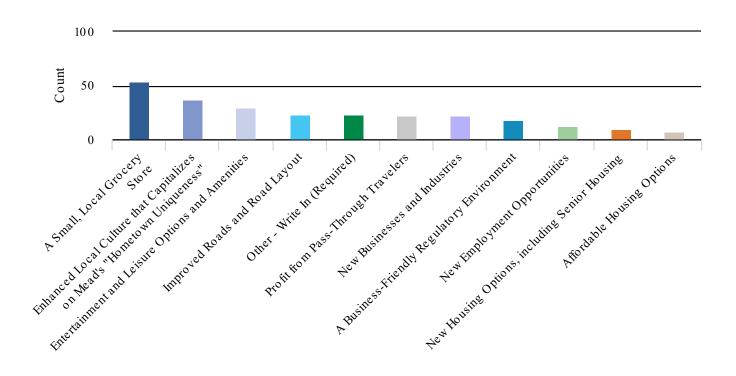
Charming, Small-Town Feel and Character
Safe
Family-Friendly





Q: LOOKING AHEAD 10 TO 20 YEARS FROM NOW, WHAT ARE YOUR GOALS FOR THE TOWN OF MEAD?

A:



TOP 3 RESPONSES

A Small, Local Grocery Store

Enhanced Local Culture that Capitalizes on Mead's "Hometown Uniqueness"

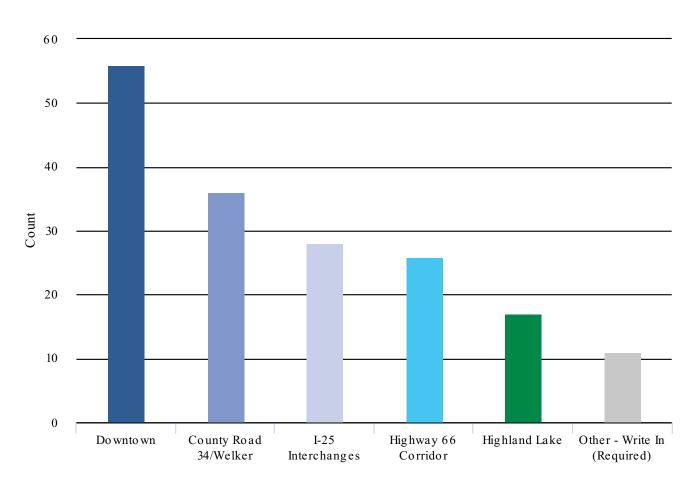
New Entertainment and Leisure Options

SURVEY 1 SUMMARY



Q: What are some key locations within the Town of Mead that the Comprehensive Plan update should focus on?

A:



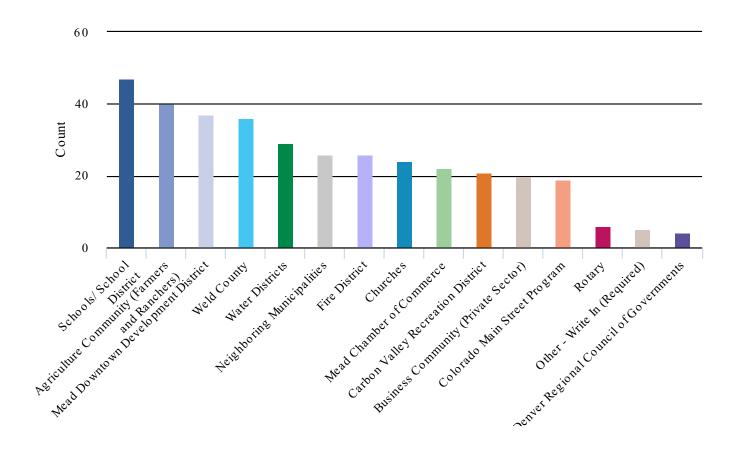
TOP 3 RESPONSES

Downtown
County Road 34/ Welker
I-25 Interchanges



WHAT ARE SOME KEY PARTNERSHIPS FOR THE TOWN OF MEAD TO ESTABLISH AND/OR MAINTAIN AND STRENGTHEN IN THE FUTURE?

A:



TOP 5 RESPONSES

Schools/School District

Agriculture Community - Area Farmers and Ranchers

Mead Downtown Development District

Weld County

Water Districts

SURVEY 1 SUMMARY



Q: What types of retail and service businesses would you like to attract to the Town of Mead?

A:

TOP 3 RESPONSES

Grocery Store
Coffee Shops
Restaurants



SURVEY 1 SUMMARY



Q: What types of businesses or industries would you like to attract to the Town of Mead that would provide Job opportunities?

A:

TOP 3 RESPONSES

Technology

Energy

Agribusiness

WHAT LOCATIONS SHOULD BE THE PRIMARY FOCUS FOR THESE BUSINESSES AND EMPLOYMENT OPPORTUNITIES?

A:

TOP 3 RESPONSES

Downtown

Highway 66 Corridor

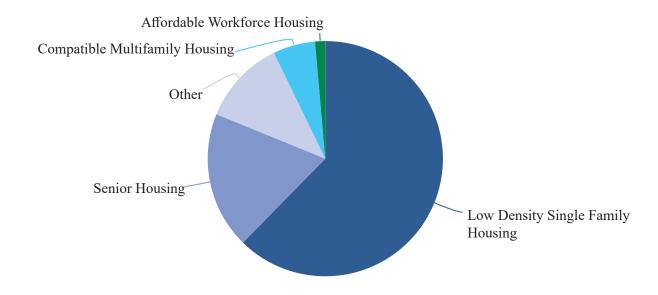
Along I-25

Survey 1 Summary



What types of housing Mix would you like to attract in the Next 10 to 20 years in the Town of Mead?

A:



Value	Percent	Responses
Low Density Single-Family Housing	62.3%	43
Senior Housing	18.8%	13
Other - Write In (Required)	11.6%	8
Compatible Multifamily Housing	5.8%	4
Affordable Workforce Housing	1.4%	1

Plan Audit Summary



INTRODUCTION

There are several plans that Mead uses to guide development and growth in the Town. First and foremost is the Mead Comprehensive Plan (MCP), a long-term policy document for the community with guiding visions and strategies relating to new development, redevelopment, Town programs, and services. The MCP was last updated in 2009 and included 43 goals across 10 categories. Other supporting plans include the 2011 Open Space, Parks & Trails Master Plan and the 2013 Transportation Plan.

An audit of these plans was conducted to further understand these plans, how Mead's goals operate today, and what needs and conflicts exist under current regulatory guidance in relation to expected future demands. Using an online survey tool, Town Staff and representatives assessed the current direction of these three plans, considering the relevance and necessity of the goals. In this sense, a goal is an end toward which efforts are directed and that provides the community with direction. A goal is a desired ideal and a value to be sought.

HIGHLIGHTS

- 12 TOWN STAFF AND LEADERS
 - 3 PLANS
- 50 GOALS
- 27 TRANSPORTATION PROJECT AND ACTIONS.
- 1/2 MCP GOALS WERE UNANIMOUSLY IDENTIFIED TO REMAIN
- **62** Suggestions and Comments
- 100% Agreement on Environmental and Natural Resource Goals

32 Town of Mead



COMMUNITY CHARACTER

GOAL	KEEP / Drop / Refine	COMMENTS
Mead Comprehensive Plan (MCP)		
Goal: New development and redevelopment in the Old Town will preserve and enhance the Town's history, form and charm by providing design compatibility between new and older buildings and by emphasizing the unique character of the area.	Keep	
Goal: Streets and recreational trails must provide or accommodate appropriate connections to adjacent neighborhoods and areas. A spine trail system to provide connectivity to all new development should be planned and implemented.	Keep/ Refine	I think this is important, but not firm on the wording.
Goal: Development that occurs along I-25, SH 66, CR7 and along Welker Avenue need to serve as a gateways with a high-quality image. Key locations include I-25 and SH66, SH66 and CR1, SH66 and CR7, Welker and I-25, Welker and CR7, Welker and CR1 and I-25 and CR38.	Keep/ Refine	 "High-quality image" is rather vague. Not sure if it's hard to get too specific here though since the different gateways might end up with such different development. Add the Intersection of SH 66 and WCR 5
Goal: Develop commercial and employment activities at the interchanges along I-25 to serve as regional draws.	Keep/ Refine	 We should have more employment opportunities with in the town area as well as along the I-25 interchanges to help increase possible flow for increased revenues for the town. What kind of commercial and employment is desired? Are there design elements to these "regional draws"? This is confusing when we talk about creating unique and small town feel when we are stating in this goal about a "regional" draw. You cannot have a regional draw on 20-30 areas then boom right into a small rural town. I agree we need a commercial with retail corridor but we need to rethink what type of retail and commercial we want. Regional is tough with Loveland and Westminster too close.

OUTREACH SUMMARY 33

AUDIT RESULTS: COMMUNITY CHARACTER



GOAL KEEP /
GOAL DROP / COMMENTS
REFINE

Additional goals to support Community Image and Design:

- Techniques to protect the small town atmosphere.
- The overall character of the town should be considered, not just old town and the major intersection. Particular attention to the transportation system. Do we want curb and gutter? Or a more rural setting?
- Create required design elements to set Mead apart from other jurisdictions along I-25.
- We need clear corridors and types of development desired for each.



Land Use

GOAL	KEEP / Drop / Refine	COMMENTS
Mead Comprehensive Plan (MCP)		
Goal: Development within or around Old Town will preserve and enhance the small town qualities and characteristics of the Town.	Keep	
Goal: If the desire of the landowner in rural and agricultural areas is to protect and preserve their land, provide opportunities to assist them in that effort. Transitions between more intensive, potentially incompatible agricultural uses and urban uses should be encouraged.	Keep/ Refine	We should be looking at natural and compatible transition with ALL development. Each site should be evaluated on a case be case basis. The land owner and the town should work together to meet the property owners desires and maximize the economic potential of the property. Define how the town will assist preservation. Partnerships with land trusts? etc Should say "Transitions from more intensive potentially incompatible agricultural uses to"
Goal: Development should pay its own way with regard to infrastructure and public facilities.	Keep/ Refine	 Be realistic vs. what other neighboring towns offer; be creative with helping find alternate funding sources. Benefit through the URA While I believe development has a responsibility to pay for infrastructure, I do not believe they are solely responsible for public facilities. Nor should they have to pay for lacking infrastructure.
Goal: Formulate intergovernmental agreements with Weld County, adjacent municipalities and overlapping special districts to provide for managed growth.	Keep	
Goal: Growth should ensure the Town's current and future fiscal and economic health is safeguarded.	Keep/ Refine	We need to be actively looking for ways to improve the town's economic health.

AUDIT RESULTS: LAND USE



GOAL	KEEP / Drop / Refine	COMMENTS
Goal: Old Town will serve as the focal point for the community. The Town will endeavor to create a downtown development plan, establish a boundary for the area and establish policies to deal with the uses, design, financing and economic incentives for implementation of the plan.	Keep	
Goal: Establish Old Town as an area of mixed uses allowing for special commercial and civic uses with adequate parking and access for pedestrians and bicycles.	Keep	
Goal: Include mixed use, commercial, and industrial districts to provide services and jobs to both local and regional residents, and revenues to the Town.	Keep	

Additional goals to support Growth Management:

- Balanced economic and housing and specific strategies for economic sustainability and diversity of housing
- Focus development in defined neighborhoods and transportation corridors.

Town of Mead



ECONOMY

GOAL	KEEP / Drop / Refine	COMMENTS
Mead Comprehensive Plan (MCP)		
Goal: Promote commercial/industrial development, properly located, to create an economically sustainable community.	Keep/ Refine	 The allowed uses should be reviewed to ensure economic sustainability. "integrate" instead of promote. Would like to call out retail and to specifically state commercial and retail corridors, not just properly located that leaves more interpretation of what is proper for location. Add to "create an economically sustainable community" with "by developing programs to help new businesses to flourish"
Goal: Support various organizations which encourage economic development within the Town.	Keep	
Goal: Old Town area will be targeted for enhancement of a unique, fiscally-successful, attractive, vibrant commercial area.	Keep/ Refine	Define other neighborhoods that will focus vibrant commercial areas. Add to "vibrant commercial area." to say "vibrant commercial area by developing programs to help small/medium businesses to flourish."

Additional goals to support Economy:

- Targeted action strategies for economic development
- Focus government process on efficiency and predictability, as to promote economic successes.



Housing

GOAL	KEEP / Drop / Refine	COMMENTS
Mead Comprehensive Plan (MCP)		
Goal: Ensure an appropriate mix of housing types and densities, in appropriate locations, so as to create a harmonious mix of land uses.	Keep/ Refine	Housing that is manageable as well as affordable and will attract and retain citizens that want to live in a community like Mead
Goal: Encourage development of various housing types, land-use mixes and housing densities to enhance safety and a sense of community.	Keep/ Refine	• Enhancing safety and a sense of community are partially complementary but not so much so that they should be in the same goal.
Goal: Strive to develop land use patterns which will enhance property values.	Keep/ Refine	I almost selected to drop it because I think that enhancing property values is a narrow view of the needs of housing in a community, but at the same time, I know this is a goal that is important to many residents and the Board members. I think it should be clear, however, that when appropriate, property values may be considered, but at the same time, it is not the primary goal of providing housing in the Town. Maintain property values

Additional goals to support Housing:

• Housing diversity is mentioned, but nowhere does it mention a goal of providing housing for different life stages. A harmonious mix of land uses might mean that IF different types of housing is allowed, it is done so harmoniously, but it doesn't imply that anything other than what is already here might be sought after.

• Need strategic actions



TRANSPORTATION

GOAL	KEEP / Drop / Refine	COMMENTS
Mead Comprehensive Plan (MCP)		
Goal: Pursue funding sources and implement transportation and infrastructure improvements to support the future and anticipated needs of the Town residents, businesses and industry.	Keep	
Goal: Create a safe, efficient pedestrian and bicycle trail system.	Keep/ Refine	Define the extent of the system and how we want to link to other regional trails.
Goal: Consider the I-25 corridor and the existing railway system as potential opportunities to further regional transportation efforts for future area residents.	Keep/ Refine	Based on experience with the Railway system I think this piece would be difficult to pursue
		CHANGE: "Consider the I-25 corridor and the existing railway system" to "Consider the I-25 corridor and lobby for a railway system that covers the Northern Colorado corridor to be a"
Goal: Support the concept of North/South arterials. As new development occurs along the desired alignments, the ROW to accommodate the arterials will be required to be transferred to public ownership.	Keep/ Refine	Evaluate standards by type and location

Additional goals to support Transportation:

• The town needs to develop a small public transportation system especially when we are trying to increase commerce with in the town. A bike system like they have in Denver is a good alternative. A small bus system that could travel around the housing areas would also be a viable option.

2013 Transportation Plan		
Project (RC): SH 66 / Third Street Intersection Safety Improvements and Signalization - Add Westbound Right Turn Lane Probable Cost: \$800k	Keep	
Project (RC): WCR7 / WCR 34 Intersection Improvements and Signalization Probable Cost: \$600k	Keep/ Refine	• I guess if we assume Welker and 7 both go to 4-lanes, a signal is necessary, but it seems like a big jump.
Project (RC): Welker Avenue / Railroad Crossing Upgrade (No widening) Probable Cost: \$300k	Keep/Drop	

AUDIT RESULTS: TRANSPORTATION



GOAL	KEEP / Drop / Refine	COMMENTS
Project (RC): Welker Avenue from 1st Street to 3rd Street – Widen to add center turn lane Probable Cost: \$900k	Drop	Do that many people turn into 1st through 3rd?Completed
Project (RC): Welker Avenue from 3rd Street to 7th Street – Widen to add center turn lane Probable Cost: \$900k	Drop	• Completed
Project (RC): WCR 34.5 / WCR 5 Improvements – Reconstruct with intersection alignment improvements Probable Cost: \$700k	Keep/ Refine	
Project (RC): Regional Trail on WCR 7 from Downtown Mead to the Heritage Trail at the St. Vrain River Probable Cost: \$500k	Keep	

Additional near-term projects:

- Skipped the intersection I know little about.
- There is a need for a turn signal at WCR 5 and highway 66.

Project (LC): Third Street / Railroad Crossing Upgrade Probable Cost: \$300k	Keep/ Refine	
Project (RC): Third Street Widening from WCR 34.5 to WCR 38 – Widen to add center turn lane Probable Cost: \$600k	Refine/ Drop	• I'm assuming these improvements are connected to traffic studies for future development. Because in the meantime, I think improving 3rd St is important, but widening it up north isn't necessarily a priority. At least not compared to other improvements. But what do I know? I'm not a Transportation planner!
Project (RC): WCR 34.5 / WCR 7 Realignment and Add Southbound Left Turn Lane Probable Cost: \$450k	Drop/ Refine	
Project (RC): Welker Avenue (WCR 34) Widen from 2 lanes to 4 lanes (I-25 to WCR 5) Probable Cost: \$2M	Drop/ Refine	

Additional mid-term projects:

• I feel very unqualified to answer some of these questions!

AUDIT RESULTS: TRANSPORTATION



GOAL	KEEP / DROP / REFINE	COMMENTS
Project (LC): Extend WCR 32 from WCR 1 to WCR 3 Probable Cost: \$4M	Drop/ Refine	
Project (LC): Extend WCR 3 from WCR 32 to WCR 34 Probable Cost: \$4M	Drop/ Refine	
Project (LC): Extend WCR 38 from WCR 1 to WCR 3 Probable Cost: \$4M	Drop/ Refine	
Project (RC): Widen the Welker Avenue / Railroad Crossing Probable Cost: \$800k	Drop/ Refine	
Project (RC): Widen the WCR 32 / Railroad Crossing Probable Cost: \$600k	Drop/ Refine	
Project (RC): Construct Minor Collector Railroad Crossing between WCR 32 and WCR 34 (at ½ section) Probable Cost: \$300k	Drop/ Refine	
Project (RC): Construct Western Parallel Arterial on WCR 5 from SH 66 to WCR 40 (5 miles) Probable Cost: \$8M	Drop/ Refine	
Project (RC): Construct Eastern Parallel Arterial on WCR 9.5 from WCR 32 to WCR 34 (1 mile) – Realign Frontage Road Probable Cost: \$5M	Drop/ Refine	
Project (RC): Widen WCR 34 from I-25 to WCR 17 to four lanes Probable Cost: \$10M	Drop/ Refine	
Project (RC): Widen SH 66 to four lanes (WCR 1 to WCR 17) Probable Cost: \$39.6M	Keep/ Refine	Seems like we'll learn more about 66's needs from the PEL.
Project (RC): Extend WCR 40 from WCR 3 to I-25 Probable Cost: \$11.9M	Drop/ Refine	
Project (General Road Paving): Pave County Roads (35 miles at \$1.45M/mile)* Probable Cost: \$50,750 *Based on two-lane rural cross section.	Drop/ Refine	

Additional long-term projects:

• Work with engineering staff to refine and discuss with Board of Trustees

OUTREACH SUMMARY 41

AUDIT RESULTS: TRANSPORTATION



GOAL	KEEP / Drop / Refine	COMMENTS
Action: Periodically update the Town's traffic impact fee study to reflect growth trends, transportation improvement requirements, and construction costs.	Keep	
Action: Monitor traffic control devices, such as stop-control and speed limits, as further growth occurs to make sure that they are appropriate and safe.	Keep	
Action: Require traffic impact studies from all proposed developments so that the requirements for internal roadways, impacts to the surrounding roadway system, and the impact fees that are appropriate for these improvements can be evaluated. Developers should be responsible for improving the arterials adjacent to their developments to meet Mead's standard cross sections.	Кеер	
Action: Maintain an active membership in DRCOG and apply for Transportation Improvement Program (TIP) funds.	Keep/ Refine	We need to be a member of an MPO, yes, but we should look into whether DRCOG is the best one for us.
Action: Participate in ongoing transportation planning studies to ensure that the Town of Mead's interests and concerns are addressed at a regional level.	Keep	



PARKS, OPEN SPACE & RECREATION

GOAL	KEEP / Drop / Refine	COMMENTS
Mead Comprehensive Plan (MCP)		
Goal: Provide a vision and implementation plan for a balanced and connected system of recreation facilities, parks and open space for all ages.	Keep	
Goal: Pursue the development of community recreation facilities to serve the needs of the community and to reinforce Old Town.	Keep/ Refine	Drop "reinforce Old Town"
Goal: Develop a comprehensive plan and implementation strategy to create a connected system of trails and greenways to provide opportunities for pedestrian, bicycle and equestrian recreation.	Keep	
Goal: Develop a cohesive way-finding system throughout the Town.	Keep	
Goal: Develop programs to obtain and maintain desired open space areas within the community.	Keep/ Refine	Develop programs to dedicate desired open space within the community, maintained privately and by the Town.
Goal: Work with other public and private agencies to provide for joint use community facilities to the maximum extent possible.	Keep	
2011 Open Space, Parks & Trails Master Plan		
Goal: Meet Mead's growing community needs through facility improvements and renovations.	Keep/ Refine	Add "development"
Goal: Meet Mead's growing community needs through facility development.	Keep/ Refine	Does it mean building new facilities? Like a rec center? That answer might have been given had I read the full plan, but I didn't Combine with previous goal
Goal: Provide programs and activities to serve the diverse needs of the Mead community.	Keep/ Refine	Mead is not responsible to provide activities; the various groups can create their own programs & activities

OUTREACH SUMMARY 43

AUDIT RESULTS: PARKS, REC & OPEN SPACE



GOAL	KEEP / Drop / Refine	COMMENTS
Goal: Maintain and improve the Town's service to the public and increase the capacity of the Town to expand services.	Keep/ Refine	Is this pretty much the same thing as the previous goal?
Goal: Maintain and improve the level of maintenance at all parks, trails and open space areas.	Keep	
Goal: Strengthen and develop partnerships to maximize the available resources within the community for recreation facilities and activities.	Keep	
Goal: Create long-term financial stability while also planning for a growing system of park and open space facilities.	Keep	

Additional goals to support Parks, Open Space and Trails:

- I feel we have an immediate need for a recreation center. It is not good that in order to swim or use a gym that residents have to pay Firestone or Longmont for the use of those facilities.
- Add "agricultural heritage" goals.
- I'm not sure if it's included somewhere in the above goals, but further developing the trail system should definitely be a goal. Both within Town, and by connecting to a regional trail system.



ENVIRONMENT & NATURAL RESOURCES

GOAL	KEEP / Drop / Refine	COMMENTS
Mead Comprehensive Plan (MCP)		
Goal: Preserve and complement natural characteristics of the area through the use of indigenous vegetation.	Keep	
Goal: Seek to protect natural habitats, ecosystems and wildlife by directing development away from sensitive areas such as wetlands, jurisdictional floodplains, riparian areas and wildlife habitat areas.	Keep	
Goal: Encourage various programs for recycling, reuse, water conservation, reduction in use of fossil fuels, and reduction of pollution to the air, water and land. Also encourage the reduction of light and noise pollution related to new development within the community.	Keep	

Additional goals to support Environment and Natural Resources:

• Integrate sustainability elements into all eight categories of the plan update



GOAL	KEEP / Drop / Refine	COMMENTS
Mead Comprehensive Plan (MCP)		
Goal: Ensure government services, buildings and equipment needs grow with the Town's expansion in order to provide a cost-effective, high-level of service to the citizens.	Keep/ Refine	Add at the end of "service of the citizens" with something like "with a focus on a recreation center."
Goal: Ensure new buildings are adequately sized to anticipate future growth and size of the community and its needs.	Keep	
Goal: Locate significant public facilities in such a way as to reinforce the vitality of "Old Town" Mead.	Keep/Drop	Locate where best for Town
Goal: Public buildings should consider cost-effective green/sustainability efforts in their design and construction.	Keep/ Refine	Add in "when possible"
Goal: Off-street bike and pedestrian trails, bike lanes along traveled roads, and sidewalks along streets should be provided throughout the community.	Keep/ Refine	Add in "where possible"
Goal: Develop and maintain mechanisms to provide for maintenance of public infrastructure, buildings, equipment and land.	Keep	
Goal: Work with safety service providers to offer the most cost-effective and highest-quality police and fire safety services.	Keep/ Reinfe	Support a high-quality and cost- effective Town police and fire departments.
Goal: Work with other service providers such as schools and libraries to provide facilities to meet the needs of the residents.	Keep	
Goal: Develop a non-potable water system to support irrigation of public facility landscaping.	Keep	
Goal: Encourage and support community activities to bring together the residents of the community.	Keep	
Goal: Encourage residents to become active in the governance and well-being of the Town.	Keep	
Goal: Provide on-going communication with Town Residents regarding activities and actions of the Town.	Keep	



TOWN OF MEAD COMPREHENSIVE PLAN

APPENDIX D: ENVIRONMENTAL CONSTRAINTS MAP

ENVIRONMENTAL CONSTRAINTS IN THE TOWN OF MEAD AND PLANNING INFLUENCE AREA

