

# 1

# COMMUNITY FORM & IDENTITY

## A. COMMUNITY FORM & IDENTITY VISION .....

BROOMFIELD IS BOTH DESTINATION AND PLACE TO CALL HOME. INCLUSIVE, CREATIVE AND SAFE, WE SKILLFULLY CONNECT PEOPLE WITH EACH OTHER, SERVICES, THE ENVIRONMENT, AND HISTORICAL ROOTS. BEAUTIFUL LANDSCAPES, GAINFUL EMPLOYMENT, AND ATTAINABLE HOUSING ARE COMPLEMENTED BY EVOLVING TRANSPORTATION OPTIONS, TRAIL SYSTEMS, RECREATIONAL OPPORTUNITIES, AND THE ARTS. A SPIRIT OF GENEROSITY AND COLLABORATION MAKES US A SOUGHT AFTER PLACE TO LIVE, WORK, AND PLAY.

## B. CURRENT SITUATION & FUTURE TRENDS .....

### COMMUNITY FORM<sup>1</sup> .....

Broomfield is strategically situated between Interstate 25, Northwest Parkway, U.S. Highway 7, and U.S. Highway 36 on rolling, high-plains prairie lands with striking views of the Rocky Mountain Front Range. Its human history can be traced back to Native American tribes who circulated throughout the area from the 1500s to the 1800s as they hunted migrating animals. Its agricultural origins began in the mid-1800s, in conjunction with the California and Colorado gold rushes. The Cherokee Trail, named after Cherokees who joined the rush, passed through the area and roughly corresponds with U.S. Highway 287. Although there are currently 40 tribes in the metro area, most Native Americans were pushed out with the influx of Europeans and easterners. Settlers, supported by the Homestead Act of 1862, began farming, ranching, and providing services. The area became a railroad hub as tracks north and west of Denver were established to more efficiently transport mining products, farm goods, and people. Reportedly, it was named “Broomfield” by the U.S. Postal Service due to the broomcorn that was raised here and shipped to a broom factory in Denver.

<sup>1</sup> Historical material in this section largely comes from Sylvia Pettem’s book, *Broomfield, Changes through Time* (2001, *The Book Lode, Longmont, Colorado*). Other sources were the *Broomfield Enterprise*; historians Jacqui Ainlay-Conley and Charles Hanson, and Janet Justice-Waddington, a relative of some of the early settlers.



Adolph Joseph Zang



Percheron Draft Horse



*Crawford Bee Business at Zang Spur Park*



*Historic Depot Museum at Zang Spur Park*

In 1885, Adolph Joseph Zang, heir to Denver’s Zang Brewery who made his wealth through mining and real estate investments, decided to make the area a “model farm” to raise grain for the brewery and to breed prize-winning draft horses. Zang was known as a philanthropist and forward-looking developer who loved beauty and literature. The Broomfield area was sometimes called “Zang’s Spur” due to a railroad spur developed to transport farm goods. He and his partners Huober and Nissen used local help to create reservoirs/lakes and irrigation ditches to support this farm. The lakes are now gone except for Nissen Reservoir No. 2 at Eagle Trace Golf Course. They explain the name of Broomfield’s first cemetery, Lakeview Cemetery, which contains tombstones of some of the early settlers as well as cremation remains of more recent residents. Besides the cemetery, vestiges of this agricultural time are still evident: the railroad depot and Crawford bee business relocated to Zang Spur Park, the Brunner farmhouse relocated to open space near the Civic Center, and the Crescent Grange and grain elevators in the oldest part of town. Farther north is the Weldford dance hall and barn. Zang’s country home has been remodeled but still stands.



*Brunner Farmhouse near Midway and Main*

Broomfield became a bedroom community in the 1950s with development of the Denver-Boulder Turnpike (home to the tollbooth dog, Shep) which is now known as U.S. Highway 36, and the neighborhood “Broomfield Heights,” also known as “First Filing,” which was the first subdivision plat. Developers strove to make a “model city” for commuters with wide streets, garbage disposals, and modern appliances. The area became popular to World War II veterans who started families and used Veterans Affairs guaranteed loans through the GI bill to buy houses. It was considered “Hometown USA.” After half a century, the oldest parts of Broomfield now need repair and replacement of utility lines and street upgrades.



*Shep, the Tollbooth Dog*

Broomfield incorporated as a city in 1961 so that services, such as a police force, were readily available. As it grew, it still relied on public services in Jefferson, Boulder, Weld, and Adams counties. In 1989, a model business park, Interlocken, was established, and Broomfield was recognized as an innovator and risk taker in urban renewal and development. Interlocken includes high-tech businesses such Oracle and Level 3 Communications and other large businesses and is comparable to the Denver Tech Center. Flatiron Crossing mall was constructed in 2000 and drew in sales regionally. Both Interlocken and Flatiron Crossing are in the southwestern edge of the area known as the “Creative Corridor” along U.S. Highway 36.

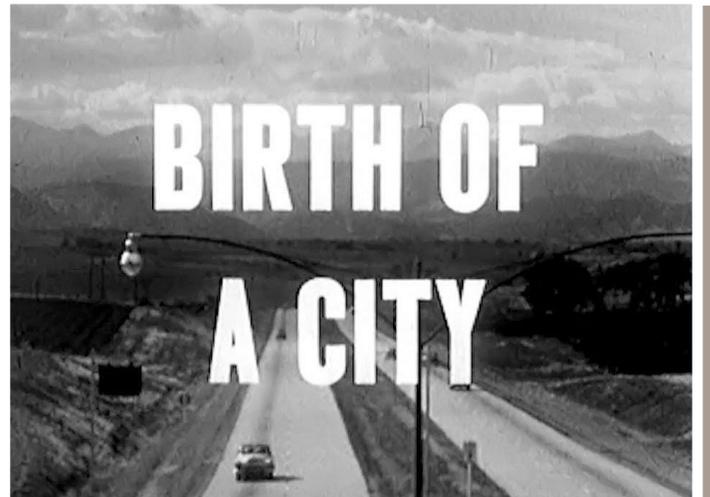
Given the increase in tax base, annexation of land, and a desire to consolidate public services, the City moved to become a county through amendment of the state constitution. The City and County of Broomfield became official in 2001. A Civic Center was developed that now includes City and County offices, police and fire headquarters, a library, an auditorium, a senior/ community center, and a health and human services building. Also developed was Arista, a high-density, transit-oriented community along U.S. Highway 36 that includes the 1STBANK Center, an entertainment venue that accommodates up to 6,500 people. Upscale residences were also developed in the northeast during this period of rapid growth.

It was noted in the 2005 Comprehensive Plan that Broomfield’s form was mostly set in terms of boundaries and amount of land available for expansion. Underused land now encompasses approximately 27 percent of Broomfield’s boundaries. Broomfield was characterized by low-density single-family residential neighborhoods. With a population of about 60,000 in 2015, which is expected to increase to about 100,000 at buildout, there is a trend toward providing more densely populated and mixed-use housing given limited land, rapid transit development, and an increased need for affordable housing. Two populations that are expected to grow faster than others, not only in Broomfield but also throughout the entire metro area: people over 65 years old and young adults. Both groups will have particular needs and preferences. [Maps 8](#) and [9](#) show Broomfield’s residential neighborhoods and economic districts.

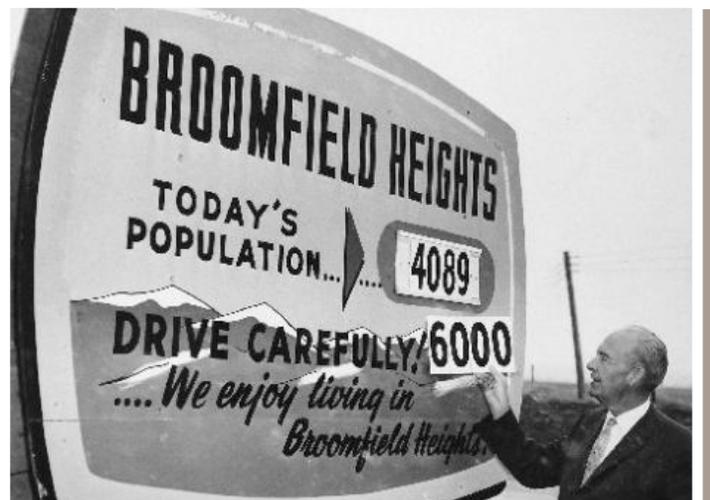
Besides neighborhoods and businesses, Broomfield established parks and open space as a defining quality of its form, and this is considered its “heart and soul” within and outside the community through a “green edge” boundary. As of 2015, 33 percent of land is designated as open lands interconnected by trails with proximity to residential and commercial areas. Public art is finding its way to some of these open spaces and is further defining Broomfield’s heart and soul.



*Broomfield Center Sign*



*Film about Broomfield as a “Model City” (circa mid-1950’s)*



*Population Expectation in 1959*



*Interlocken Business Park*



*Broomfield Bank*



*Historic Railroad Depot*

## COMMUNITY IDENTITY

Broomfield’s identity is multifaceted. Physical location and form, history, businesses, government, and residents make it an appealing and sustainable place for a diverse group of people. Its location and transit system have always provided convenient access to and connection with the larger metro area. Its relatively small size and emphasis on service and neighborhoods support small-town friendliness and safety. The availability of open space, parks, trails, and recreation promotes health, and social and environmental engagement. A multitude of educational and cultural opportunities enhance enjoyment of learning and the arts. The community’s official website ([Broomfield.org](http://Broomfield.org)) provides information about Broomfield’s resources, including recreation, library, and art programs (see, for example, the webpage “A Walk in the Art”).



*Lotus Bench at Tom Frost Reservoir*

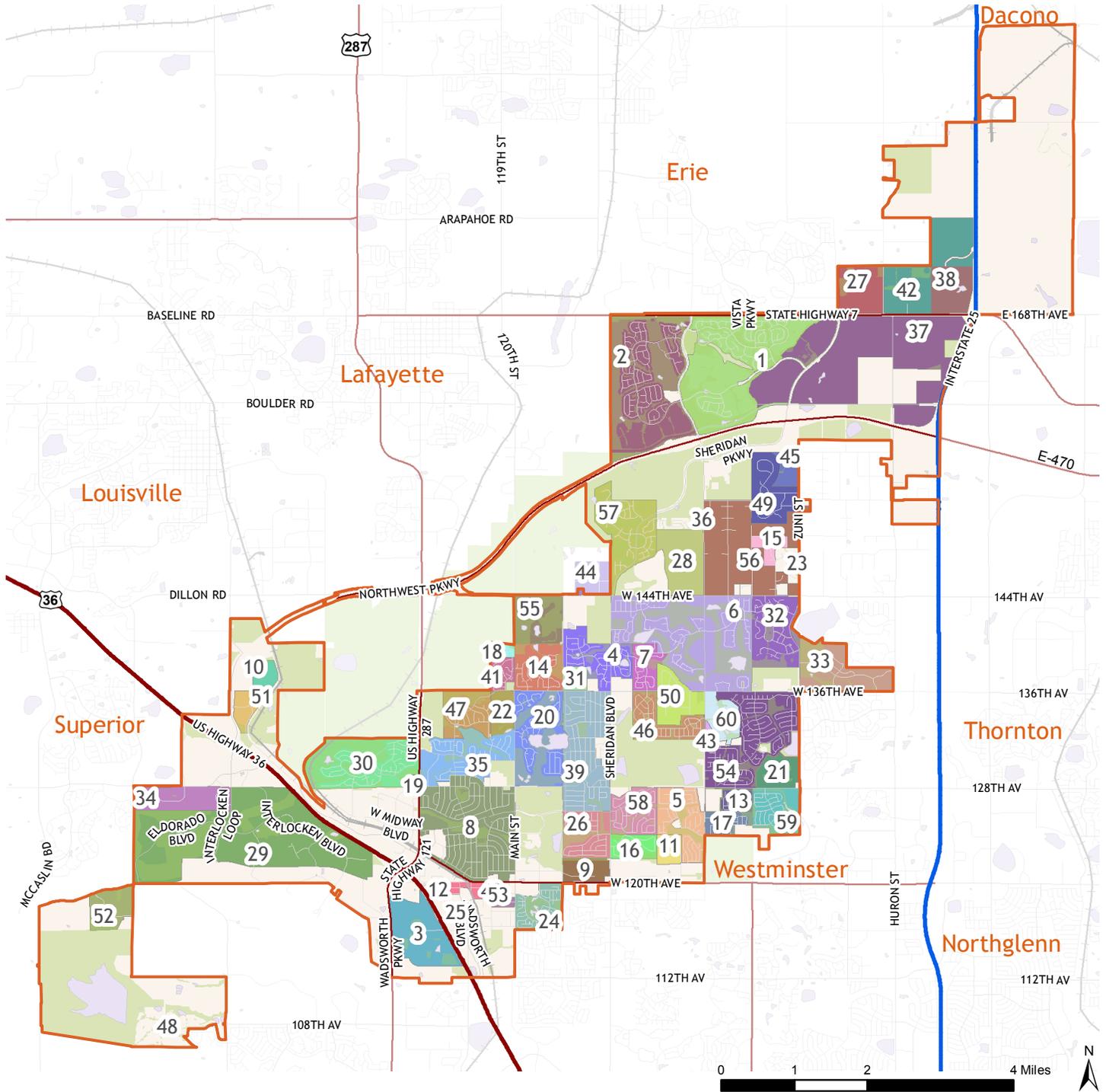
History also points to a unique can-do attitude involving hard work and striving for the good of the community through entrepreneurship, conservation of natural resources, planned innovation, and philanthropy. The “Broomfield Way” involves residents who are often passionately involved with community affairs and reliant on responsive government. The government in turn encourages and responds to citizen input in a transparent and fiscally responsible way. Citizens and government are also involved in interregional affairs to promote well-being in Broomfield and the region as a whole. An important aspect of Broomfield’s current identity is “sustainability” accomplished through increased awareness and support of social, economic, and environmental health for the sake of future generations.

## LEGEND

### Broomfield Residential Neighborhoods

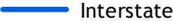
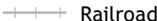
- |                            |                                  |                        |
|----------------------------|----------------------------------|------------------------|
| 1, ANTHEM HIGHLAND         | 20, EAGLE TRACE                  | 41, OUTLOOK            |
| 2, ANTHEM RANCH            | 21, FRONT RANGE MOBILE COMMUNITY | 42, PALISADE PARK      |
| 3, ARISTA                  | 22, GATE N GREEN                 | 43, PINNACLE NORTH     |
| 4, ASPEN CREEK             | 23, STELLA'S MEADOW              | 44, PONY ESTATES       |
| 5, BRANDYWINE              | 24, GREENWAY PARK                | 45, RED HAWK ESTATES   |
| 6, BROADLANDS              | 25, HARVEST STATION              | 46, RED LEAF           |
| 7, BROADLANDS WEST         | 26, HIGHLAND PARK SOUTH          | 47, RIDGEVIEW HEIGHTS  |
| 8, BROOMFIELD HEIGHTS      | 27, HIGHLANDS                    | 48, SKYESTONE          |
| 9, BROOMFIELD TOWN CENTRE  | 28, HOOPES                       | 49, SPRUCE MEADOWS     |
| 10, CATANIA                | 29, INTERLOCKEN                  | 50, SUNNYSLOPE         |
| 11, CIMARRON VILLIAGE      | 30, LAC AMORA                    | 51, TERRACINA          |
| 12, COLMAN'S LAKEVIEW      | 31, MARKEL                       | 52, THE RIDGE          |
| 13, COLUMBINE MEADOWS      | 32, MCKAY LANDING                | 53, VISTA POINTE       |
| 14, COUNTRY ESTATES        | 33, MCKAY SHORES                 | 54, WESTLAKE           |
| 15, COUNTRY MEADOW ESTATES | 34, MIDCITIES                    | 55, WHISTLEPIG         |
| 16, COUNTRY VISTA          | 35, MIRAMONTE                    | 56, WILCOX             |
| 17, CROFTON PARK           | 36, SILVERLEAF                   | 57, WILDGRASS          |
| 18, CRYSTAL PINES          | 37, NORTH PARK                   | 58, WILLOW PARK        |
| 19, DEPOT HILL             | 38, NORTHLANDS                   | 59, WILLOW RUN         |
|                            | 39, NORTHMOOR ESTATES            | 60, TRAILS AT WESTLAKI |
|                            | 40, ORIGINAL BROOMFIELD          |                        |

# Map 8. Residential Neighborhoods

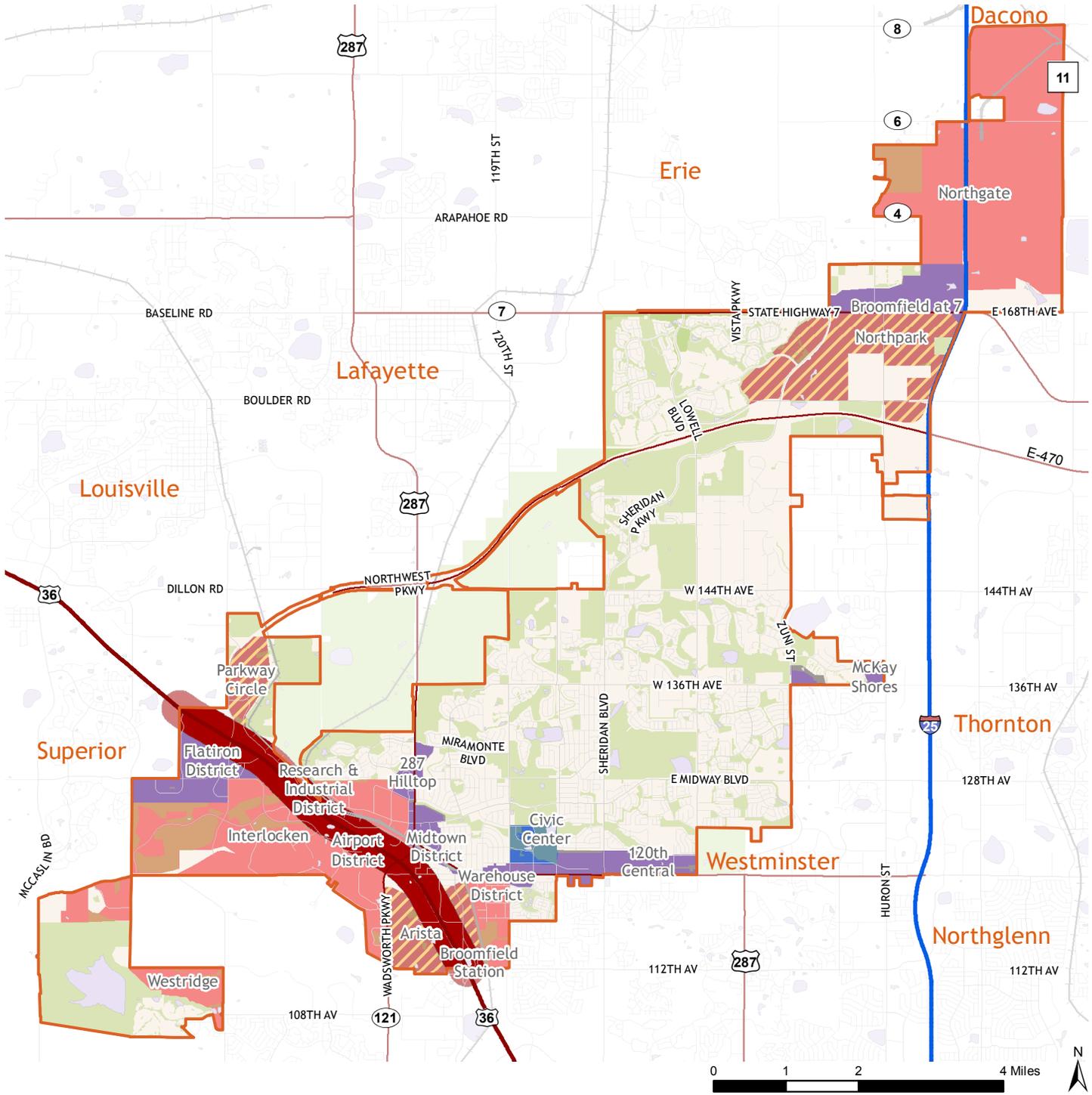


Source: Broomfield GIS Department; CDOT; Broomfield Community Development Department

## LEGEND

-  City and County of Broomfield
-  Interstate
-  Highways
-  Railroad
-  Waterbody
-  Open Lands

# Map 9. Economic Districts



Source: Broomfield GIS Department; CDOT; Broomfield Economic Development Department

## LEGEND

- |                               |            |                        |
|-------------------------------|------------|------------------------|
| City and County of Broomfield | Waterbody  | Civic Center/Mixed Use |
| Interstate                    | Open Lands | Retail                 |
| Highways                      |            | Commercial             |
| Streets                       |            | Mixed Use              |
| Railroad                      |            | Hwy 36 Commercial      |

## C. GOALS & POLICIES

### Goal CF-A: Community Form and Identity

*Build on the established physical framework to strengthen Broomfield's sense of community identity by identifiably connecting neighborhoods, open lands, and residential and commercial areas, and by enhancing natural and human-made features.*

#### Rationale:

Because Broomfield is often viewed from the vantage point of streets, bikeways, sidewalks and trails, passageways play an important role in enhancing community image and establishing boundaries. Gathering places can also define Broomfield through public art and attractive landscaping and signage. It is important to make passageways safe to generally improve the appearance of neighborhoods, commercial areas, and open lands.

**Policy CF-A.1:** Establish coherent and consistent images for popular areas and major entrances to Broomfield that create a unique and welcoming sense of the community.

**Action Step CF-A.1.1:** Develop design standards for all major roadways that use a similar or consistent palette of streetscape elements (e.g., landscape materials, architectural elements, lighting standards, paving patterns, crosswalks and signage) but in varied ways. Each hierarchy of street classification (e.g., arterials, collectors) should have some similarity in design. Encourage standards for all street signs with consistent color and lettering to add to Broomfield's identity.

**Action Step CF-A.1.2:** Consider adding low-maintenance and xeric plants such as native plants, broomcorn, Echinacea, sunflowers, and hop-looking origanum as defining features to connect with history and to also suggest current fiber-optic and brewery industries. Beehives placed in open space near prominent entrances, in cooperation with local beekeepers, may also set a historical agricultural tone.

**Action Step CF-A.1.3:** Support and collaborate with local artists and businesses through cultural affairs, the Public Art Committee and Broomfield Council on the Arts and Humanities in developing more public art. Draft horses and brooms could be possible motifs, placed strategically.

**Policy CF-A.2:** Strengthen Broomfield's identity along the community's edges and borders with adjacent communities.

**Action Step CF-A.2.1:** Examine the feasibility and appropriateness of expanding the "Green Edge" concept (introduced in the 1995 Master Plan) around Broomfield's southern, eastern, and northern boundaries.

**Action Step CF-A.2.2:** Create boundary definition with neighboring communities that also generate a sense of regional cooperation.

**Action Step CF-A.2.3:** Develop signage to guide walkers and bikers using trails and to announce location in Broomfield. In cooperation with nearby communities, develop a computer/smartphone app for this as regional trails become connected.

**Action Step CF-A.2.4:** To increase a sense of safety, promote biking and walking etiquette through publicity and signage.

**Policy CF-A.3:** Reinforce and/or enhance the individual character of Broomfield's neighborhoods and business districts with signage at major district or neighborhood entries. Enhance definition and character of distinct neighborhood and business areas by making them more visible with signage and other means of demarcation.



Broomfield Sign



Public Art Motif

**Action Step CF-A.3.1:** Do a visual survey of current areas to consider what is possible and appropriate.

**Action Step CF-A.3.2:** Encourage citizens and businesses to work together to develop a creative identity for and ownership of their neighborhoods, retail and transit areas, and Broomfield as a whole with “scenic route” processes. An online search for “creative placemaking” can provide ideas and grants.

**Policy CF-A.4:** Equally support businesses of every size by understanding the values of attracting diverse businesses. (Larger businesses can potentially increase tax revenue and job opportunities relatively quickly while smaller businesses can generate more local circulation of resources and, in the case of nonfranchised small businesses, a sense of unique identity. Medium-sized businesses can potentially enhance all of these aspects.)

**Action Step CF-A.4.1:** Consider developing the Civic Center District with small nonfranchised businesses selected to complement one another and to provide unique services that encourage community connection through science, engineering, the arts, and food and beverage offerings.

**Policy CF-A.5:** Continue to preserve and advance Broomfield’s historic resources when feasible and to connect historical motifs and themes to Broomfield’s form and identity.

**Action Step CF-A.5.1:** Continue to research, inventory, and register Broomfield’s historic resources and to consider development of new sites, such as highlighting a grain elevator to project an image of Broomfield’s past easily seen from U.S. Highway 36. This, along with support of the Crescent Grange, could boost interest in the oldest part of Broomfield. Also, consider also doing more with the Weldford barn and dance hall as a way to connect the northeast with history.

**Action Step CF-A.5.2:** Continue to promote education and programs that increase public awareness of Broomfield’s historic resources and any potential programs or other efforts to protect those resources. Continue to involve interested students at local schools in enhancing awareness and preserving historical sites.

**Action Step CF-A.5.3:** Preserve, reuse, rehabilitate or enhance Broomfield’s historic resources through the possible adoption of legislation, regulatory reform, financial incentives or all of the above.

**Action Step CF-A.5.4:** Consider researching and planning for local production of food in creative ways (e.g., low-cost energy-efficient greenhouses, permaculture additions to parks and open space; promotion of “victory gardens,” and coordinated work with local farmers, businesses, schools, and food banks) to connect with Broomfield’s agricultural past and to promote health, affordability, and self-sufficiency. Promote intergenerational engagement in this endeavor.

**Action Step CF-A.5.5:** Consider how to weave historical themes into public art and landscaping in community areas where they would fit. Some examples could include using broomcorn and native plants; supporting beekeeping and beer brewing; and using grain elevator, broom and drafthorse motifs. Consider whether to sponsor a festival, in addition to Broomfield Days, to honor something from our unique history.

**Action Step CF-A.5.6:** Given Broomfield’s history of beekeeping, consider publicizing and supporting pollinators such as butterflies and honey bees (e.g., by using pollinator-friendly plants and maintenance in public areas or by encouraging residents, through educational support, to use pollinator- friendly plants or to produce honey).



*Elevators and Crescent Grange along W. 120th Avenue in oldest part of Broomfield.*



Use of Plant Motif at Arista

**Policy CF-A.6:** Maintain key views to the mountains and other significant scenic vistas from public areas such as major roadways, parks and public buildings.

**Action Step CF-A.6.1:** Consider conducting a view corridor study that identifies significant view elements (human-made and natural), view corridors and panoramas, and view sites within the community for possible preservation.

## Goal CF-B: Community Character

*As Broomfield grows, encourage community unity and interaction to maintain and enhance a sense of identity as a friendly and vibrant small city that includes a diversity of people and responds to a diversity of needs.*

### Rationale:

Social sustainability is at the heart of every community. It involves residents' well-being and interaction with one another, work, and the human-made and natural environments. Well-being includes physical and mental health and provision of services to support those. Opportunities for interaction include: city-led or supported gatherings, such as Broomfield Days; educational and cultural events; recreational centers and areas; and other formal and informal gatherings supported in various settings by churches, schools, and other community organizations.

**Policy CF-B.1:** Continue to develop a multitude of community activity centers in various locations throughout Broomfield. These centers should be of varying scales and types, reflective of land uses, character and scale of adjacent properties, and needs of residents. They can range from city-supported centers (e.g., Civic Center campus, recreation centers and areas, and parks) to office, entertainment, retail, and mixed-use centers to transit-oriented centers.

**Action Step CF-B.1.1:** Consider working with the Asian business community near 120th and Main to create a distinct area connected to the Civic Center District as a way to promote a sense of diversity and inclusion. Look for other opportunities to connect with other ethnic groups.

**Action Step CF-B.1.2:** Consider integrating and connecting more of the original Broomfield (grange, grain elevators, Heart of Broomfield sign) into the Civic Center District and Arista developments to connect old and new.

**Action Step CF-B.1.3:** When developing new residential and commercial areas, include activity centers and convenient access to parks and open space.

**Action Step CF-B.1.4:** Identify areas with the most population, and conduct a needs assessment that includes input from residents. Consider multiuse areas and structures (e.g., meeting spaces with some kitchen amenities, virtual offices, music/visual art spaces, and sports spaces). Also, consider shade structures and other amenities to make these areas safe and comfortable.

**Policy CF-B.2:** Make streetscapes safe and livable to capitalize on opportunities for spontaneous social interaction and gathering.

**Action Step CF-B.2.1:** Develop design guidelines or standards for livable streets, urban parks, and plazas that define the quality of these areas.

**Action Step CF-B.2.2:** Continue to update sidewalks in accordance with Americans with Disability Act (ADA) standards and find other ways to make streets safe for walking and biking.

**Action Step CF-B.2.3:** Support more public and private options for transportation so that older citizens and carless citizens can easily access activity centers.

**Policy CF-B.3:** Encourage citizen input and engagement in civic affairs.

**Action Step CF-B.3.1:** Continue and improve governmental outreach to citizens and businesses through multimedia means. Continue efforts to increase the speed and ease of using Broomfield’s website.

**Action Step CF-B.3.2:** Continue governmental support of opportunities for education; the arts and beauty; and social, economic, and environmental sustainability in general. Continue seeking collaborative opportunities for sustainability involving residents, businesses, and nonprofit organizations.

**Action Step CF-B.3.3:** Continue to seek and consider public input on major governmental decisions and to transparently and clearly publicize decisions and their rationale.

**Policy CF-B.4:** Promote social sustainability by planning attractive and safe housing options that meet diverse needs and generate a sense of neighborhood identity and pride. Also, consider planning and implementing more programs that support physical and mental health.

**Action Step CF-B.4.1:** Continue to research, adopt, and refine plans based on successes of other communities in promoting health and social sustainability.

**Action Step CF-B.4.2:** Consider moving in the direction of researched and integrative approaches to deal with public health issues, including mental health and substance abuse (e.g., mindfulness-based programs).

**Action Step CF-B.4.3:** When it comes to health promotion and disease prevention, continue leading by example and being agents of health in helping residents and staff to live well (e.g., through the “B Healthy” initiative; go to [Broomfield.org](http://Broomfield.org) for more information).

**Policy CF-B.5:** Support opportunities to provide live/work housing and studio space for artists.



*Broomfield Days 2015*



*Fourth of July at the Commons*

## Goal CF-C: Community Form and Identity Implementation

*Implement the vision and the policies relating to Broomfield's physical form and identity.*

### Rationale:

The Comprehensive Plan Land Use map is, in many instances—particularly as it relates to land use and the location of public facilities and improvements—the only reference to which many interested parties refer.

**Policy CF-C.1:** Continue to use and update the [Land Use Map](#), along with the Broomfield [Framework Map](#), to direct future zoning, land use and development decisions. The map illustrates the approximate locations of:

- An interconnected system of greenways and trails
- Sites within the planning area that make up greenways and trails
- Locations for community facilities and schools
- Sites for commercial uses, including a new City Center District designation, as well as additional village activity centers and regional commercial and transit-oriented development sites
- Designation of residential neighborhoods that maintain the predominantly single-family character of Broomfield; designation of other neighborhoods that allow for more mixed-use and higher density to adjust to an increase in population and housing needs
- A community-wide circulation system designed (1) to tie various neighborhoods together physically while encouraging safe walking and bicycling (2) minimize congestion and increase efficiency in travel and (3) connect people through technology that increases communication.

