



Vision

A. COMMUNITY VISION STATEMENT

“BROOMFIELD: A CITY AND COUNTY OF DIVERSE NEIGHBORHOODS THAT INSPIRE IDENTITY AND UNITY; WHERE ITS CULTURE OF EXCELLENCE, LEADERSHIP, SELF-DETERMINATION, AND INNOVATION IS NURTURED AND PRACTICED; AND WHERE ITS BUSINESSES THRIVE AND ITS CITIZENS OF ALL AGES ARE PROUD TO LIVE.”
 - BROOMFIELD COMPREHENSIVE PLAN TASK FORCE

B. TOWARD A SUSTAINABLE BROOMFIELD

“Sustainability” refers to the long-term social, economic and environmental health of our society. A sustainable culture thrives without compromising the ability of future generations to meet their needs. The 2016 Comprehensive Plan’s core values—social responsibility and equity, environmental stewardship, and economic security and opportunity—are key components of sustainability. Separately, they are necessary but insufficient; collectively, they become a solid foundation upon which to build a sustainable future for current residents and for the generations to follow.

Sustainability requires the integration of both policy and political goals. Economic development, affordable housing, public safety, environmental protection, and

mobility are interrelated and must be addressed in a holistic way. Similarly, Broomfield’s future is inextricably linked to that of the region, state, nation, and world. Sustainability depends on bringing together different stakeholders to identify common values and goals and to work to achieve them. It also means thinking long term—how to meet the needs of the community today, while taking into consideration impacts on future generations—as well as focusing on quality rather than quantity.

While it is unlikely that a small city can be completely and absolutely sustainable in this age of global economy, it is easy to imagine that cities can become more sustainable than they are now. This sustainability is not just within the realm of possibility; it is a necessity.



Much of the leverage for making sustainability happen lies within cities, where government is in closest contact with individuals and communities. Cities can carry out their responsibilities for protection of public health and public safety, land use control, strategic capital investment, and the provision of public services with a goal of increasing their contributions toward sustainable behavior.

Sustainable cities use resources efficiently and effectively. They can reuse and recycle. They use local resources where they can. They provide physical and economic security, and they distribute these and other benefits evenly. They balance the need for growth with the needs for stability and prudent use of resources.

How does this 2016 Comprehensive Plan move Broomfield toward sustainability? The Plan's sections on land use, transportation, housing, and the like together make up a strategy for increased sustainability based on Broomfield's core values:



STEWARDSHIP OF THE ENVIRONMENT THROUGH:

Sustainable and integrated land and water use, waste reduction, energy efficiency, use of renewable energy, efficiency in transportation to decrease reliance on single-occupancy vehicles, and fiscal policies and practices based on a holistic understanding of long-term costs and benefits. Environmental sustainability includes stewardship enhanced through increasing citizens' appreciation of and involvement with the natural environment.

ECONOMIC SECURITY AND OPPORTUNITY THROUGH:

Maintaining a balanced mix of land uses to ensure that revenues support costs as the community absorbs the finite land supply. Continue sustainable capital and utility planning that use innovative financing and capital investments to achieve the Plan's goals.

COMMUNITY LIVABILITY THROUGH:

Diverse cultural, educational, and recreational opportunities, and an equitable distribution of human services and amenities. Support housing that conserves resources, fosters social engagement, and is affordable for a range of income levels. Social sustainability ensures that citizens, businesses, and government work together to create a safe, healthy, and desirable community where people feel at home and connected with each other, the past, and future generations.



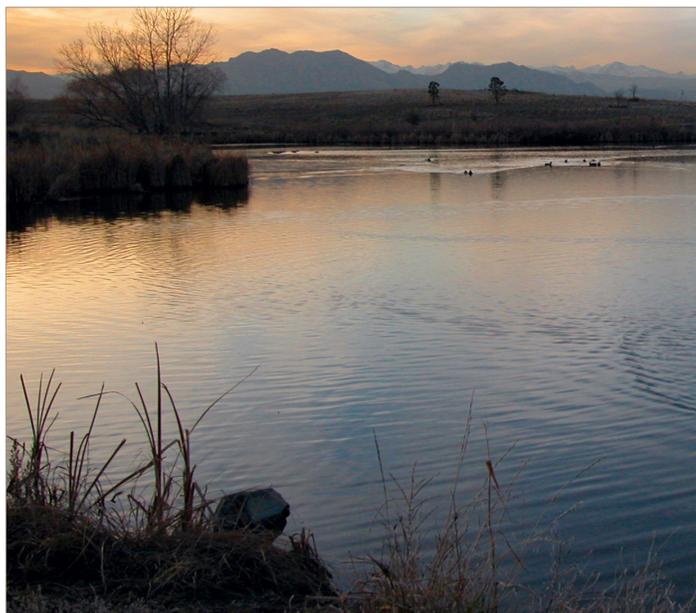
SUSTAINABILITY AS A GOAL MUST BE ADDRESSED IN ECONOMIC AND SOCIAL GOALS, AS WELL AS IN THE MORE FAMILIAR ENVIRONMENTAL TERMS. LOCAL GOVERNMENT HAS A ROLE IN ENCOURAGING AND PROMOTING—THROUGH INCENTIVES, REGULATION, EDUCATION AND ITS OWN BEHAVIOR AS A RESPONSIBLE COMMUNITY MEMBER—MORE SUSTAINABLE BEHAVIOR. THIS PLAN MOVES BROOMFIELD IN THIS DIRECTION.

C. PLAN THEMES

Completion and update of Broomfield’s 2016 Comprehensive Plan evolved through extensive community discussions and debate. Several themes are continuations of ideas carried forth from the 2005 Comprehensive Plan; many are new, identified by City Council and arising from concerns about Broomfield’s future quality of life. The following major themes of the Comprehensive Plan play a critical role in establishing priorities and a framework for future growth.

FISCAL SUSTAINABILITY

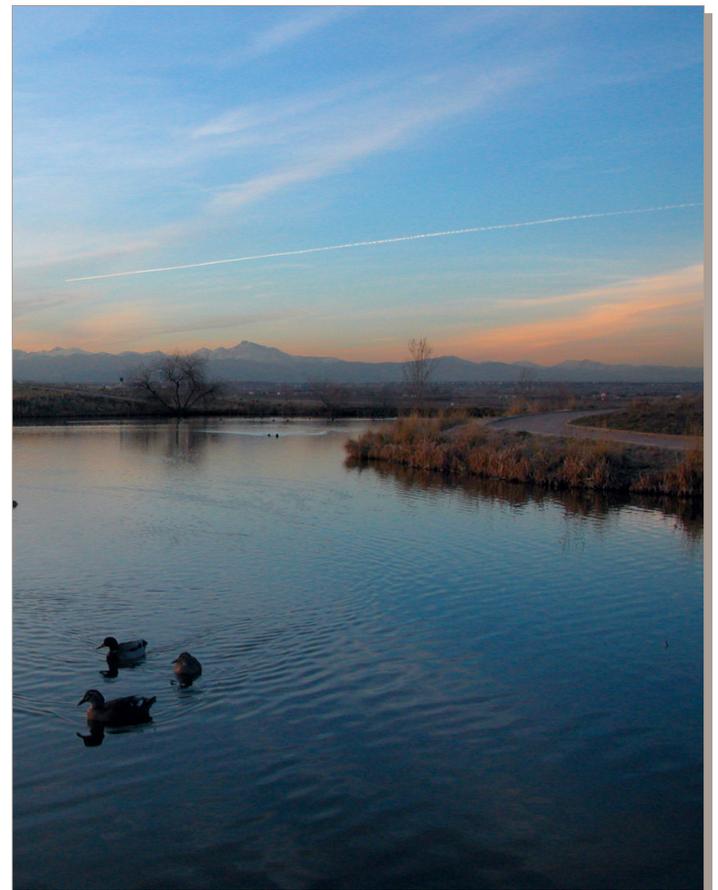
The primary role of government is to protect public health, safety and welfare through the provision of a myriad of services. To finance these services, Broomfield primarily depends on sales and property taxes (which represent approximately 37 percent of the revenue the City and County receives) and fees for services (which constitute the second-largest category of revenue). These figures highlight the importance of maintaining and enhancing the value of private property and the viability of retail facilities throughout the community. Expenditures are the other side of the financial equation, and government must balance the provision of services with the costs of delivering the desired services at an appropriate level of quality. As land is developed or redeveloped, and as specific land uses are proposed, an ongoing fiscal analysis is conducted that evaluates those proposals against costs/ expenditures and revenues to ensure that the community’s quality of life is maintained. Fiscal sustainability requires a holistic review and understanding of short- and long-term costs and benefits.



ENVIRONMENTAL STEWARDSHIP

As with fiscal sustainability, the government’s role in environmental stewardship is to protect public health, safety and welfare. We understand that natural resources are finite and are enhanced, maintained, or diminished by our actions, and we are increasingly aware of how choices in living affect quality of life for current residents and future generations. While debate about global and national environmental policies continues, people on a regional and local scale express concern about the loss of open lands and plant and animal habitats, increased demand for water in a semiarid climate prone to droughts, and the health impacts of air and water pollution.

Residents of Broomfield, like many other Coloradans, highly value the natural environment for a variety of reasons, including health, enjoyment of natural beauty, recreation, and economic opportunities. It has a crucial role in contributing to quality of life. The environmental stewardship element guides the community in maintaining and enhancing natural resources.



BROOMFIELD AS A CITY OF NEIGHBORHOODS AND GATHERING PLACES..

Desirable neighborhoods and opportunities to connect with others are critical to quality of life and social sustainability. Although much of Broomfield has been developed or planned, we can continue to focus on old and new developments so that neighborhoods have a sense of identity and are integrated into the overall community fabric of being a friendly, safe and enriching place. Citizens are supported in having opportunities for creative expression; learning; recreation; and connecting with others, nature and the arts.

Neighborhood and community identities are enhanced by defining and refining boundaries and character and by providing amenities and opportunities for social

connection and health. Gathering places range from informal settings to more formal and intentional small and large venues. Developing gathering places depends on up-front cost and many other factors, such as accessibility, safety, convenience, walkability, attractiveness, comfort and upkeep.

Examples of already-established community-scale gathering places include the retail, residential, and office districts located in Broomfield’s southwestern, southern and northeastern quadrants; the interconnected system of trails, sidewalks, greenways and parks; recreation and senior centers; Broomfield County Commons; the Civic Center campus; and the 1STBANK Center.



SUPPORT OF EXISTING NEIGHBORHOODS AND FACILITIES

While continuing to grow, Broomfield recognizes the need to maintain and improve existing facilities and neighborhoods so that citizens can continue to enjoy quality of life. This need includes support of private investment so that people can earn a decent living; public and private support of adequate housing and food; ongoing code compliance and

incentives for land and building upkeep; and the provision of high-quality police, fire, and human services, as well as high-quality libraries, schools, parks and utilities. Broomfield understands that vibrant residential areas are necessary to support vibrant retail districts.



AREAS OF CHANGE AND AREAS OF STABILITY.....

Most of Broomfield is developed, with the majority of the remaining undeveloped areas located in the northeastern quadrant of the community. While some changes may occur in the developed areas, such as intensification or reuse of a few select places, much of Broomfield will remain as it is today. The Task Force identified areas of

Broomfield where stability of the neighborhood fabric is important, but it also identified areas of Broomfield where development and redevelopment are both appropriate and desirable, such as the U.S. Highway 36 and West 120th Avenue corridors.

INTERCONNECTED OPEN LANDS SYSTEM AND THE “GREEN EDGE”.....

A comprehensive network of greenways, linking important natural features, neighborhoods, schools, parks and community facilities, will weave its way throughout Broomfield and provide every resident with a connection to open lands. These greenways will include trails for walking and bicycling. They will protect sensitive environmental habitats, steep slopes and waterbodies. The Broomfield Trail, one of the many greenways, creates a continuous linkage through the community, ultimately linking to regional trails. Complementing the internal open space network is the “Green Edge”—a greenbelt around

the community. It comprises environmentally constrained lands, steep slopes, creek corridors and purchased open lands. It will create a permanent buffer to growth in adjacent communities, and will reinforce Broomfield’s identity. The successful realization of the Green Edge along Broomfield’s western boundary has set the stage for cooperation with adjacent jurisdictions to continue the Green Edge around the southern and eastern areas of the community. In key areas aiming for higher density or mixed-use development, this may take the form of a highly landscaped edge and connections to regional trails.



COMMUNITY SERVICES AND FACILITIES.....

Broomfield’s community services and facilities directly contribute to the quality of life enjoyed by Broomfield’s residents. Broomfield strives to ensure that its services and facilities are not only adequate to meet current needs and desires but also are poised to respond to the community’s anticipated future needs and desires. Providing quality services and facilities reflects Broomfield’s commitment to making investments in the community that are a catalyst for private investment (social and financial).

Maintaining desired levels of service in the face of continued growth and new state and federal mandates is a continual challenge. In response to these challenges, Broomfield continually seeks to develop means and methods to integrate the departments, agencies and facilities serving the community in order to uphold the highest standards of quality, character, support, and efficiency.

WALKABLE AND BIKEABLE COMMUNITY

Walkability and bikeability are cornerstones to a healthy and thriving community. The benefits from walking and biking include reduced air pollution and crime, and increased physical and social health. A pedestrian and bike-oriented community makes walking and biking easy,

safe and enjoyable, and in Broomfield, this is accomplished through an interconnected system of on- and off-street paths, safe street crossings, and support of school and business efforts to promote walking and biking.



CHANGING DEMOGRAPHICS

Broomfield is home to a wide range of residents, from seniors to families to younger individuals. Addressing the needs of such a diverse population will be critical, especially because demographics are changing and will place new demands on the City and County over the next decade. For instance, addressing seniors' desires to "age in place" (the ability to live in one's own home and community safely, independently and comfortably) will be important in Broomfield, and capturing Millennials (born between 1982-2004) will be key to retaining and expanding industry. Millennials are also likely to dominate

future markets, and they show a preference for lifestyle communities that emphasize walkability and a true sense of place.

The demand for new types of housing, including multifamily housing, will continue in Broomfield, as evidenced by new developments along the U.S. Highway 36 corridor (Harvest Station and Interlocken). It is important to understand housing needs and to find the correct mix of housing types. Balancing this mix is critical for supporting existing industries and, in some cases, for replacing underperforming retail areas.



MULTIMODAL TRANSPORTATION

Transportation is a basic human need that affects our daily quality of life. Broomfield residents require transportation to get to work, school, medical facilities, recreational amenities, shopping, and other community and social activities. A well-connected and efficient transportation network allows for 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 Broomfield’s residents, employees and visitors the freedom of personal mobility and choice of how to travel—whether it’s walking, biking, driving, carpooling or riding public transportation. Increasingly, cities that thrive economically have an extensive and expanding transportation network which includes integrated transit, biking, and walking facilities in addition to efficiently operated and maintained roads.

A number of emerging trends and technologies that are beginning to affect transportation in Broomfield and the Denver metropolitan area. These trends can influence the

demand for travel, travel patterns, mode choice and route selection. Mobile technology continues to evolve at a rapid pace and has changed the way that people live, work, travel, shop, and socialize. Broomfield must understand these trends and stay abreast of how local transportation decisions and investments can adapt and impact our ever-mobile society.

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 and access to goods and services. When older adults can easily and safely access alternative modes of transportation, they can continue to meet their basic needs such as medical appointments, shopping, socializing, and recreation without having to drive or to rely on others.



IMPACT OF TECHNOLOGY

Broomfield will continue to be a center for creative industry. Business retention must focus on creating a quality-of-life environment that is supportive of innovation, entrepreneurs and a wide range of industries. Providing necessary infrastructure, such as transportation options, fiber optics, and amenities are necessary for this retention. Creative industries and those looking to

open new high-tech businesses often choose areas that cater to quality-of-life factors. Broomfield already has a number of amenities, such as high-quality open spaces and access to medical and health services. Understanding and responding to technology’s impact on how residents live, work, play and move will be critical.