

Greeley City Council Agenda

Work Session
Tuesday, July 25, 2023 at 6:00 PM

City Council Chambers at City Center South, 1001 11th Avenue, Greeley, CO 80631
via Zoom at: <https://greeleygov.zoom.us/j/85155283627>

NOTICE:

City Council Work Sessions are held on the 2nd and 4th Tuesdays of each month in the City Council Chambers. Meetings are conducted in a hybrid format, with a Zoom webinar in addition to the in-person meeting in Council Chambers.

City Council members may participate in this meeting via electronic means pursuant to their adopted policies and protocol.

Members of the public are also invited to view Council work sessions in person or remotely. **Work sessions do not include public input in any format. Public comment is only permitted at regular Council meetings on the 1st and 3rd Tuesdays of each month.**

Watch Meetings:



Meetings are open to the public and can be attended in person by anyone.



Meetings are livestreamed on YouTube at [youtube.com/CityofGreeley](https://www.youtube.com/CityofGreeley) as well as over the Zoom webinar. Public participation in the Zoom webinar only allows viewing the meeting.

For more information about this meeting or to request reasonable accommodations, contact the City Clerk's Office at 970-350-9740 or by email at cityclerk@greeleygov.com. Meeting agendas, minutes, and archived videos are available on the City's meeting portal at <https://greeleyco.portal.civicclerk.com/>



Mayor

John Gates

Councilmembers

Tommy Butler - Ward I

Deb DeBoutez - Ward II

Johnny Olson - Ward III

Dale Hall - Ward IV

Brett Payton - At-Large

Ed Clark - At-Large



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via Zoom at: <https://greeleygov.zoom.us/j/85155283627>

1. Call to Order
2. Pledge of Allegiance
3. Roll Call
4. Reports from Mayor and Councilmembers
5. Homelessness- Strategic Plan
6. At Home in Greeley Housing Needs Assessment
7. 2023 Art Master Plan
8. Enterprise Resource Program Update
9. Scheduling of Meetings, Other Events
10. Adjournment



Work Session Agenda Summary

Title:

Reports from Mayor and Councilmembers

Background:

During this portion of the meeting any Councilmember may offer a summary of the Councilmember's attendance at assigned board/committee meetings and should include key highlights and points that may require additional decision and discussion by the full Council at this or a future Work Session.

Board/Committee	Meeting Day/Time	Assignment
--Team of 2-- Board/Commission Interviews	Monthly as Needed	Council Rotation
Water & Sewer Board	3 rd Wed, 2:00 pm	Gates
Youth Commission Liaison	4 th Mon, 6:00 pm	Clark
Historic Preservation Loan Committee	As Needed	DeBoutez
Police Pension Board	Quarterly	Clark
Employee Health Board	As Needed	DeBoutez
Airport Authority	3 rd Thur, 3:30 pm	Payton/Clark
Visit Greeley	3 rd Wed, 7:30 am	Butler
Upstate Colorado Economic Development	Last Wed, 7:00 am	Gates
Greeley Chamber of Commerce	4 th Mon, 11:30 am	Hall
Island Grove Advisory Board	1 st Thur, 3:30 pm	Butler
Weld Project Connect Committee (United Way)	As Needed	Butler
Downtown Development Authority	3 rd Thur, 7:30 am	Butler/DeBoutez
Transportation/Air Quality MPO	1 st Thur, 6:00 pm	Olson/Payton
Poudre River Trail	1 st Thur, 7:00 am	Hall
Interstate 25 Coalition	As Needed	Olson
Highway 85 Coalition	As Needed	Gates
Highway 34 Coalition	As Needed	Olson
National League of Cities Transportation and Infrastructure Services Committee	As Needed	Olson
CML Policy Committee (Council or Staff)	As Needed	Payton/Lee Gates alternate
CML Executive Board opportunity	As Needed	Hall
CML - Other opportunities	As Available/Desired	
Regional Opioid Council	As Needed	Gates



Work Session Agenda Summary

July 25, 2023

Key Staff Contact: Juliana Kitten, Assistant City Manager

Title:

Homelessness- Strategic Plan

Background:

This is an informational presentation for council regarding Juliana Kitten's strategic plan to reduce homelessness in Greeley.

Strategic Focus Area:



Housing For All

Attachments:

1. Presentation



City of Greeley's Strategic Plan on Homelessness

Agenda



- The role of the city in reducing homelessness
- Four gaps that must be addressed
- Metrics and funding sources



Leadership, Education, and Resources

Leadership

ACM Kitten through partnership and relationship building has identified the four major gaps in homeless services in our community.

- The City will create the Mayor's Task Force made up of community leaders.
- The leaders will come from the business, not for profit, and faith-based sectors.
- The Mayor's Task Force will address the four most significant gaps in the current homeless services system.

Mayor's Task Force on Homelessness

Purpose of Task Force:

Tackle the four main gaps in homeless services in Greeley that if not addressed will lead to increased numbers of unsheltered individuals, misuse of resources, decreased opportunities for economic growth, and decreased compassion for all affected.

Two Goals:

1. Reduce total homelessness in the city by 75% in four years.
2. Reduce the number of people in the city falling into homelessness to less than 50 total a year within four years.

Mayor's Task Force on Homelessness

Four areas of focus to achieve the two goals:

1. Dedicated outreach team (focused on currently homeless) and in-reach team (focused on prevention).
2. Emergency overnight shelter and day center that operate 365 days a year.
3. Increase permanent housing opportunities.
4. Increase and enhance ongoing supportive treatment and case management services.

Education

- Rotating neighborhood meetings to hear concerns, suggestions, and to ensure they are aware of current service system and where we are headed.
- Utilizing Dr. Sam Tsemberis- national and international expert on homelessness, housing, and the creator of the evidence-based practice of Housing First.
 - Dr. Tsemberis will host a community summit in Greeley 8/17/2023.
 - Provide clinical case conferences for our social service providers and partners to help create best practices and alignment.
- Partnering with UNC on a two-year cost benefit analysis on the City of Greeley's Housing First Team.
- Demonstrating the effectiveness and implementation of the Housing First model through measurement and continuous improvement.

Funding

- 60 housing vouchers awarded are permanent - \$725,000 a year for community landlords.
- \$1.4 million awarded from HOME ARPA dollars - the award is for a non-congregate shelter process and will include community-wide discussion.
- Applied to the State for bridge housing, outreach team, and rapid re-housing dollars.
- Plan to utilize a larger percentage of CDBG and HOME grants.
- A complete financial strategy requires federal, state, local, and community support.



This is a multipronged strategy that focuses on working with *all* our partners for funding and solutions.

We will know this was successful or we need to change strategies based on the following:

Two Goals:

1. Reduce total homelessness to 75% in four years.
2. Reduce the number of people becoming homeless to less than 50 total a year within four years.

Summary

Thank you





Work Session Agenda Summary

July 25, 2023

Key Staff Contact: Elizabeth Kellums, Planner III

Title:

At Home in Greeley Housing Needs Assessment

Background:

This is an informational overview and discussion of the Housing Needs Assessment draft report, presented by the city's consultant, Development Strategies.

Strategic Focus Area:



Community Vitality



Housing For All



Quality of Life

Attachments:

1. At Home in Greeley Housing Needs Assessment Report Book
2. Presentation
3. Supplemental Appendix Slides Presentation



COLORADO
Department of Local Affairs



At Home in Greeley: Housing Needs Assessment

Greeley, Colorado

Prepared for
The City of Greeley
June 2023





Steering Committee

Jeff Carlson

Chief Executive Officer, Weld Trust

Christopher Carpio

Engineering Manager, Leprino Foods Company

Olivia Egen

Public Health Initiatives Supervisor and Healthy Eating & Active Living Coordinator, Weld County Department of Public Health & Environment

Michelle Francies

Public Health Communication Specialist II and Housing & Land Use Coordinator, Weld County Department of Public Health & Environment

Jodi Hartmann

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Nathan Kinney

Senior Director of Strategy & Planning Program, Banner Health

Tonya (TJ) Jenkins

Mortgage Loan Originator, Home Team Lending

Julie Jensen

Chief Executive Officer, Greeley Area Realtor Association

Marilyn Schock

President, UCHealth Greeley Hospital

Kelly Schramm

Executive Officer, The Home Builders Association of Northern Colorado

Shawn Walcott

Director of Household Stability, United Way of Weld County

Melissa Wheeler

Land Project Manager, Baessler Homes

Cheri Witt-Brown

Executive Director, Greeley-Weld County Habitat for Humanity

Tom Teixeira

Greeley-Weld Housing Authority

Project Sponsors

City of Greeley

Colorado Department of Local Affairs



Client Team

CITY OF GREELEY

Elizabeth (Betsy) Kellums
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Becky Safarik
Interim Community Development Director (Retired)

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Paulina Somosa Avalos
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Don Threewitt
Interim Community Development Director

Ben Snow
Director of Economic Health and Housing

Consultant Team

DEVELOPMENT STRATEGIES

Matt Wetli, Principal

Andy Pfister, Principal

Richa Singh, Project Manager, Housing Needs Assessment

Anu Samarajiva, Project Manager, Subarea Plan

Jenny Connelly-Bowen, Project Manager

Anjali Katare, Research & Housing Analyst

Carolyn Flesaker, Research Analyst

Liam Flood, Market Analyst

Megan Hinrichsen, Art Director

CULTURE JOURNEY

Jose (Pepe) Torres, Founder & CEO

Libet Ojeda, Community Outreach Director

Jorge Torres, Translator and Interpreter

Nuria Telles, Translator and Interpreter

WORKSHOPS

C. Joseph Vigil IV, AIA, Founding Partner and Architect

V. Brandy LeMae, LEED AP, CEO and Creative Director

Image credits: Development Strategies, unless otherwise specified

This project is funded in part by a grant from the Colorado Department of Local Affairs.





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Executive Summary

The City of Greeley wanted a Housing Needs Assessment to document what types of housing are needed in the community to give residents more housing options, while continuing to support growth. This document shows substantial demand for housing across all price points, with particular need for affordable housing.

Study Purpose

At Home in Greeley is a Housing Needs Assessment and Subarea Plan funded, in part, by a grant from the Colorado Department of Local Affairs (DOLA). The focus of this document is the Housing Needs Assessment, which provides detailed analysis about what housing types, sizes, price points, and locations are needed in Greeley to meet current and future demand. The City of Greeley will use this information to plan and invest in housing for all Greeley residents. The City will also consider policies that will encourage appropriate developments and will share the results with partners so they can also use the information.

Key Housing Trends

Greeley's housing market is competitive

Existing home prices nearly tripled in Greeley over the past decade and prices for new and existing homes increased by 29 percent over the past three years. Rents for multi-family units are also rising rapidly, while vacancy rates are at historic lows.

There is a [very low inventory of available homes for sale](#). In Greeley, there is just one month of supply—according to local Realtors, six months of supply is needed for a “healthy market” that allows for modest home value appreciation and adequate household mobility within and into housing markets. Greeley's low inventory (which mirrors that of the nation overall) is creating pent-up demand (especially for first-time homebuyers), and also leads to bidding wars between buyers, further raising prices.

It is also currently [difficult to develop new housing that is attainable to moderate-income households](#) without some level of financial support or incentives. This is driven, in large part, by national trends and supply shortages that caused escalating material prices and construction delays, and labor shortages only add to this trend. Local infrastructure development needs also add to housing costs of new housing in greenfield areas.

The city's population is changing

The city experienced strong growth in the Early Workforce (those aged 25 to 34) and Older Adults (those aged above 65) groups. Greeley captured nearly a third of the County's growth in the Early Workforce group.

It is projected that the [Early Workforce and Empty Nesters \(aged 50 to 64\) groups in the city will decline in the next 5 years](#). This is a challenge experienced by many high-growth communities where households are unable to afford housing in the city.

[The Older Adults group \(those aged 65 years or more\) is, by far, the fastest-growing age group in](#)

Key Terms

Housing Cost Burden

Households are considered to be cost-burdened if they spend more than 30 percent of their income on housing and severely cost-burdened if they spend more than 50 percent of their income on housing.

Housing Instability

Housing instability encompasses a number of challenges, such as having trouble paying rent, overcrowding, moving frequently, or spending the bulk of household income on housing.

Note: Please refer to the Appendix for definitions of additional key terms used in this report.

[Greeley](#). As Greeley's older adults age into new life stages, their housing needs will change. Some may want to make accessibility improvements to their current homes, some may want to downsize, some may want to live with or closer to younger family members, and some may want to live in communities that offer medical support on-site.

Many residents struggle to make housing payments

[Eighty-five percent \(85 percent\) of all households living in Greeley today cannot afford the current median sale price of a new home \(\\$481k\) in the city.](#)

[Thirty-seven percent \(37 percent\) of all households in the city are paying more than 30 percent of their household income toward housing costs](#), making them cost-burdened. It is even more challenging for renter households: 52 percent are cost-burdened.

Key Terms

Housing Choice Vouchers (HCVs)

HUD's major tenant-based rental assistance program, Section 8 Housing Choice Vouchers allow low-income households to receive rental assistance in a home of their choice.

Housing Choice Voucher tenants pay 30 percent of their monthly income for rent and the federal government pays the landlord the remainder through a local housing authority.

Note: Please refer to the Appendix for definitions of additional key terms used in this report.

Housing cost burden is an important measure because cost-burdened households frequently struggle to make ends meet on a monthly basis and may not have the resources to cover an unexpected expense, such as car repairs or medical bills. This vulnerability can put families at risk of homelessness, or cause them to move frequently in a manner that disrupts stable employment, harms school attendance, and creates chronic stress.

Helping households mitigate housing instability can allow them to thrive in other areas of their life, including through active participation in the workforce.

Impacts from Out-of-State property owners

About 40 percent of apartment properties are owned by out-of-state companies. While many

are reputable and maintain their properties well, others are driven, in part, by a motivation to maximize financial returns over properly maintaining a unit.

Many investors want to maximize value and operating efficiency, so they [increase rents or stop accepting Housing Choice Vouchers \(HCVs\)](#). These are all trends that impact affordability and may lead to decreasing supply of naturally occurring affordable housing.

The northeast quadrant of the city presents the greatest opportunity for reinvestment

While the northeast quadrant of the city is diverse with a high population density, it [faces many challenges such as lower home values than other areas of the city and a relatively high share of vacant housing units](#). The Hispanic/Latino/Latinx community is disproportionately impacted by these challenges. These neighborhoods represent a high need area of the city, but also offer potential for reinvestment in housing that meets community needs.

The Subarea Plan focuses on identifying unique housing opportunities in the 10th Street corridor of the city, between 23rd and 30th avenues. This plan will illustrate how different types of housing could be designed to fit within the neighborhood, with a priority to focus on affordable housing types first.

Demand Summary

The market analysis applies a combination of methods to project housing demand in Greeley for the next two decades. It measures demand across all incomes, housing types and price points. Demand calculations for this assessment considered the following:

- Pent-up or current demand by unmet needs and imbalances in the market today,
- Growth projections, factoring in historic growth, as well as county and state-wide trends,
- County-wide migration patterns,
- Housing preferences for different population groups, and
- Needs and opportunities in all affordability categories.

A key outcome of the demand analysis is the creation of a development program that details future demand for rental and for-sale housing products by types and price points.

The Big Picture

This study concludes that [there is demand for approximately 19,400 units of housing over the next 20 years](#), or an average of 970 units per year. This [demand spans the entire spectrum of affordability](#), including housing needs for low-income households, middle-income, and high-income households. The graphic on the following page illustrates projected housing needs across the affordability spectrum.

Key Conclusions

The following statements summarize key conclusions from the demand analysis:

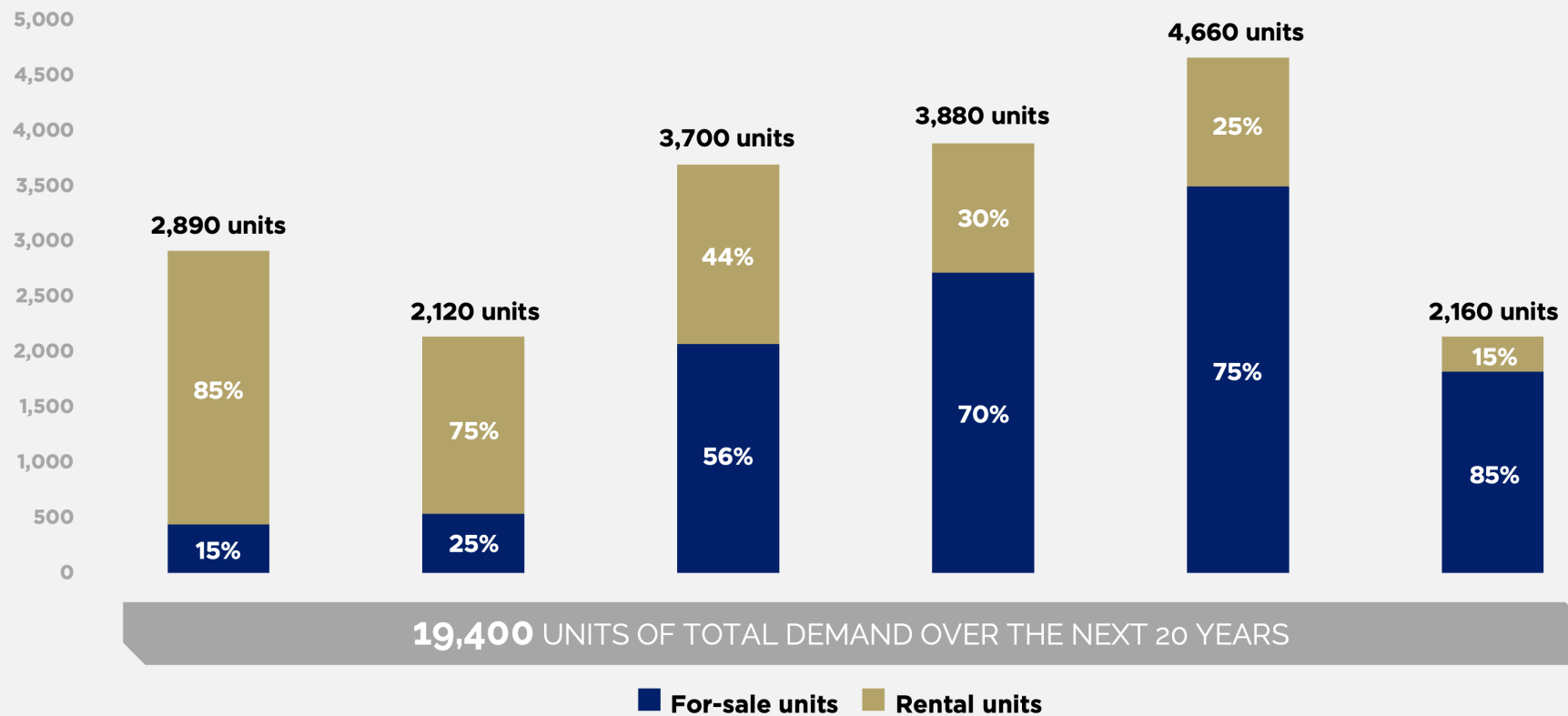
- [Housing is needed in Greeley across the affordability spectrum](#) and adding housing units of any type or affordability level will help the overall market.
- [Nearly half of the housing demand is for units at or below 80 percent of AMI \(or households earning at or below \\$69,250\)](#), which are very difficult to develop without gap funding or incentives. Many households try to find affordable/attainable housing units on the open market, and the market pressures today make it more challenging. Households may end up being cost-burdened, choose a unit with condition challenges, or “double-up” with family members or acquaintances.
- [Weld County is experiencing a significant influx of people from other parts of Colorado and the U.S.](#) For the period of 2016 to 2021, more than 10,000 households moved to Weld County from other Colorado counties. Some of the factors contributing to this trend include its proximity to Denver and other major cities in Colorado, its strong job market, and relatively

affordable cost of living compared to other parts of the state. This trend is projected to continue and will drive demand for housing in the future.

- Greeley captured a significant share of the county's population growth over the past decade and has the potential to continue to do so in the future. The city needs a broader diversity of housing to support this growth in an equitable way. [Meeting housing demands will help balance the market, provide more attainable housing choices, support continued growth, and promote a housing market that provides more choices for all residents.](#)

20-Year Demand Projection

	EXTREMELY LOW INCOME	VERY LOW INCOME	LOW INCOME	MODERATE INCOME	HIGH INCOME	
	< 30% AMI	30% - 50% AMI	50% - 80% AMI	80% - 120% AMI	120% - 200% AMI	> 200% AMI
Household Income	< \$26K/YR	\$26K - \$43K /YR	\$43K - \$69K /YR	\$69K - \$108K /YR	\$108K - \$179K /YR	> \$179K/YR
Affordable Home Price	< \$60K	\$60K - \$110K	\$110K - \$175K	\$175K - \$320K	\$320K - \$540K	> \$540K
Affordable Rent	< \$650	\$650 - \$1,100	\$1,100 - \$1,700	\$1,700 - \$2,700	\$2,700 - \$4,500	> \$4,500
Share of total demand	15%	11%	19%	20%	24%	11%







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Introduction

Why Conduct a Housing Needs Assessment?

The City of Greeley received a grant from the Colorado Department of Local Affairs (DOLA) in late 2022 to conduct a Housing Needs Assessment and Subarea Plan, with a focus on affordable housing. The City pursued the grant because it recognized that housing was becoming less attainable in the community for a wide range of residents and they wanted to identify areas of the city where the development process could be incentivized to bring much-needed affordable housing to the market.

The project has two parts:

- A Housing Needs Assessment (HNA) to see the demand for all housing types in the city, focusing on affordable housing.
- A Subarea Plan to show how different types of housing could be designed to fit within the community, with a priority to focus on affordable housing types first.

The focus of this document is the HNA and the Subarea Plan will be a separate document to be completed in the next phase of the project.

Why study housing in Greeley?

Housing touches everything and everyone in a community. Studies show a link between stable housing and positive lifelong outcomes for children, and that safe and affordable housing impacts an area's traffic, commuting, and quality of life (Enterprise Community Partners, "Impact of Affordable Housing on Families and Communities: A Review of the Evidence Base"). Housing challenges affect people with lower incomes,



older adults (Primerica, 2023), people of color, and individuals with disabilities more. Upscale, mixed-use housing is also important to attract top talent in the workforce. As Greeley grows rapidly, it is essential to know what type of housing the community will need.

What will the City of Greeley do with this study?

The City of Greeley will use this information to plan and invest in housing for all Greeley residents. The City will also consider policies that will encourage appropriate developments. Finally, the City will



share the results with partners so they can also use the information and recommendations.

Process & Involvement

The Housing Needs Assessment (HNA) followed a five-phase process (refer to pages 14 and 15), allowing the consultant team to engage in an iterative dialogue with the community. These phases included Kickoff, Understand, Analyze, Refine, and Align & Report. Each phase brought the process closer to a clear understanding of housing needs, opportunities, and challenges in the community.

While some aspects of housing studies are highly technical and data-driven, it is just as important to capture and understand community experiences of the housing market. Additionally, it is impossible to identify strategies best-suited to meet local housing needs without input from community members regarding local values, capacities,

barriers, and priorities.

The HNA process blended technical analysis with several community engagement methods that, together, helped paint a complete picture of housing needs and priorities. Community engagement activities were core parts of the study. They contributed:

- Local expertise on market dynamics;
- Insight into personal experiences navigating housing market challenges; and,
- Information about the local housing ecosystem (i.e., capacity and interest in advancing possible housing activities).

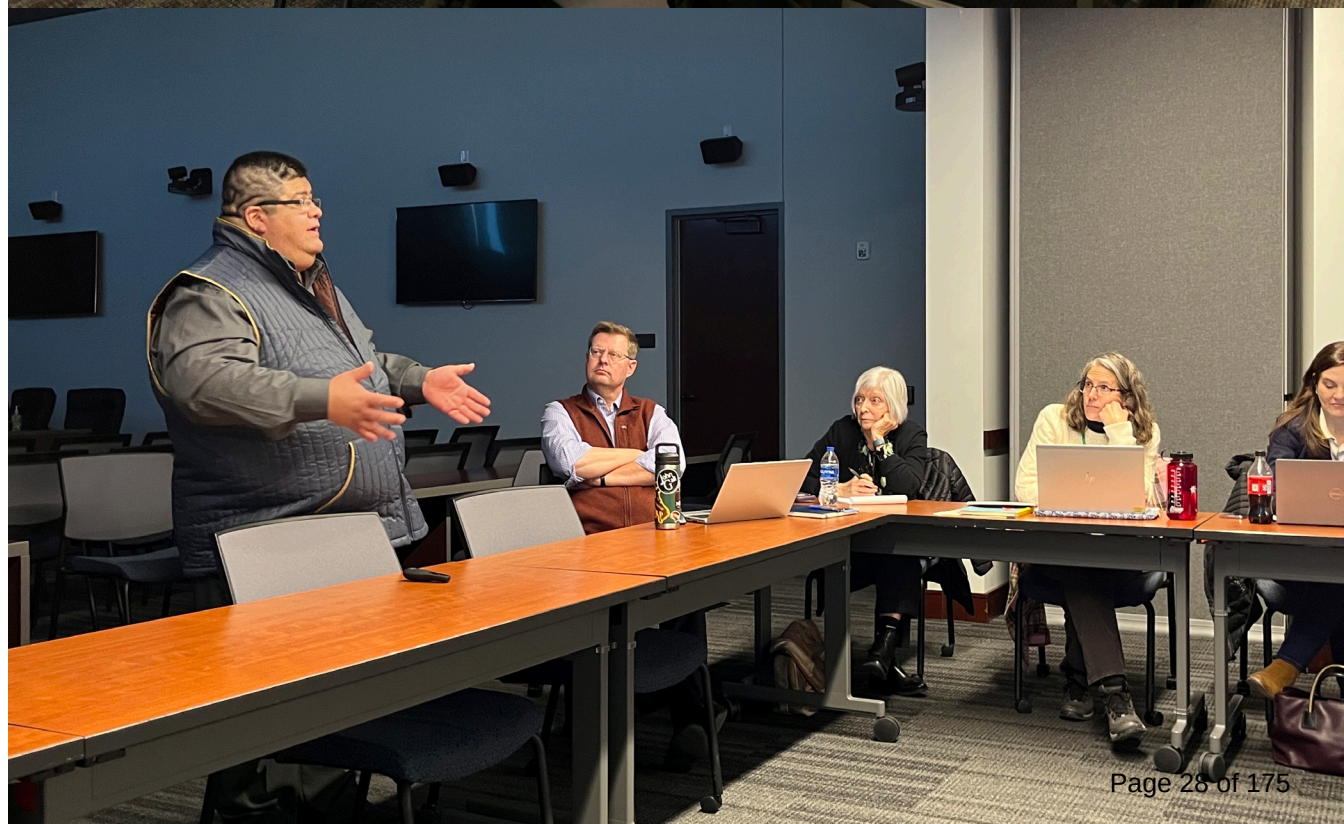
The consulting team employed the following four methods to access the diversity of perspectives and experience present in the community.

Steering Committee Work Sessions

The consulting team worked closely with a City of Greeley-appointed Steering Committee. This 14-member committee represented a broad cross-section of the Greeley community and brought expertise in housing development, real estate, advocacy, social services, education, finance, and economic development. This group provided critical feedback throughout the process and is well-positioned to identify opportunities for collaboration as next steps are implemented.

Stakeholder Roundtables

The consulting team held a series of community stakeholder conversations to learn from community members who live and work in the Greeley region about the area's housing



challenges and opportunities. These discussions involved approximately 25 individuals representing a range of perspectives, including real estate agents, major employers, housing developers, small businesses, social services, education, public health, economic development professionals, City representatives, and nonprofits. Stakeholder roundtables shed light on Greeley's unique housing dynamics and added depth to the data analysis.

Spanish-Speaking and Immigrant Community Outreach

Through the work of Culture Journey, an expert community engagement firm specializing in outreach among Spanish-speaking communities, the consulting team talked with local Hispanic/Latino/Latinx and immigrant residents and business owners to learn more about their experience of housing in the Greeley community. These insights and perspectives were incorporated into the analysis.

Community Survey

The consulting team created a survey that invited community input on their housing experiences and priorities. The survey was made available online (in English and Spanish) and received more than 290 responses. Data from the survey provides invaluable insight into the housing preferences and challenges of Greeley's population.

Key updates and deliverables were also regularly posted on the City's webpage, keeping the community up-to-date with project progress.

Project Phases

Step 1: Project Kickoff

The project kicked off with a work session among the client team, Steering Committee, and consultant team and an area tour. It also included focused community outreach with older persons, people with disabilities, representatives of the local business community, and leaders in the Spanish-speaking and immigrant communities, as well as roundtable discussions with local housing experts.

Step 2: Understand

The Understand phase focused on gaining an in-depth understanding of Greeley's current socioeconomic and housing conditions using both quantitative and qualitative data. This involved review of existing studies and plans, analysis of demographic trends, and analysis of housing supply including housing age, typology, and tenure. As part of this phase, we also utilized national as well as regional trends to inform the housing needs assessment for Greeley.

Step 3: Analyze

The Analyze phase used real estate market analysis to project future housing demand for Greeley. It also laid the groundwork for the At Home in Greeley Subarea Plan to explore opportunities for housing reinvestment and new development that will meet community needs.

Step 4: Refine

During the Refine phase, the consulting team took

feedback and discussion from all the previous phases to refine initial design alternatives for the Subarea Plan into a single preferred approach. This report and its findings were delivered to the City of Greeley.

Step 5: Align & Report

Following receipt of comments and feedback from the client team, the consulting team made revision and delivered the final report to the City of Greeley, presented findings to the Planning Commission and City Council, and held a public open house.

Housing Needs Assessment Subarea Plan





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Housing Needs Assessment

The Context for Housing in Greeley

National Trends

National trends set an important context for understanding Greeley's housing needs.

Impacts from COVID-19

American households continue to navigate the long-term economic consequences of the COVID-19 pandemic three years after its initial onset. Certain disparities widened between homeowners and renters—home equity rose substantially in the past two years, while rent increases outpaced both inflation and wage growth. Consequently, millions of households are still behind on their housing payments and could face eviction or foreclosure as pandemic-era interventions end.

Households throughout the nation face a number of housing-related challenges. Housing costs increased substantially after 2020, particularly in growing metros; according to Zillow, the average market rent increased 25 percent (or nearly \$400) since 2019, while Americans' median household income rose just 5.4 percent (Esri, 2022).

While the policies enacted in the wake of the pandemic, such as eviction and mortgage moratoria, improved financial wellbeing for American households, the pandemic brought to the forefront growing economic inequities—temporarily alleviated by policy responses, though now compounded by rapid inflation.

The expiration of pandemic-era policies has created new economic challenges, and households are increasingly likely to face housing insecurity, unpaid bills, and mounting debt (Primerica, 2023).

Rising Construction Costs

Construction costs rose by 8.5 percent between November 2021 and November 2022, with a 31.4 percent increase in the last five years, which contributed to the recent escalation in home prices. Since 2000, home prices rose 66 percent after adjusting for inflation, with a 37.6 percent increase since 2019 alone. Despite these trends, households with steady incomes through the pandemic were able to capitalize on low interest rates and temporarily reduced housing values, contributing to an increase in the homeownership rate for the first time since 2016.

In response to record-breaking inflation, the Federal Reserve raised interest rates in 2022, which led to significant increases in mortgage rates that impacted buying power and for-sale affordability. The average interest rate for a 30-year fixed-rate mortgage (FRM) increased from 4.2 percent in March 2022 to 6.6 percent in March 2023. Consequently, homeownership is increasingly out of reach for low- to moderate-income households and young families, with Gen Xers, Millennials, and elder Gen Zers continuing to lag their older counterparts in transitioning from renting to homeownership.

HOUSING PAYMENTS



of American households, including 15 percent of renter households, were behind on housing payments as of April 2022.

Source: Federal Reserve, 2022

EMERGENCY FUNDS



of households nationwide cannot afford to cover a \$400 emergency expense.

Source: Federal Reserve, 2022

CONSTRUCTION COSTS



increase in construction costs in the last five years—contributing to the recent escalation in home prices.

Source: Federal Reserve, 2022

A Decade of Under-Building

A key reason for increased housing costs is that housing production during the past decade lagged pre-Recession levels. From 2010 to 2020, the gap between supply and demand for housing units in the nation grew at a rate of nearly 600,000 units per year, including 325,000 affordable housing units. Construction of entry-level homes decreased five percent and affordable rental unit production declined seven percent.

Housing production recently increased despite rising construction costs. In 2021, single-family home starts exceeded one million units for the first time since before the Great Recession (Harvard Joint Center for Housing Studies [JCHS], 2022). This trend persisted through 2022, with 1.55 million total housing starts, including 547,400 multi-family unit starts—the highest levels seen since 1986 (U.S. Census Bureau, 2023).

As previously mentioned, the rising cost of for-sale housing outpaced both wage growth and inflation. Per the Bureau of Labor Statistics (BLS), inflation averaged eight percent in 2022, compared to 4.7 percent in 2021. From 2021 to 2022, shelter costs (i.e., expenses paid for shelter/housing, for-sale or rental, excluding utilities or furnishings) rose 8.1 percent and rents rose by 8.8 percent. Heightened costs for other essential goods like food, gas, and utilities further strained budgets. As a result, the national home price-to-income ratio (for the median household income) rose to 4.5—the highest level since 2006. With home prices representing such large multiples of income, accumulating the down payment and closing costs to buy homes could take years, particularly for younger and lower-income households.

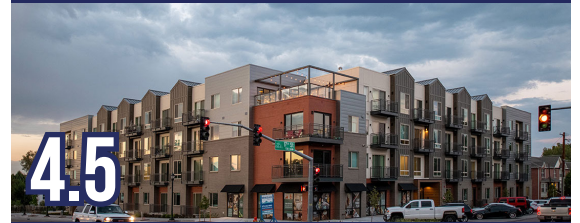
Shifting Demography & Changing Preferences

While single-family homes comprise an estimated 65 percent of the nation's current occupied housing units, demographic shifts are changing the make-up of the "typical" household. The average household size dropped from 2.76 persons in 1980 to an estimated 2.55 persons in 2022 (Esri). Married couples with children now comprise just under 19 percent of all households in the U.S., dropping from nearly 33 percent in 1980. The dominant housing typology since World War II, suburban three- to four-bedroom homes, have long served this market, yet are becoming less desirable with the increase in single-person and roommate households; delays (and decreases) in marrying/household formation, homebuying, and having children; and increased financial pressures associated with education, medical, and transportation costs.

With the youngest baby boomers now 56 years old, the American population is aging rapidly. Americans over age 65 make up 16.2 percent of the total U.S. population, up from 11.5 percent in 1980. Moreover, more than three in four Americans over age 50 express a preference for aging in place, citing affordability concerns and satisfaction with their current neighborhoods.

These changes in the organization of American households have fundamental implications for the real estate industry and housing demand. As households change, so too must supply of housing by providing a broader range of choices that meets new demands and creates more affordable, stable, and diverse communities.

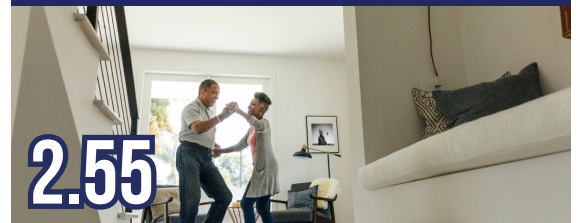
HOME PRICE TO INCOME RATIO



National home price to income ratio —highest since 2006.

Source: ESRI, 2022

HOUSEHOLD SIZE



National average household size in 2022—a drop from 2.76 persons in 1980.

Source: ESRI, 2022

AGING IN PLACE



Americans over age 50 express a preference to age in place.

Source: ESRI, 2022

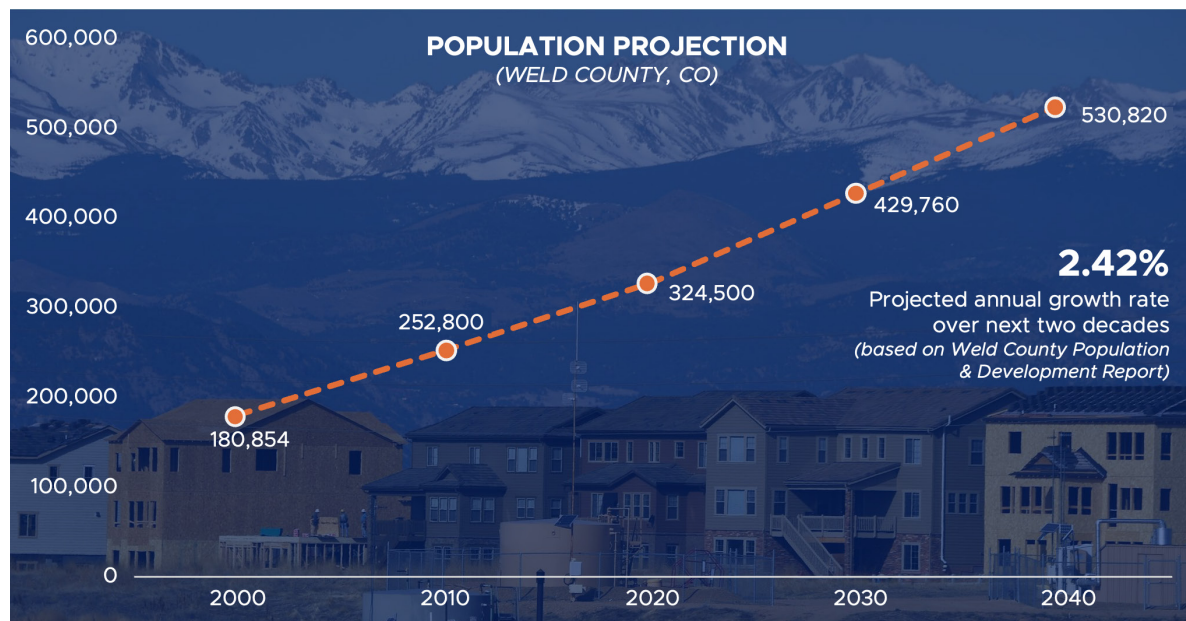
Local Trends Impacting Greeley

Rapid Population Growth

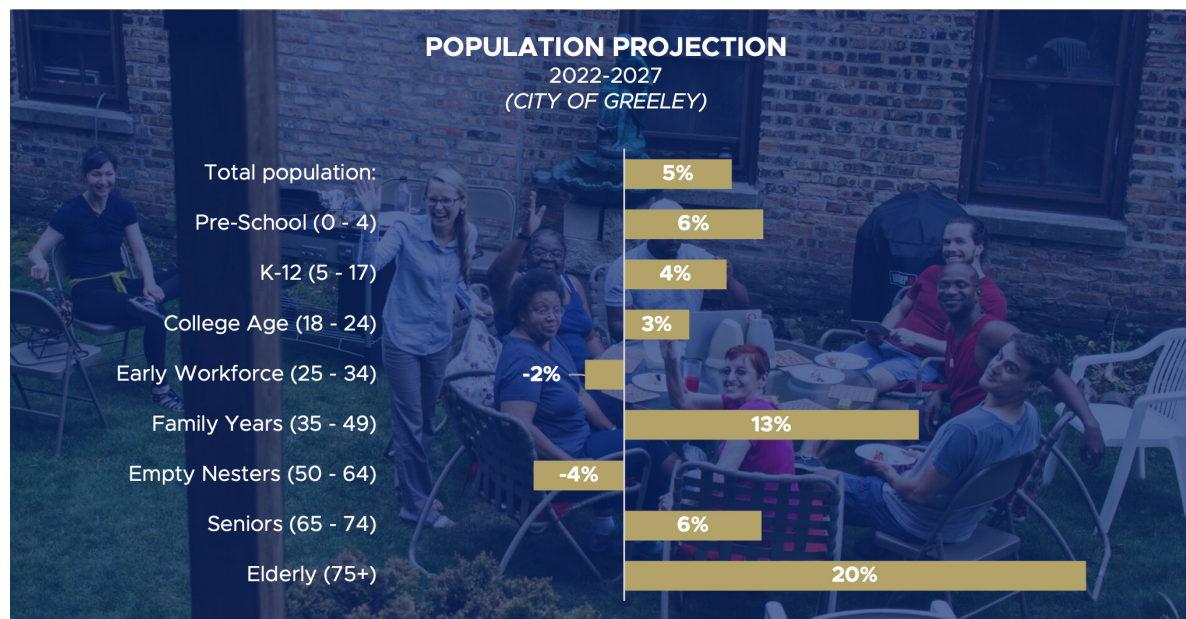
Weld County experienced significant population growth in the last decade. According to the U.S. Census, the population in the county grew by 28 percent, increasing from 252,800 in 2010 to nearly 324,500 in 2020—a growth rate which is more than double the national average during the same period.

The majority of this population growth is driven by in-migration from other parts of the state and neighboring states like Wyoming and Nebraska. Several factors contribute to this trend, including a strong job market and relatively affordable housing in the county compared to other markets in northern Colorado.

Greeley, the largest city in Weld County, captured a significant share of the county's population growth in the last decade. According to ESRI, between 2010 and 2020, the population of Greeley grew by approximately 20 percent, making it one of the fastest growing cities in Colorado. As the population in the county continues to grow, demand for housing is expected to increase in Greeley, straining the already tight housing market and putting pressure on households, especially those with low to moderate incomes. There is a need to increase supply of housing across the affordability spectrum to support growth while expanding housing opportunities.



Source: Weld County Population & Development Report



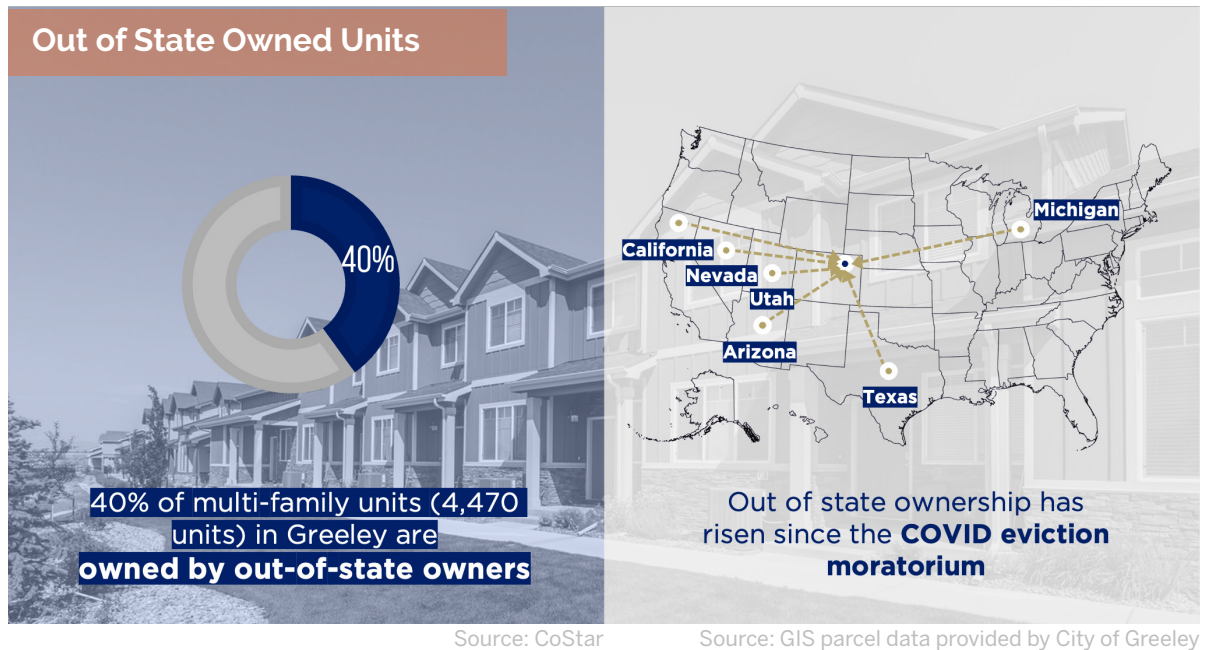
Source: ESRI, 2022

Out-of-State Owned Multi-Family Units

With the rising number of renter households and the cost of homeownership becoming less affordable, many investors see an opportunity to maximize returns by investing in multi-family properties in high-growth markets. According to CoStar, nearly 40 percent of multi-family properties in Greeley are owned by out-of-state investors (CoStar). This is much higher than the national average of 23.5 percent (CoStar).

While a majority of out-of-state owners are responsible landlords, this trend raises concerns about the impact on local communities and affordability. Some out-of-state owners may be more focused on maximizing profits than on meeting the needs of local renters, and may be less responsive to local affordability concerns. In addition, large real estate investment trusts (REITs) play a dominant role in the market, often having a large market area and being more likely to invest in properties outside of their home markets.

With a high share of multi-family units in Greeley being owned by out-of-state investors, there is a risk of a decrease in naturally occurring affordable housing options for the residents in the city as properties are renovated and Housing Choice Vouchers (HCVs) are no longer accepted. It is crucial to monitor the impact of this trend on local affordability and to develop strategies to ensure that renters are not disproportionately impacted by rising rents and other challenges.

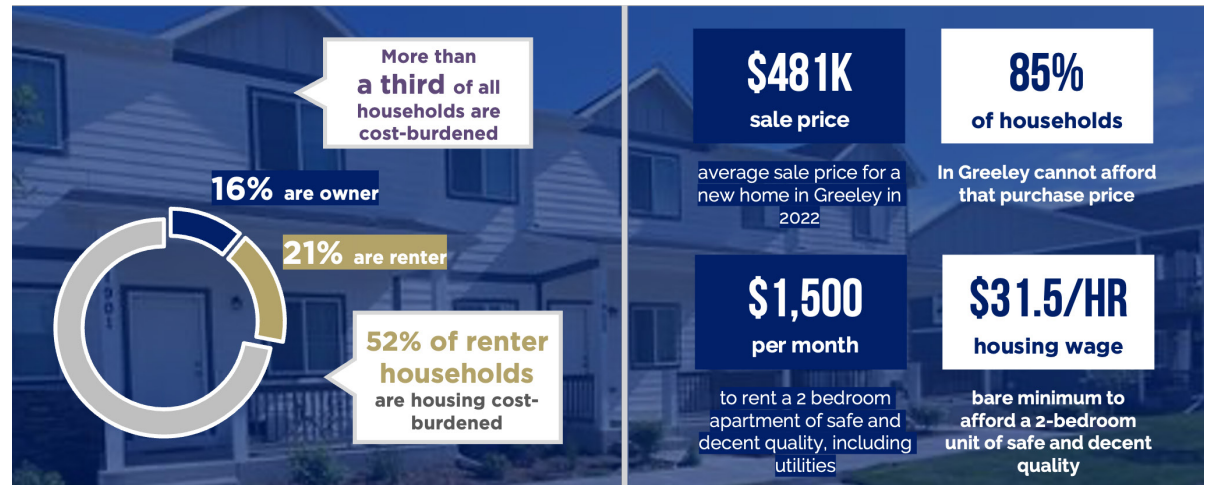


Housing Cost Burden

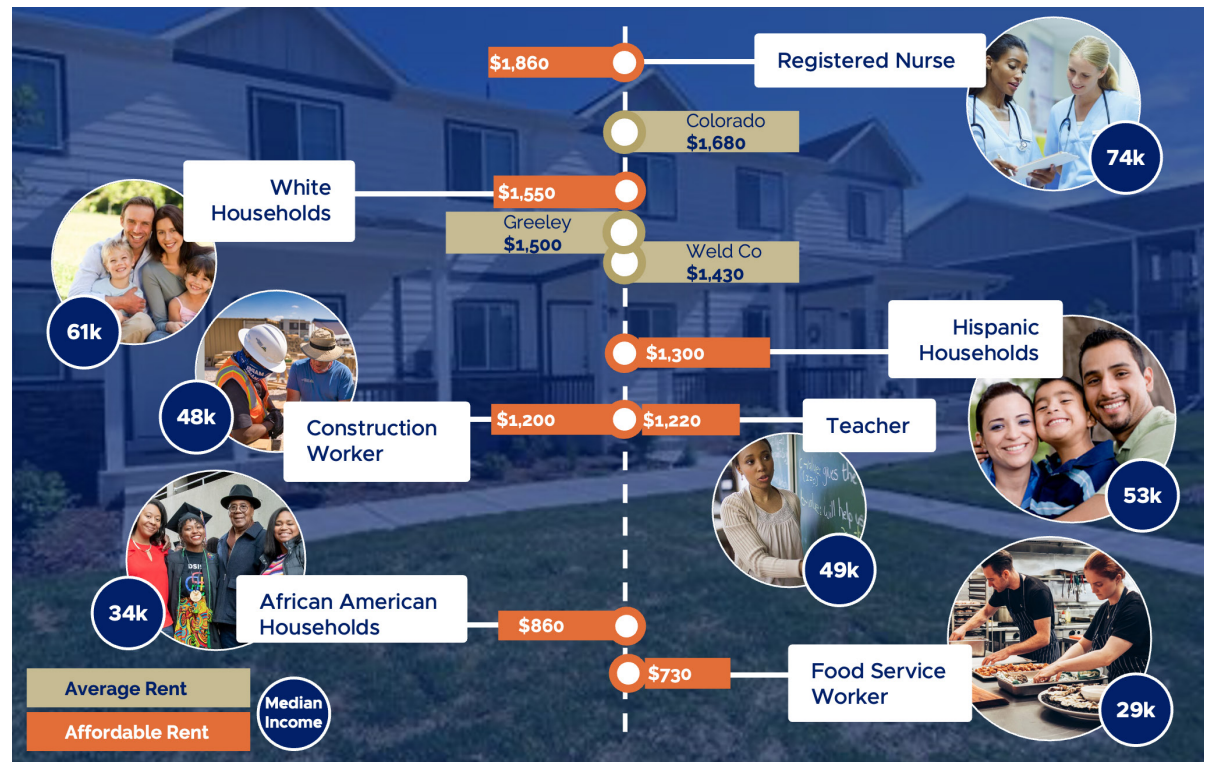
According to ESRI, nearly 37 percent of all households in Greeley are paying more than 30 percent of their household income toward housing costs, making them cost-burdened. It is even more challenging for renter households, more than half of which are cost-burdened. Additionally, nearly 85 percent of all households living in Greeley today cannot afford the current median sale price of a new home in the city (\$481,000). This challenge is also seen with renters, where a household needs to earn nearly \$32 an hour to be able to afford the current market rent of \$1,500 for a quality two-bedroom apartment in Greeley.

Greeley has experienced job growth in various sectors like construction and manufacturing, healthcare, education, and retail and hospitality. However, median wages for the majority of the growing jobs in the city are being outpaced by the cost of housing. The graphic on the right illustrates how workers in some of the growing job sectors, earning the median wage, are unable to afford the median rents in the region. These challenges are often more pronounced for historically marginalized communities due to income disparities and limited access to resources.

When a household is cost-burdened, they have less disposable income available and often have to prioritize paying for housing over other basic needs, such as healthcare, education, transportation, and access to healthy nutrition. Cost-burdened households are impacted disproportionately by housing instability and face a higher risk of being exposed to homelessness. Promoting affordable housing options in the city can help address these challenges.



Source: ESRI 2022, Greeley MLS Data, CoStar 2023



Source: ESRI 2022

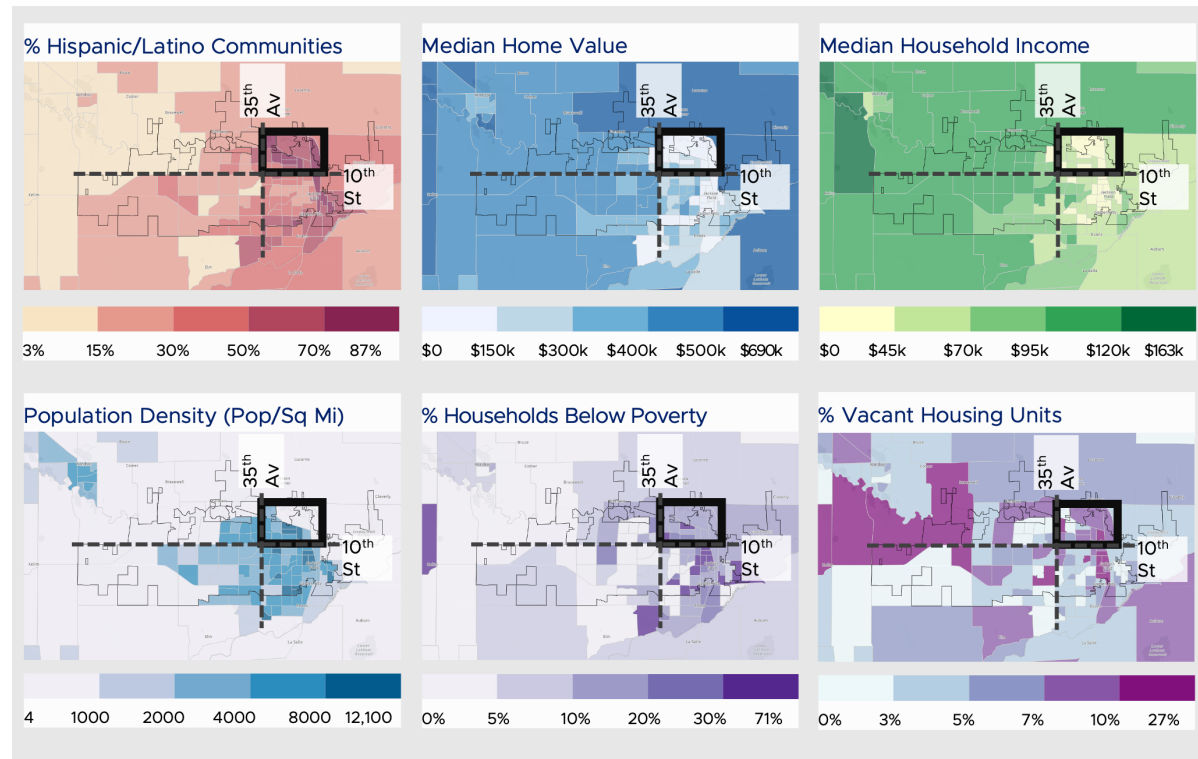
Geographical Differences

Greeley has a wide variety of neighborhoods, communities, and housing choices. The maps to the right show how population, income, and household trends vary across the city.

The maps clearly show:

- That, while approximately 40 percent of the population is Hispanic/Latino citywide, most of this population is concentrated east of 35th Avenue.
- Median home values are lowest east of 35th Avenue, particularly in the city's northeast quadrant.
- Median household incomes decrease substantially as you move east of 47th Avenue, and are lowest in the northeast quadrant, as well as near Downtown.
- Lower household incomes and housing values are present in the city's densest neighborhoods, which are primarily located east of 35th Avenue.
- Poverty is also generally concentrated in more dense areas, specifically in and around Downtown and east of Downtown.
- Housing vacancy is more widely distributed than poverty, but is more prevalent in the northeast quadrant, as well as near Downtown.

These indicators suggest a need for housing reinvestment and neighborhood stabilization



Source: ESRI 2022

strategies in Greeley's older neighborhoods (generally east of 35th Avenue). These trends, among others, informed the selection of the northeast quadrant and, more specifically, the area along 10th Street between 23rd Avenue and 30th Avenue as the focus of the subarea plan.

Housing Market Trends

Understanding housing attainability and affordability is a complex exercise. One must ask several questions: “Attainable to whom? Attainable compared to what? What is available?” This section explores different dimensions of each of these questions.

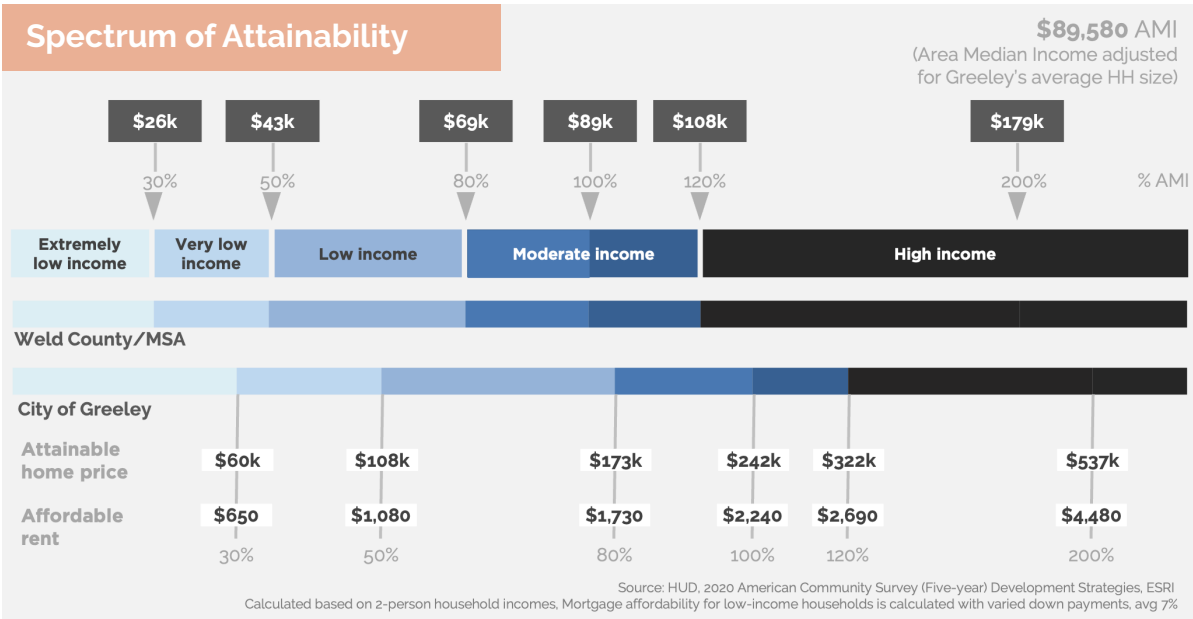
The Spectrum of Attainability

Household income directly informs what type of housing people can afford and this study considers the community’s full spectrum of household incomes. The graphic to the right shows the income distribution of households in Weld County and the city of Greeley at all income levels based on Area Median Income (AMI), per U.S. Department of Housing and Urban Development (HUD). The width of the bars indicates the share of the population within each AMI group. In this case, the AMI is based on Greeley’s average household size of 2.74 persons.

The graphic illustrates that Greeley has a higher share of households earning below 80 percent of the AMI when compared to Weld County.

Cost of Available Housing

The costs of housing—sale prices and rents—have a critical bearing on home attainability in a community. Home prices in Greeley increased dramatically over the last two decades, with median sale prices rising from \$152,000 to \$412,000 (or over 170 percent) since 2000 (illustrated in the graphic on the following page). At 4.6 percent annually, this rate of home price growth is two times greater than the rate of household income growth (2.3 percent) in the



Note: All numbers are rounded to fit the graphic.

same period. The price of new homes also rose at a rapid rate in recent years—nearly 40 percent since 2019.

Available rent data suggests significant rent growth—an estimated rate of 14 percent since 2019. According to CoStar, the median rent for a one-bedroom apartment in Greeley typically ranged from \$900 to \$1,200 per month, while the median rent for a two-bedroom apartment ranged from \$1,100 to \$1,500 per month. The median gross rent in the city is \$1,300—below the county average (\$1,410). These trends show that Greeley is still affordable relative to the county, but increasing rents can strain household budgets when incomes do not keep pace.

After a few years of slowdown in the construction of multi-family units, Greeley captured nearly 60

percent of all multi-family construction in the county in 2022. The increasing supply of multi-family units may be one of the contributing factors for relatively slower increases in rents compared to home prices in the city.

Housing Availability

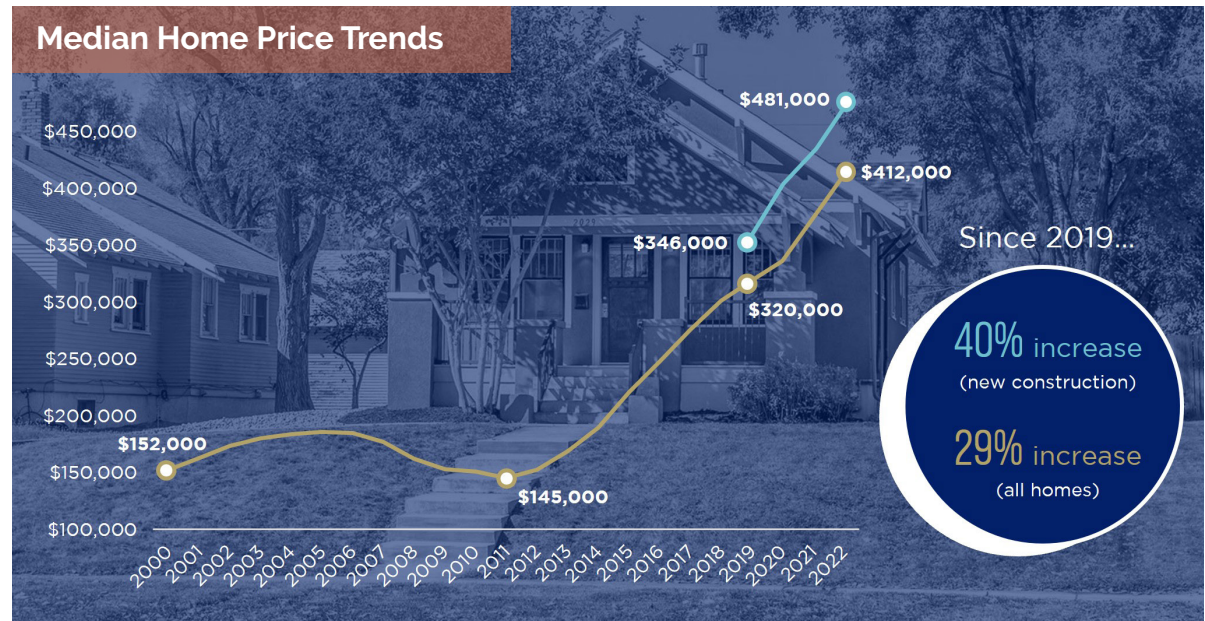
Home availability is also an important component of attainability. The number of homes on the market at any given point in time, and the number of homes added to the supply each year, are both important indicators of the options available to a household looking for quality housing. In Greeley, both indicators point to a declining availability of for-sale homes, which contributes to the price growth experienced in the region.

MLS data for the region suggests that it is a tight market with just a month's worth of supply (120 units) of for-sale single-family homes. Six months is considered a healthy supply by Realtors, meaning that there are adequate choices for buyers at any given time.

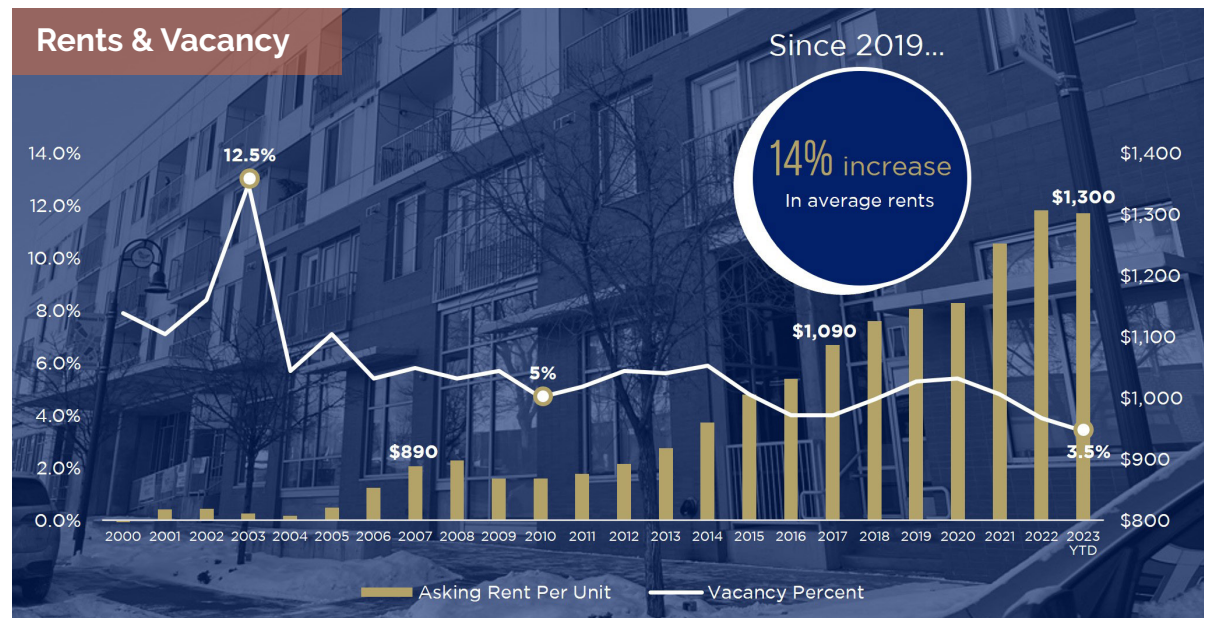
Additionally, based on Multiple Listing Service (MLS) data, days on market for sold homes has declined from 44 days in 2018 to 39 days in 2022. Together, these illustrate how Greeley's market has become more competitive in recent years; there are fewer options available to prospective buyers, and available options sell more quickly.

While the number of building permits issued on an annual basis in Greeley is catching up to pre-recession levels, new homes have largely been priced at levels only attainable to higher-income households in the region. The lack of new supply that is affordable to a broader segment of the community is a key contributor to rising prices and the competitive market.

These trends point to an urgent need to expand the supply of homeownership opportunities across the affordability spectrum, with more resources focused on housing that is affordable to low- and moderate-income households, where there is the most pent-up demand.



Source: Zillow Housing Value Index (ZHVI), Greeley MLS Data



Source: CoStar 2023

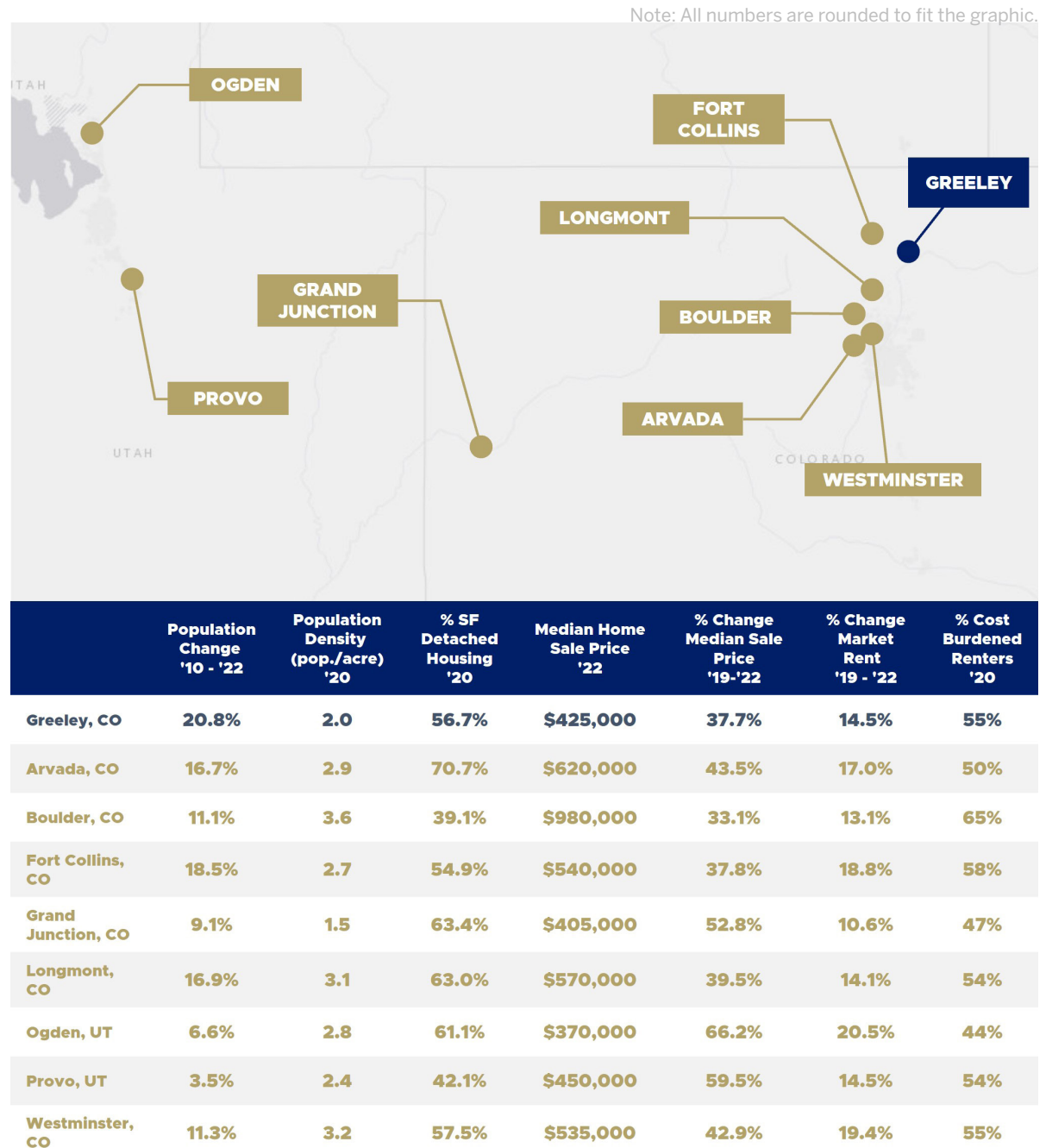
Greeley Relative to it's Peers

Housing in Greeley can also be understood in relationship to other cities. How does Greeley compare to communities with a similar economic and demographic composition? To neighboring communities in Colorado? Is the city an outlier, or does Greeley have a similar market to other communities?

Greeley's housing costs are generally lower than Front Range cities in Colorado, including Boulder and Fort Collins. However, compared to smaller cities such as Ogden, UT or Grand Junction, CO, Greeley's housing costs are typically higher.

Similar to most peer communities, Greeley residents are still likely to be cost-burdened, or pay more than 30 percent of their incomes toward housing. Long-time Greeley residents are having a hard time keeping up with the rapid increases in housing prices over the past decade, and wages have not increased at the same rate.

The table to the right summarizes trends in Greeley and eight peer cities.



Source: ESRI 2022, Redfin 2023, CoStar 2023

Median Home Price

While the home prices in Greeley are much higher than ten years ago, it is still relatively affordable compared to its peer cities.

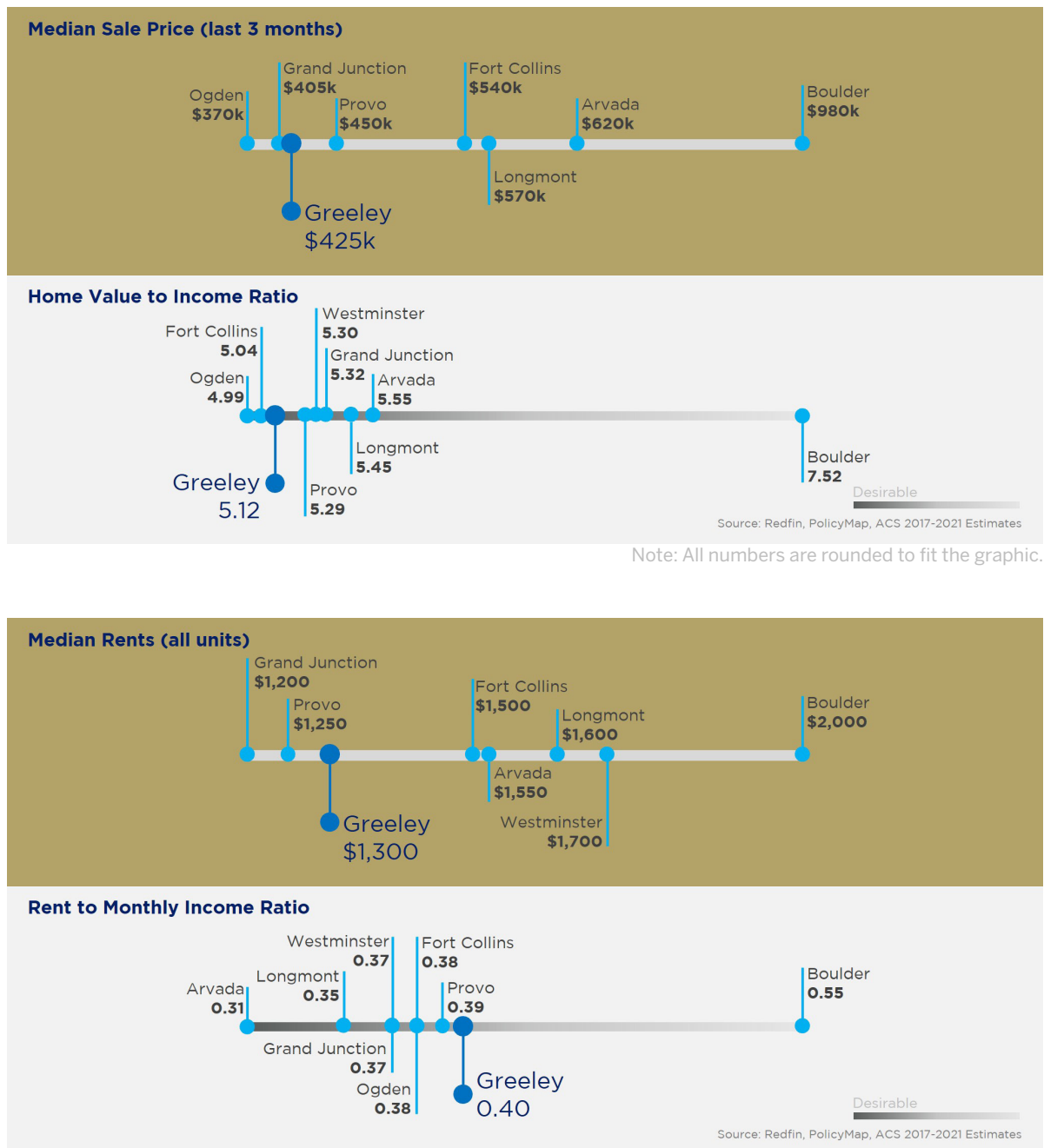
The home value to income ratio provides an indication of how expensive housing is relative to local incomes—a measure of housing affordability in a community. A higher ratio indicates that housing is less affordable, while a lower ratio indicates that housing is more affordable relative to household incomes. Greeley has a lower ratio compared to most of its peers, indicating its relative affordability—part of the reason why many people are migrating to the city.

It is important to note that, in Fort Collins, while its home prices are higher compared to Greeley, the home value to income ratio is lower. This indicates that while homes in Fort Collins may cost more, the city's household incomes are also higher when compared to Greeley's. Thus, homes are relatively more affordable to the residents in Fort Collins.

Median Rent

The median rent for all unit types in Greeley is lower compared to most of its peer cities. However, Greeley renters pay a higher proportion of their income on rent than in the comparison cities. This indicates that household incomes have not kept up with the increases in rents in the recent years.

With more than half of all renter households being cost-burdened, many households in the city are stretching their resources to be able to afford the cost of living.



Community Survey Results

The At Home in Greeley Housing Survey was created to invite community input on local housing experiences and priorities. The survey launched in late February 2023 and closed in early April 2023. It was made available online in both English and Spanish through the city of Greeley's website. Data from the survey provided valuable insight into housing challenges, concerns, and opportunities in Greeley.

Who took the survey?

There were 293 responses (including English and Spanish responses), and 247 responses (84 percent) were from Greeley residents. Most of the remaining responses were from residents of the Weld County outside of the city limits. Responses were geographically well-distributed throughout the city.

As respondents could select more than one option for some of the survey questions, the response distribution among different options may exceed 100 percent in some cases.

Survey respondents aged 35 to 44 made up a quarter of all survey respondents, followed by those aged 65 and above (22 percent), those aged 55 to 64 (17 percent), and those aged 45 to 54 (16 percent). This distribution adequately represented the city's age demographic—the largest age group in Greeley is Family Years, those aged 35 to 49 (17 percent), followed by Early Workforce, those aged 25 to 34 (15 percent), and Empty Nesters, those aged 50 to 64 (15 percent).

Respondents currently live primarily in single-family homes (84 percent of respondents),

duplexes and townhomes (4.4 percent), and large apartment buildings (3.4 percent). Comparatively, the existing housing stock consists of nearly 57 percent single-family homes, six percent duplexes, and about eight percent large apartment buildings (Esri, 2022). Nearly 83 percent of respondents own their current homes and only 14 percent rent, whereas American Community Survey (ACS) data indicates that 61 percent of households in the city rent their housing and 39 percent own their homes.

The median respondent had a household income between \$100,000 and \$149,000; this is also the largest income group in the survey. This means that, on average, survey respondents are more affluent than the average Greeley household (median income of \$65,000).

Housing Challenges

The survey asked various questions about housing challenges, specific housing condition issues, and other items to better understand residents' housing experience. Only 14 percent of the respondents reported that recent changes made their neighborhoods a nicer place to live, as opposed to 45 percent who find it a more difficult place to live. Key observations are summarized in the following section and in the charts on the following page.

Cost and Pricing

Most respondents (41 percent) indicated that they did not experience any cost or pricing issues when searching for suitable housing. Thirty-four (34)

percent could not find quality housing within their price range. Slightly more than a fifth (22 percent), indicated they did not have a co-signer to access housing, closely followed by 20 percent who experienced high fees as a barrier.

Physical Condition

Less than half of the respondents (47 percent) said they did not encounter any condition or physical issues when trying to find suitable housing in Greeley. At the same time, more than a third (37 percent) indicated that they had difficulty finding a home with the design, features, and amenities they expected at their price point. Thirty (30) percent of respondents also encountered housing options with significant repair needs. Eleven (11) percent had difficulty finding a home upgraded for their needs, and another seven percent indicated that they could not find housing large enough for their families.

Interior Safety

More than 83 percent of respondents indicated they did not experience any health or safety concerns. The top three safety issues reported were: inability to find housing that met resident's health and physical needs and requirements (seven percent), unsatisfactory radon tests (seven percent), and insufficient smoke/carbon monoxide detectors (4.4 percent).

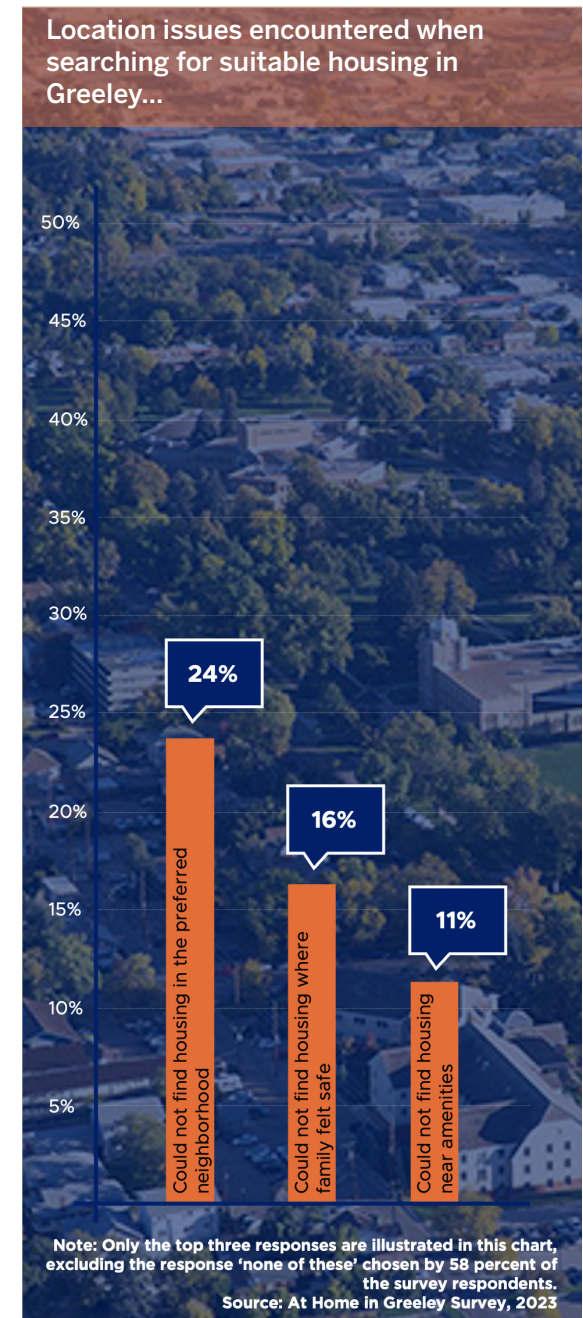
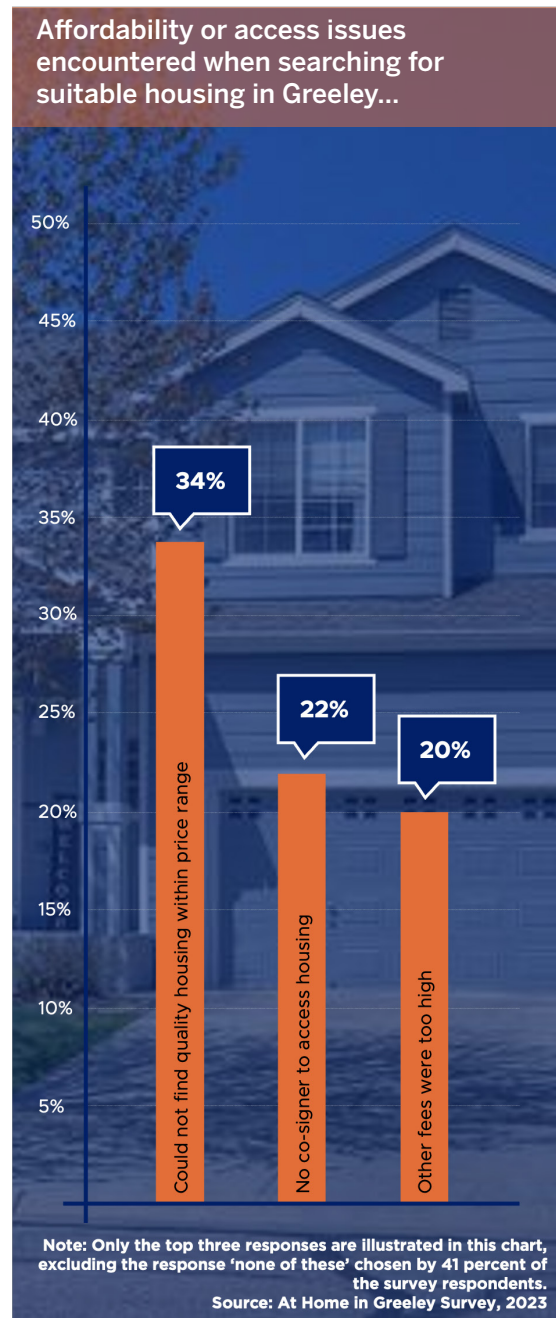
Personal Circumstances

Approximately 81 percent of the respondents indicated that they did not experience any discrimination or personal issues while finding housing. The top three personal circumstance-related challenges identified were: inability to find

suitable housing within their timeline (12 percent), credit requirements being too high (9 percent), and facing discrimination on the basis of race, gender, religion, sexuality, disability, or source of income (seven percent).

Location

The survey also asked if respondents encountered issues and challenges relating to location and housing. Most respondents (58 percent) did not encounter any location issue when searching for suitable housing. Approximately 24 percent had difficulty finding a suitable home in their preferred neighborhood, 16 percent of the respondents had trouble finding suitable housing in a location where their families would feel safe, and 11 percent of the respondents could not find suitable housing near desired amenities.



Housing Goals & Needs

Nearly 67 percent of respondents plan to stay where they live currently, over the next three to five years, of which 30 percent indicated that they would make significant improvements or additions to maintain the same housing. Most respondents indicated that they lived in their current housing for between one to four years.

Tenure

Very few respondents indicated that they want to rent in the future (2.4 percent), showing a preference for homeownership among survey respondents. However, renters were underrepresented in survey respondents.

Typology

Respondents showed a strong preference for single-family homes on small urban lots—sized less than 8,000 sqft (56 percent), followed by single-family homes on medium lots (sized between 8,000 sqft and half acre), duplexes, single-family homes on large lots (sized more than half acre), townhomes, and tiny homes built on a foundation.

Price Range

Respondents were generally evenly split about what price ranges of for-sale housing are needed in the Greeley market. About 20 percent indicated that for-sale homes priced between \$200,000 and \$250,000 are needed the most. The next largest price ranges are \$250,000 to \$300,000 (17 percent), \$300,000 to \$400,000 (16 percent), and \$150,000 to \$200,000 (15 percent). Only 10 percent of respondents indicated a need for for-sale housing priced over \$500,000. This indicates

a strong preference from Greeley's residents (68 percent) towards developing the moderately-priced and missing middle housing.

Respondents reported a preference for lower-cost rental housing. A quarter of the respondents (25 percent) indicated that rental housing priced between \$1,000 and \$1,250 per month is needed the most, followed by \$800 to \$1,000 per month (21 percent) and between \$500 and \$800 (16 percent). Only seven percent of respondents indicated a need for rental housing priced over \$2,000.

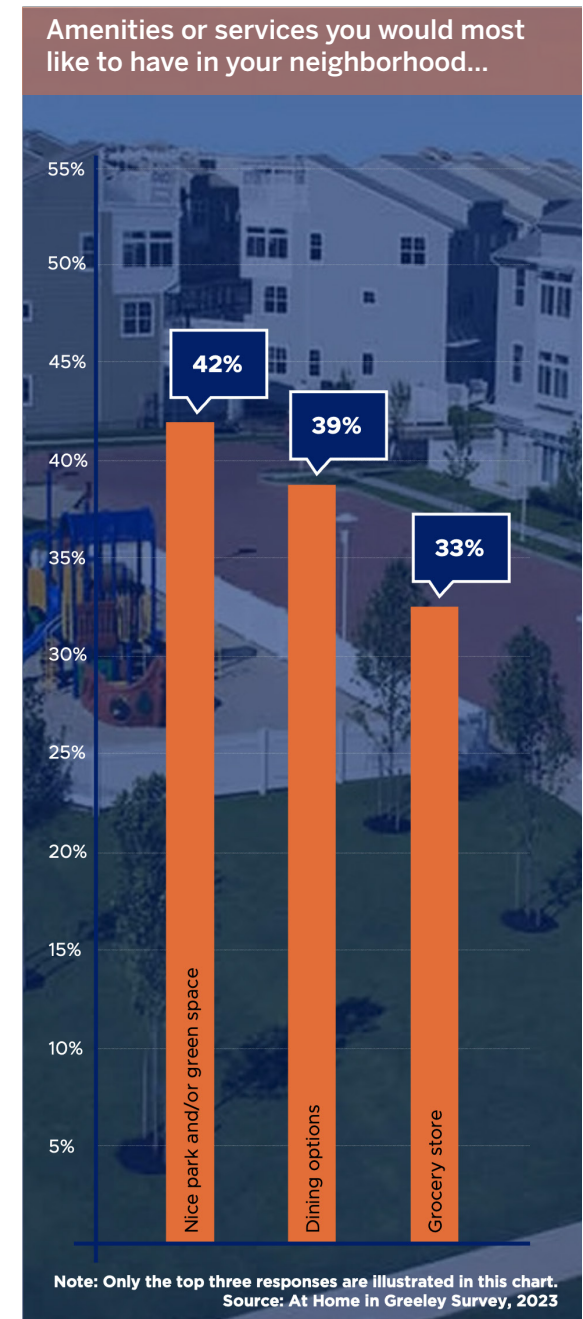
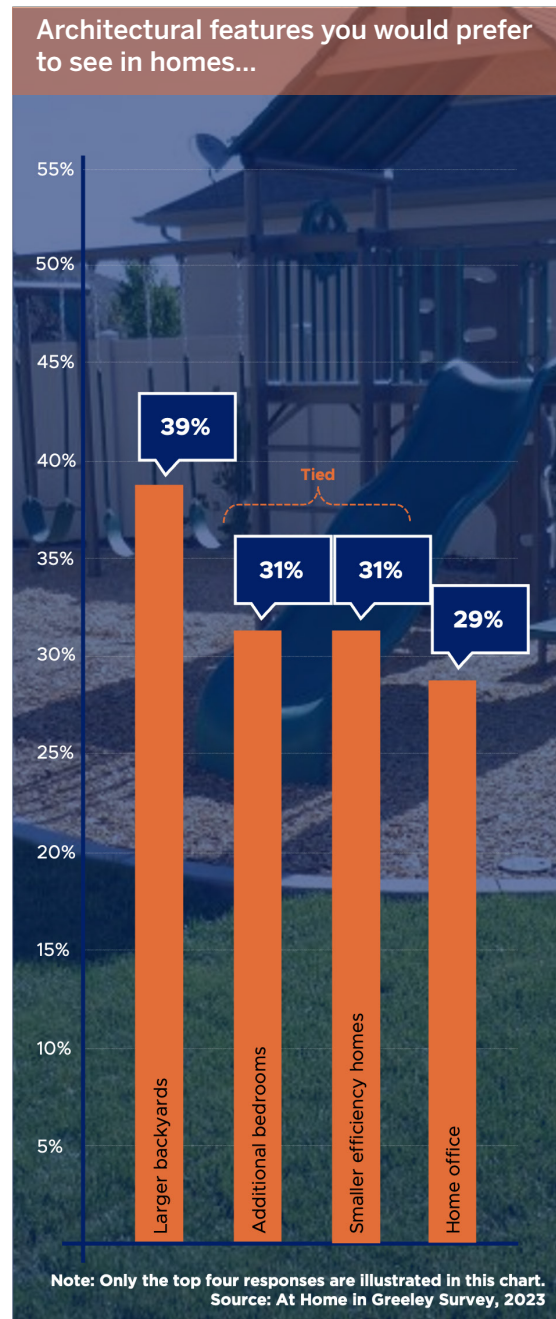
The responses about desired housing costs differ significantly from what respondents are currently paying. More than half of the respondents (53 percent) are paying between \$1,500 and \$3,500 for monthly housing costs. This indicates that there could be a mismatch between what people expect and what is possible or feasible to provide, given market constraints (i.e., the cost of development, achievable market rents, and other factors).

Preferred Characteristics & Amenities

Respondents were asked to choose up to three characteristics they want in their future homes. The most common response (39 percent) was for larger backyards. This was followed by, in order, additional bedrooms and smaller efficient homes (31 percent each), a home office (29 percent), and accessibility or aging-in-place housing amenities (28 percent).

When asked what amenities or services they would like most in their neighborhoods, the top

response (42 percent) was access to a nice park and/or an open green space. The second most desired amenity (39 percent) was proximity to dining options. Another popular amenity (33 percent) was proximity to grocery store.



Current & Future Housing Demand

The market analysis uses several metrics to estimate housing needs in Greeley.

These include:

- a review of existing housing supply and market performance;
- quantitative analysis of housing affordability for current and prospective residents;
- current demand by unmet needs or gaps in the market;
- analysis of population growth trends;
- analysis of county-wide migration patterns;
- identification and analysis of target markets for Greeley.

Determining market demand for the different needs and aspirations of existing and potential future residents requires a multi-faceted approach. To arrive at an overall housing demand for the city, the following approaches were undertaken (additional detail about each demand method is included in the appendix).

Conventional Demand

The conventional demand method assesses income variables within the city to determine the amount and types of units that are affordable to existing residents. It compares demand (based on affordability levels) with existing supply at various income thresholds to arrive at existing gaps in the housing needs ecosystem.

Affordable Demand

The affordable demand method is used to estimate demand for all income segments, for both owner-occupied and rental housing. This method incorporates data about how much households at different income levels spend toward housing costs, assumptions about prevailing mortgage interest rates, and data about the proportion of owner- and renter-occupied housing units in the community.

Market Segmentation

The market segmentation analysis considers consumer profiles of residents in the surrounding region to estimate the potential for new households moving to the city. This method estimates price points, rents, household sizes, and desirable housing products for these households. Using Tapestry Segmentation data from ESRI, the market segments that are common in the

broader region are identified and the housing types and market conditions needed to attract those segments are defined (these groups are referred to as “target markets”). This methodology helps identify what types of housing are missing in Greeley and what households/target markets could be attracted to live in the city.

This analysis identifies strong demand for all types of housing at all price points—including significant needs for housing affordable to low- and moderate-income households. The demand analysis also assumes that households will not be cost-burdened, so the development mix informed by demand represents a more equitable housing market where all households have more housing choice.



Demand Conclusions

Demand conclusions are reached by reconciling the methods described above. The overall housing demand projections and the distribution of that demand by income segment and tenure are summarized in the tables on the following page.

Key observations are summarized below and additional discussion about demand by income level is summarized on the following pages.

Greeley will need approximately 19,400 housing units to meet demand over the next 20 years.

This includes approximately:

- 2,690 units (1,530 for-sale and 1,160 rental) in current, or pent-up, demand that represents housing units needed to create a more balanced market today;
- 4,850 units of housing for older adults (1,450 affordable rental, 2,910 for-sale market-rate, 160 independent living, and 390 assisted living);
- 5,010 units of affordable housing for households earning less than 50 percent of AMI, or \$43,250, (4,050 rental, 960 for-sale);
- 7,580 units of moderately-priced housing for households earning 50 percent to 120 percent of AMI, or \$43,250 to \$107,500, (2,790 rental, 4,790 for-sale);
- 6,820 units of market-rate housing for households earning above 120 percent AMI, or above \$107,500 (1,500 rental, 5,320 for sale).

Most of this demand will be met through new construction because of the relatively low vacancy rate in Greeley, meaning there is limited opportunity to add units by renovating existing vacant units.

Preserving existing affordable housing options will continue to be an important element of meeting housing demand.

The demand calculations include a shift in housing types to include more missing middle typologies over time.

20-Year Projections: Demand by Income Level and Housing Tenure

Inputs				Net Demand										20-Year Cumulative		
AMI	Income	Affordable Home Price*	Affordable Rent*	Current		5 Year		10 Year		15 Year		20 Year		Sale	Rent	Total
				Sale	Rent	Sale	Rent	Sale	Rent	Sale	Rent	Sale	Rent			
<30%	<26k	<\$60k	<\$650	60	340	90	510	90	520	90	530	100	560	430	2,460	2,890
30%-50%	\$26k-\$43k	\$60k-\$110k	\$650-\$1,100	70	220	110	330	110	340	120	340	120	360	530	1,590	2,120
50%-80%	\$43k-\$69k	\$110k-\$175k	\$1,100-\$1,700	290	230	430	330	440	340	450	350	470	370	2,080	1,620	3,700
80%-120%	\$69k-\$108k	\$175k-\$320k	\$1,700-\$2,700	380	160	560	240	570	250	580	250	620	270	2,710	1,170	3,880
120%-200%	\$108k-\$179k	\$320k-\$540k	\$2,700-\$4,500	480	160	720	240	740	250	750	250	800	270	3,490	1,170	4,660
>200%	>\$179k	>\$540k	<\$4,500	250	50	380	70	390	70	390	70	420	70	1,830	330	2,160
Units per Period				1,530	1,160	2,290	1,720	2,340	1,770	2,380	1,790	2,530	1,900	11,070	8,340	19,410
Total Units				1,530	1,160	3,820	2,880	6,160	4,650	8,540	6,440	11,070	8,340			

*According to the federal government, housing is affordable when rent or mortgage payments (principal, interest, taxes, and insurance) plus utilities are no more than 30% of the occupant's monthly income.

Note: All numbers are rounded to fit the graphic.

20-Year Projection: Demand by Housing Type

Description		Net Demand										Total Units
Units in Structure	Current Distribution	Current		5 Year		10 Year		15 Year		20 Year		
		Share by Unit Type	# Units	Share by Unit Type	# Units	Share by Unit Type	# Units	Share by Unit Type	# Units	Share by Unit Type	# Units	
Single-Family	63%	63%	1,700	63%	2,530	63%	2,590	64%	2,670	64%	2,830	12,320
Duplex/Fourplex (2-4 units)	10%	10%	270	10%	400	11%	450	12%	500	12%	530	2,150
Small Multifamily (5-9 units)	13%	13%	350	13%	520	14%	580	14%	580	14%	620	2,650
Large Multifamily (20+ units)	8%	8%	220	8%	320	8%	330	8%	340	8%	350	1,560
Mobile Homes	6%	6%	160	6%	240	4%	160	2%	80	2%	90	730
Units Per Period		2,700		4,010		4,110		4,170		4,420		19,410

Note: All numbers are rounded to fit the graphic.

Housing Demand by AMI Levels

Extremely Low-Income Demand

(<30% AMI or <\$26,000 annual income)

There will be demand for approximately 2,890 units—2,460 rental and 430 for-sale—for households earning less than 30 percent of AMI (less than \$26,000 for a 2.74-person household, the average household size in Greeley). *This includes a need for approximately 1,000 units over the next five years to address pent-up/current demand and short-term needs to right-size the market.*

Housing affordable to extremely low-income households is very difficult to construct at a high level of quality without both capital and operating subsidy. Housing units in this category are typically provided through federal housing programs, such as Public Housing or project-based or tenant-based Housing Choice Vouchers (HCVs), as well as Low Income Housing Tax Credits (LIHTC).

Funding for deeply affordable units such as these has decreased over the past few decades, making it difficult to fund new units and preserve/maintain existing ones. In addition, current strong rental markets combined with the operational complexities and challenges of working with the HCV programs contribute to a decline in private landlords accepting vouchers.

This income group mostly rents their housing, although there are homeowners—typically households or individuals with fixed incomes who may be long-term homeowners. Households in this income group are at the greatest risk of

housing insecurity and homelessness, which is why adding deeply subsidized units to the market is so important to any long-term strategy to reach functional zero. Permanent Supportive Housing (PSH), which is affordable housing combined with supportive services that help individuals maintain stability, is a critical component of a homelessness system of care and is included in this income category.

Very Low-Income Demand

(30%-50% AMI or \$26,000-\$43,250 annual income)

There will be demand for approximately 2,120 units—1,590 rental and 530 for-sale—for households earning between 30 percent and 50 percent of AMI (between \$26,000 and \$43,250 for the average household size in Greeley). *This includes a need for approximately 730 units over the next five years to address pent-up/current demand and short-term needs to right-size the market.*

Housing units in this category are provided through the federal sources noted above, as well as through the city's older housing stock. This creates similar challenges as for the extremely low-income group. Households are generally vulnerable to unstable housing conditions, older housing in poor condition, and the costs associated with major repairs.

This income group is typically made up mostly of renters, but does have a higher proportion of homeowners than the extremely low-income cohort. Resources that help existing homeowners stay in their current home are vital to meet the needs in this category.

Low-Income Demand

(50%-80% AMI or \$43,250-\$69,250 annual income)

There will be demand for approximately 3,700 units—1,620 rental and 2,080 for-sale—for households earning between 50 percent and 80 percent of AMI (between \$43,250 and \$69,250 for the average household size in Greeley). *This includes a need for approximately 1,280 units over the next five years to address pent-up/current demand and short-term needs to right-size the market.*

The primary production funding for these units is through Low Income Housing Tax Credits (LIHTCs), as well as Community Development Block Grant (CDBG) and HOME Investment Partnerships Program (HOME). Much of the rental and for sale housing stock built in the 1960s through 1980s—Class C multi-family and older single-family neighborhoods—supplies housing in this category without any subsidy or assistance. However, some of this stock is at risk because of age and repair needs, or is attractive to investors to purchase, renovate, and sell at higher prices points.

This income group has a balance of renters and homeowners and is typically the range that homeownership programs serve. Preservation of existing affordable options in this category is critical to meeting future demand, while also identifying additional resources to support new development.

Moderate Income Demand

(80%-120% AMI or \$69,250-\$107,500 annual income)

There will be demand for approximately 3,880 units—1,170 rental and 2,710 for-sale—for households earning between 80 percent and 120 percent of AMI (between \$69,250 and \$107,500 for the average household size). *This includes a need for 1,340 units over the next five years to address pent-up/current demand and short-term needs to right-size the market.*

This cohort is primarily served by Class B and Class C rental properties, as well as portions of the for-sale stock that are more than 20 years old. Historically, builders were able to produce new construction homes at the high end of this range, but that became more difficult during the past several years as labor and material costs increased rapidly. Also, resources to support the development of new options in this range were historically scarce, with most serving those who earn less than 60 percent of AMI. More recently, “workforce housing” programs have targeted higher income groups, ranging from 60 percent of AMI to 150 percent of AMI in some areas.

This cohort represents a wide range of households, including first-time homebuyers, frontline workers, teachers, nurses, early professionals, and others. A broad variety of housing types could be attractive to households in this segment—townhomes, duplexes, apartments, and other Missing Middle types can all complement traditional detached single-family homes.

Certain incentives like Tax Increment Financing (TIF), tax abatement, and housing funds are directed to meet the needs in this category in some communities. This market cohort can become strained when there are not enough higher-market options—those households will effectively compete for these units because not enough supply is available.

High Income Demand

(>120% AMI or >\$107,500 annual income)

There will be demand for approximately 6,820 units—1,500 rental and 5,320 for-sale—for households earning between 120 percent of AMI or higher (\$107,500 or more for the average household size). *This includes a need for 2,350 units over the next five years to address pent-up/current demand and short-term needs to right-size the market.*

This cohort is primarily served by Class A and newer Class B rental properties, as well as a wide range of the for-sale stock. Households in the category have more housing choice than any other category, and more resources to achieve their housing goals. Most new for-sale products cater to this group. However, there has been limited development for the luxury market (e.g., more than \$600,000) and several stakeholders mentioned that households are moving to nearby cities that have this product.

This cohort also faces the fewest development barriers. With few exceptions, builders and developers can produce this housing without much market intervention. It is still important that demand in this cohort be met and supported because it can open housing opportunities in the

lower cohorts. There will be continued opportunity to diversify the types of housing delivered in this category, including more dense single-family options, Missing Middle, and new multi-family typologies.

Housing typology Recommendations

The demand analysis shows that Greeley needs all types of housing across the affordability spectrum. Diversifying Greeley's housing supply will be key in creating a wide-range of housing opportunities for the current and future residents. This includes creating a mix of different housing types, sizes, tenures, and affordability levels.

Nationally, the average square footage for new houses grew by more than 150 percent over the past 70 years: from less than 1,000 square feet in 1950, to 2,500 square feet today. The average new single-family home in Greeley averages 2,600 square feet (Redfin, 2023). As discussed earlier, this dominant typology no longer serves changing population trends, nor does it provide sufficient affordable housing units for the Greeley community.

The images on the following page illustrate various housing types that would help meet demand through diversification and include both for-sale and rental examples.

Micro-housing (tiny homes and units ranging from 300 to 500 square feet, including manufactured housing options), smaller single-family homes (500-1,500 square feet) on smaller lots, and townhomes all provide a wider range of for-sale housing options at more price points than the typical single-family home on a large lot. Prioritizing these housing types will also lead

to the production of more units overall. While constructing a single-family detached house on a 6,000 square foot lot results in only about seven units per acre, other smaller format housing options, like single-family units clustered around courtyards, produce 10-12 units per acre. Row houses or townhomes can typically accommodate 12-18 units per acre (<https://jhparch.com/density>). It is essential to integrate these new typologies into historically single-family neighborhoods to expand opportunities for homeownership.

Smaller multi-family properties, or those with ten to 30 units, provide further affordability and supply benefits, as do larger multi-family developments. To be able to afford Greeley's current median home price (\$425,000) without being cost-burdened, a household would need an annual income of \$140,000 and an \$85,000 down payment.

Meanwhile, an apartment renting for \$1,500 per month is affordable to someone making \$60,000, opening up housing possibilities to a much larger number of residents, and emphasizing the importance of rental options for promoting affordable housing options. In addition, multi-family units provide many more units per acre than single-family housing, as a podium-style apartment building (4 to 5 stories on top of first floor garage and retail) allows for 90 to 115 units per acre (<https://jhparch.com/density>). This higher intensity development and a greater mix of uses is especially important along corridors already served by public transit and near major intersections, such as in the 10th Street area that is the focus of the Subarea Plan.

Greeley's Development Code was updated in 2021 to make it easier to build smaller units on smaller lots, including reducing the minimum lot size from 6,000 square feet to 4,500 square feet, or as low as 1,500 square feet in higher density residential areas, and providing guidance on the development of smaller units like micro-housing. These policy changes are important steps in the move towards meeting the need for more housing at all price points in Greeley.

Housing Typologies

Detached House - Small Format (300 to 500 SF)

	Home Price	Monthly Rent
Low Income	\$60k-\$108k	\$650-\$1,080
Moderate Income	\$108k-\$322k	\$1,080 - \$2,690



Detached House - Small Lot (500 to 1,500 SF)

Moderate Income	\$108k-\$322k	\$1,080 - \$2,690
High Income	\$322k-\$537k	\$2,690 - \$4,480



Multi-Unit Houses and Row Houses

Moderate Income	\$108k-\$322k	\$1,080 - \$2,690
High Income	\$322k-\$537k	\$2,690 - \$4,480



Apartment (10 or less units)

Moderate Income	\$108k-\$322k	\$1,080 - \$2,690
High Income	\$322k-\$537k	\$2,690 - \$4,480



Apartment Complex - Medium (10 - 30 units)

Low Income	\$60k-\$108k	\$650-\$1,080
Moderate Income	\$108k-\$322k	\$1,080 - \$2,690
High Income	\$322k-\$537k	\$2,690 - \$4,480



Apartment Complex - Large (more than 30 units)

Low Income	\$60k-\$108k	\$650-\$1,080
Moderate Income	\$108k-\$322k	\$1,080 - \$2,690
High Income	\$322k-\$537k	\$2,690 - \$4,480



Note: All numbers are rounded to fit the graphic.

Conclusions & Recommendation

The intent of this Housing Needs Assessment is to quantify the scale of housing needs at different affordability levels in Greeley over the next two decades. As discussed, it is clear that Greeley needs all types of housing at all price points to meet current and future demand. Several additional conclusions are summarized below:

- Expanding the production of housing will start to alleviate some of the market pressures that led to the current competitive housing market.
- Diversifying the types of housing available will give current and future residents more housing choices and help the city adapt to its changing population.
- Expanding affordability across all housing types and locations will provide more attainable housing choices for residents who struggle to make housing payments.
- Expanding production and diversifying the housing stock will provide more housing opportunities for current and future residents even as institutional and out-of-state investors purchase and develop units. This will help limit the impacts of increased rents at investor-owned properties.
- Reinvesting in Greeley's older neighborhoods, particularly in the northeast and southeast quadrants of the city, will help improve the quality of the existing housing stock, preserve existing affordable options, and attract mixed-income and mixed-use infill development.

The city of Greeley plays several important roles in addressing the community's housing challenges, but it cannot solve the challenges without the many community and development partners. There is no silver bullet that will solve the city's affordable housing challenges. Rather, a series of incremental actions, policy changes, programs, and other efforts among the City and its partners can begin to chip away at the challenge. This is in addition to a lot of the good work that is already under way, including local employer support of a major Habitat for Humanity development, recently revised zoning code, and continued evaluation of development policies, to name just a few.

Ultimately, Greeley is in a unique position among its Northern Colorado peers. It is still relatively affordable, and current land prices coupled with the availability of water resources will support prudent growth for many years to come. These assets should be leveraged wisely.



Where does the City go from here?

A Housing Needs Assessment is an important tool to create a thorough baseline understanding of quantifiable housing needs. It is a foundational document for future policy decisions and actions to be made by the City and its partners. It is clear that there is a need to identify new resources to fill development gaps so that attainable housing can be made available for low- and moderate-income households.

It will be important for the City and its partners—the housing ecosystem—to create a citywide housing strategy to address housing needs in a holistic and coordinated way. A housing strategy could:

- Establish priorities, for which efforts should be addressed first.
- Define roles, assigning responsibility and leadership to the various partners for each strategy.
- Create a timeline for action.
- Identify programs and policies that need to be adopted or modified to reduce barriers to housing development in ways that serve the community and make the process clear for the development community.
- Identify new funding sources that begin to close the substantial development gap.
- Establish metrics to measure progress so that adjustments can be made as the work is underway, successes can be celebrated, and continuous improvement is possible.

The graphic below provides a high-level outline of housing-focused interventions that the City should consider moving forward. The details of these ideas would be defined to reflect the specific needs and opportunities in Greeley.

In the short-term, it is important for the City to continue to evaluate its development policies so that the housing types recommended in this study are developable in the community. The City should also work toward implementing incentives like reduced parking requirements, fee waivers for affordable housing, and infrastructure support/funding for affordable housing. It is also important that the City continue to leverage the funds it already receives through HUD and the state to

support low- and moderate-income households, fund homeownership projects, improve the condition of existing housing and neighborhoods, support quality affordable rental developments, and address homelessness.

The Subarea Plan will illustrate how housing-focused infill redevelopment projects can support multiple community goals while adding affordable housing options to neighborhoods. It will include strategic recommendations to support affordable housing development in the study area and similar neighborhood contexts throughout the city. In many ways, it will provide the foundation for a housing strategy that can be applied city-wide.







A

Appendix

Conventional Demand Analysis

The conventional demand analysis uses household income data to determine for-sale and rental price-points with the greatest degree of potential market support. Such analysis highlights potential opportunities for housing development where gaps exist between existing supply and household affordability.

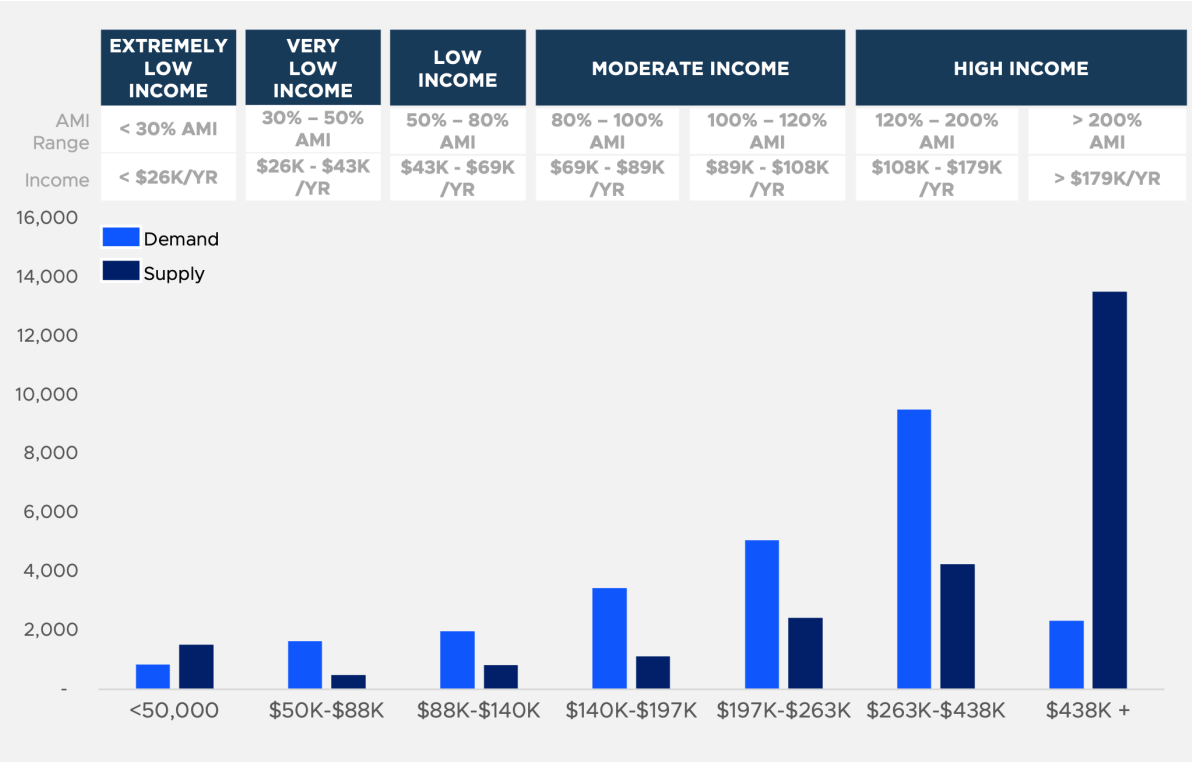
The American Community Survey (ACS) provides income distribution data by housing tenure, as well as the share of owner and renter households in Greeley. The 'household affordability' bars represent the number of households able to afford housing products at different price-points while not being cost-burdened. In some cases, households may be spending more than what they can afford on housing, while others may be spending significantly less due to absence of a desired housing typology, or other factors.

Affordability Gap Analysis: Owner

The affordability gap analysis graph shows a substantial undersupply of homes priced between \$50,000 and \$430,000 (within the range of the Median Home Value for the city of \$350,000). Less than half (45 percent) of the city's for-sale supply is priced within this range. On the other hand, there is an oversupply of homes priced above \$430,000 (accounting for 55 percent of the city's supply).

The viability of homeownership for many of the households in the lower AMI levels will vary in the real world. In an ideal case, an income at 100

Affordability Gap Analysis: Owner



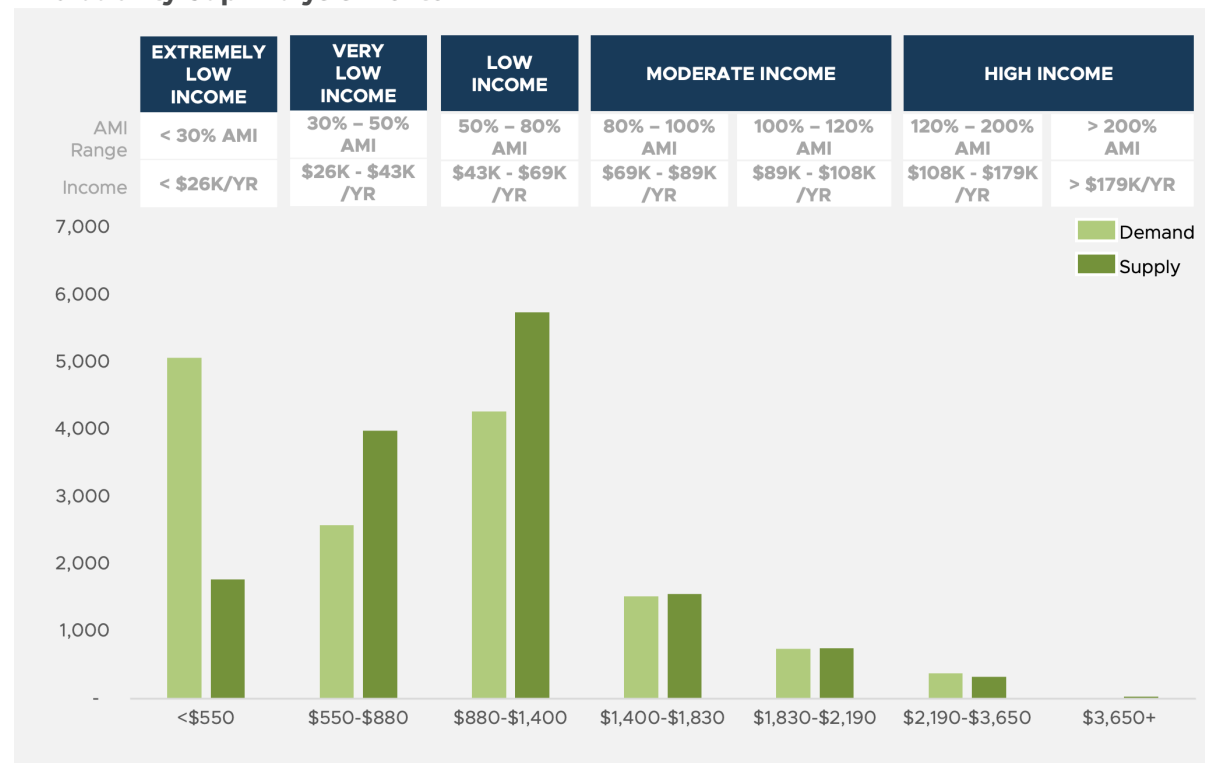
Source: ESRI 2022, American Community Survey (ACS)

percent AMI (\$89,600 for an average household size of 2.74) translates to the ability to afford a home priced between \$200,000 and \$240,000 without being cost-burdened. This price range implies that a mismatch exists because a significant portion of the supply in Greeley costs more to purchase.

Additionally, based on conversations with realtors and stakeholders and the results from the community survey, the few homes that are available in the 'affordable' category below \$200,000 do not meet market preferences. Thus, a substantial portion of the existing supply is

also not marketable because of condition, style, location, or a number of other factors. While inexpensive to purchase, this housing is typically unaffordable because of the amount of work needed to stabilize it and; therefore, much of this housing stock is not currently in suitable condition to meet housing needs.

Affordability Gap Analysis: Renter



Source: ESRI 2022, American Community Survey (ACS)

Affordability Gap Analysis: Renter

The affordability gap analysis for renters shows a similar mismatch between demand and supply, predominantly for households earning less than 80 percent of the AMI (\$69,250 for the average household size).

The graph shows a substantial unmet need for apartments that are affordable to households earning less than 30 percent of the AMI (\$26,000)—at rents \$550 or below. The high demand for publicly-funded assisted housing, the

slow pace of development of newer affordable housing units, and the level of cost-burdened households in the city suggests the need for significant investment in the rental housing stock affordable to this segment of the population.

This mismatch is reversed for households earning between 30 percent and 80 percent of the AMI, with a clear oversupply of apartments with monthly rent range of \$550 to \$1,400—representing nearly 70 percent of the city's rental supply. Due to a limited availability of rental options priced below \$550 a month, many households earning less than 30 percent of the

AMI might only find apartments in this higher segment, causing them to be cost-burdened.

Supply and demand for apartments that are affordable to households earning above 80 percent of the AMI is generally balanced, indicating an equilibrium in market-rate segment of the rental market.

Conclusions

The affordability gap analysis provides a high-level overview of where there are clear mismatches between supply and demand. However, several other factors are important to consider. Housing condition is generally substandard at lower affordability levels. While these units are “affordable,” their condition leads to higher utility bills and potential health and safety hazards.

Smaller for-sale units—condos, townhomes—can be positioned at a more accessible price point for workforce and moderate-income households than larger detached single-family homes. Diversity in housing stock can fill these gaps and create a pathway to homeownership for a broader range of households. Renovating the existing housing stock will be key to meeting future demand and accommodating a wide range of housing needs.

Market Segmentation

Target market analysis is used to determine demand based not only on geography and demographic traits, but also on consumer preferences. As a result, desired product types can be determined, in addition to affordability. Just as market segmentation is used to determine tendencies to buy different types of consumer products, data on market segments can be used to identify demand for different types of housing products at a particular location.

Who is living in Greeley today?

The segments present in Greeley (mapped on the right) are identified using Community Tapestry data from ESRI (a leading provider of geographic information systems and data). The Tapestry data uses algorithms to link demographic and geographic data to create 67 unique geodemographic segments to help understand the behavior of different user groups.

Following are some characteristics of these tapestry segments.

Bright Young Professionals

This group is primarily located in urban outskirts of large metropolitan areas. These households are home to young, educated, working professionals. More than one out of three householders are under the age of 35, with more renters than homeowners. More than two-fifths of the households live in single-family homes; over a

Market Segmentation: Households present in Greeley



Source: ESRI 2022

third live in multi-family buildings with more than five units.

Metro Fusion

A majority of these households are young professionals, predominantly single-person households. Residents of this group are likely to be renters, in some cases sharing housing costs with a roommate to help defray high rents.

Forging Opportunity

This group is typically family households—young couples with children and multi-generational households located in denser city neighborhoods

within metropolitan areas. Households within this group are predominantly interested in affordable single-family housing options as well as moderately-priced rental options.

Parks & Rec

Many of these households are two-income married couples approaching retirement age. They primarily occupy single-family homes which are older—built prior to the 1960s. The appeal of their well-established, kid-friendly neighborhoods often attracts a new generation of younger couples.

Green Acres

A majority of these households are older married couples with or without children. This group tends to prefer rural settings in metropolitan areas. They are primarily interested in single-family homes.

Workday Drive

This group is typically family households—young couples with children located in semirural locales within metropolitan areas. Households within this group are predominantly higher income (median household income for this group is \$90,000) and are interested in single-family housing options.

Growing Groups in the Region

The ESRI market segmentation data suggests that the following groups, which are currently not present in Greeley, are some of the fastest-growing households in the region. These groups may be interested in moving to the city if the right product is available.

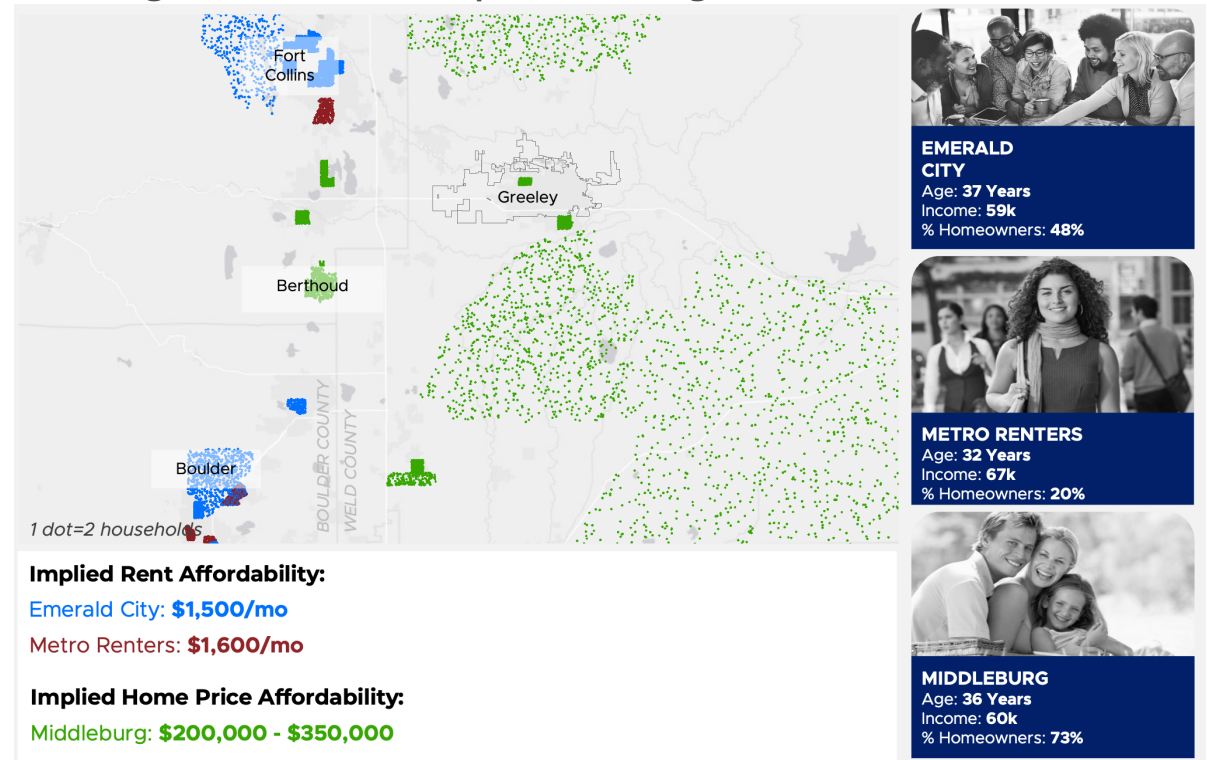
Emerald City

This group lives in lower-density neighborhoods of urban areas. Young and mobile, they are more likely to rent. Nearly half have a college degree and a professional occupation.

Metro Renters

Households in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest growing segments— the popularity of urban life continues to increase for consumers in their late twenties and thirties. Their median income

Market Segmentation: Households present in the region



Source: ESRI 2022

(\$67,000) is above the US average. They usually live close to their jobs and walk or take a taxi or rideshare to get around the city.

Middleburg

This group is typically family households—young couples with children located in semirural locales within metropolitan areas. Households within this group are predominantly interested in affordable single-family housing options.

Conclusions

Target market analysis provides a more detailed understanding of housing preferences and needs of certain market segments as a subset of overall demand. This information implies that Greeley needs more affordable housing options to continue to capture growing market segments in the region.

Affordable Housing Demand

Affordable housing is typically developed with tax credits used as equity to help finance the development of a property, while subsidized housing is generally provided through federal programs that provide a rent subsidy. Strategic usage of these programs can improve housing conditions for a large share of current residents in Greeley.

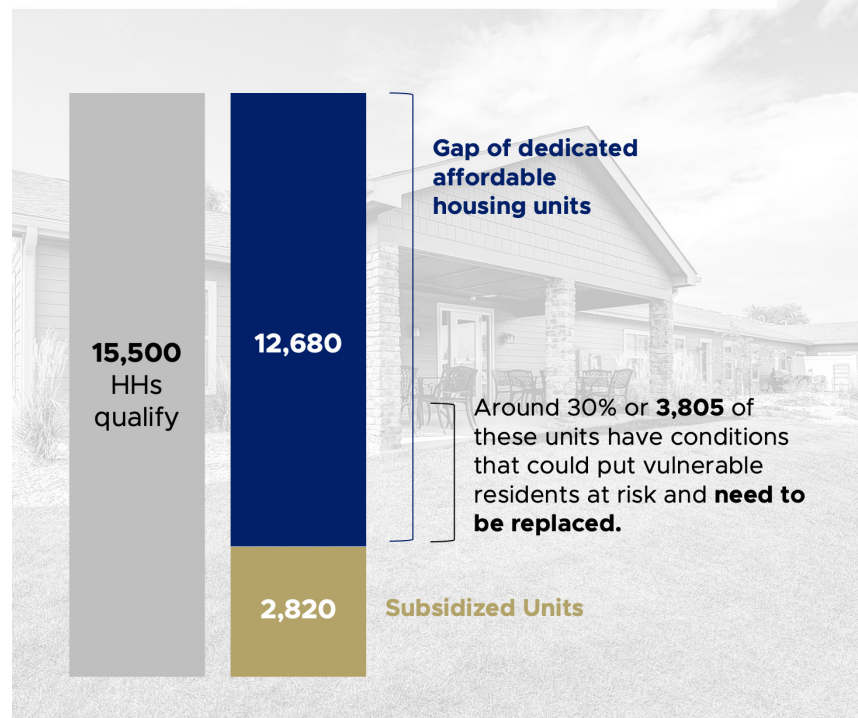
The implications of the housing market analysis for affordable housing are significant. Low Income Housing Tax Credit (LIHTC) and mixed-income properties help diversify the existing rental housing stock. Such properties provide quality residential options in neighborhoods that cannot support market rate development.

Housing affordability for Greeley is based on HUD-published household income limits for households, as well as tenure data from American Community Survey (ACS). Using this data, there are roughly 15,500 households that would be

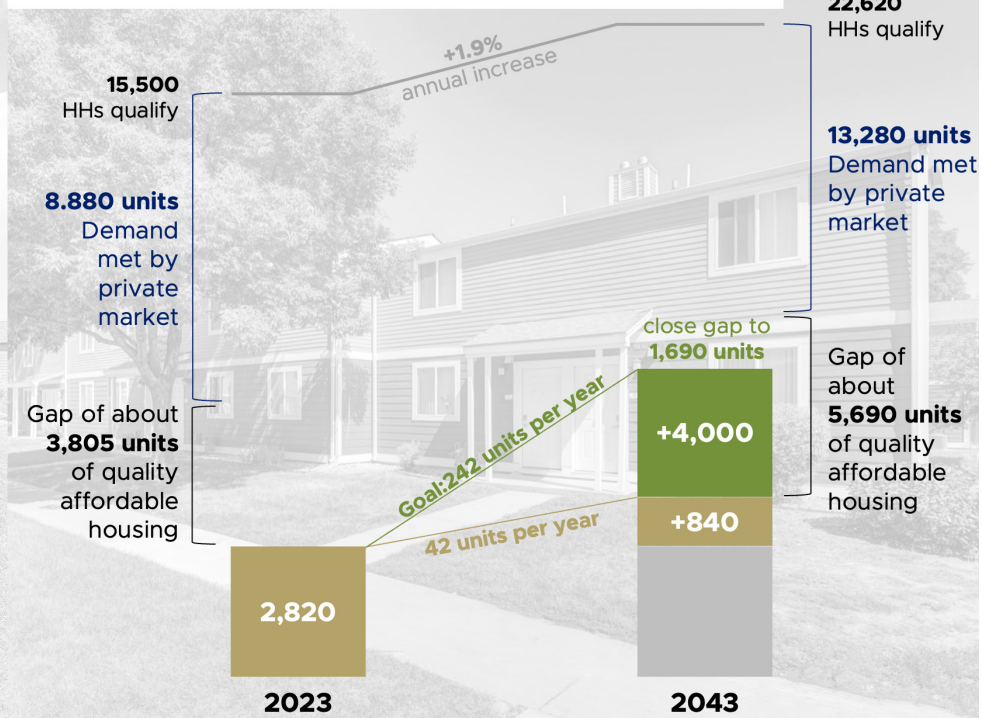
income-eligible for units at 60 percent AMI. Of those, 7,510 households are very low-income households at or below 30 percent AMI. This number far exceeds the existing supply of about 2,820 low-income affordable units in Greeley. Some portion of this excess demand could be met with a combination of federal programs that include LIHTC, Housing Choice Vouchers (HCV), Housing Assistance Payment (HAP) subsidies, and other development incentives.

Demand projections were made for affordable housing over the next 20 years and several factors

DEDICATED AFFORDABLE HOUSING SUPPLY AND DEMAND



DEDICATED AFFORDABLE HOUSING DEMAND PROJECTION



Note: Production based on past 20 years of LIHTC allocations; demand based on estimate of households (HHs) below 60% AMI; growth based on forecasts by Weld County Population and Development Report.

were considered, as summarized on the previous page.

The first step was to determine the number of households whose incomes indicate the need for affordable housing at or below 60 percent of AMI in order to not be cost-burdened. There are 15,500 of such households. Next, the number of dedicated affordable housing units, or those subsidized through LIHTC, HUD, and other programs, as well as housing choice vouchers, was identified—2,820 units.

The remaining 12,680 households find their housing in the private market, both as homeowners and renters. Many of these households find suitable and affordable housing on the open market and are not cost-burdened, although there is not significant data defining what proportion of households fit that category. At the high end, we know that nearly 70 percent of households earning less than 50 percent of AMI are cost-burdened or have another housing problem, as defined by HUD. Assuming a conservative estimate range of nearly 30 percent of the units in the affordable segment are substandard, we get around 3,805 units that need to be replaced. Then, the remaining households (8,875) live in decent affordable housing provided by the private market.

The final step is to project demand over the next 20 years. Using the forecasts by the Weld County Population and Development Report for Weld County, we assumed an annual growth rate of 1.9 percent for Greeley over the next 20 years.

Based on affordable housing production, approximately 42 units were added each year over the past two decades by the LIHTC program. If these trends persist, about 840 new units would be added to the market by 2043, bringing the total gap of dedicated affordable housing to 5,690 units.

However, if new tools were created and funding sources aligned to support an average of 200 additional units per year—242 units in total—4,000 additional new dedicated affordable housing units would be constructed over the next 20 years, moving the city much closer to meeting its affordable housing demand, and reducing the gap to 1,690 units.

Housing Terms and What They Mean

Accessible Housing

Housing is accessible when public or common areas of the building can be approached, entered and used by someone with a physical disability. Accessible housing may have ramps, elevators and wider doorways to accommodate people with mobility improvements. Other accessibility features include wheelchair-accessible bathrooms and universal design features like lever door handles.

Affordability

The extent to which there are enough housing units at different price points in an area to meet the housing needs of each household, paying 30 percent or less of their income for housing.

Affordable Housing

According to the federal government, housing is affordable when rent or mortgage payments (principal, interest, taxes, and insurance) plus utilities are no more than 30 percent of the occupant's monthly income. For instance, an apartment unit for a retail sales worker earning an annual wage of \$32,000 needs to cost less than \$800/month for it to be considered affordable to them.

Area Median Income (AMI)

Area Median Income (AMI) is a metric calculated by the U.S. Department of Housing and Urban Development (HUD) to determine the income eligibility requirements of federal housing

programs. Greeley's AMI is \$89,580 (adjusted for the city's average household size). This number differs from median household income, which is reported by the Census and related data sources. The current median household income in Greeley is \$65,000 (ESRI 2022).

Attainable Housing

Attainable Housing is an umbrella term that reflects the many aspects of a home that make it suitable for a household. Attainable Housing is appropriate in:

- Size (number of bedrooms, square footage)
- Type (detached home, townhome, apartment)
- Quality (healthy, safe, in good repair)
- Affordability (within the price range for the household income)
- Tenure (rental, for-sale)
- Location (near employment, school, services).

Generally, it is a more inclusive term to describe affordability at a range of different area median incomes.

Class A Units

Class A units are generally newer units that demand higher rents, have fewer vacancies, and are professionally managed with little or no deferred maintenance.

Class B Units

Class B units are generally older units that are well-maintained and sometimes professionally managed.

Class C Units

Class C units are typically more than 20 years old and in need of renovation. They usually face significant deferred maintenance and have relatively low rental rates.

Cost-Burdened Household

A household paying more than 30 percent of its income towards housing costs (rent/mortgage, utilities, etc.).

Displacement

Residents can no longer afford to live in their neighborhood and move elsewhere. This is often a result of the impact of increasing housing prices in a neighborhood caused by neighborhood reinvestment and major infrastructure investments.

Dwelling

Any building, structure or portion thereof which is occupied as, or designed or intended for occupancy as, a residence by one or more households. Dwellings may be single-family homes or multifamily structures, occupied by either renters or owners.

Elderly Person Household

A household composed of one or more persons at least one of whom is at least 62 years of age at the time of initial occupancy. Also referred to as Elderly Person Housing or Senior Household.

Extremely Low-Income Household

Households with incomes below 30 percent of area median income. Most federal affordable

housing programs serve households earning up to 80 percent of Area Median Income.

Fair Market Rent (FMR)

The Fair Market Rent is the average rent and utility costs for newly leased, non-luxury rental units with basic amenities. Fair Market Rents are used to set rental assistance payment standards for federal housing programs.

Family

All persons living in the same household who are related by birth, marriage or adoption. In HUD-assisted housing, all persons sharing a dwelling unit are referred to as a family, whether related or not.

Functional Zero

It means the number of people experiencing homelessness never exceeds the community's capacity to move people into permanent housing. It requires a community to maintain quality, real-time data on all persons experiencing homelessness and their need, often called a by-name list. Functional zero is both a one-time metric, and a metric that needs to be re-achieved, usually on a month-to-month basis as local conditions, such as the housing market, change.

Gentrification

There is no singular definition, the common thread includes changing neighborhoods, increased development, rising housing costs and residential turnover.

Gross Annual Income

The total income received by all members of the tenant's household. This is the amount before taxes and deductions are subtracted.

Gross Rent

Gross rent is the amount of rent stipulated in a lease. When someone signs a lease, they will have to pay rent each month, and the gross rent is the combined amount of monthly payments.

Homeless

An individual who lacks a fixed, regular and adequate nighttime residence. Additionally, an individual who has a primary nighttime residence that is a supervised publicly or privately operated shelter designed to provide temporary living accommodations, an institution that provides a temporary residence for individuals intended to be institutionalized or a public or private place not designed for, or ordinarily used as, a regular sleeping accommodation for human beings.

Household

All the people who occupy a housing unit. A household includes the related family members and all the unrelated people. Unrelated people may include lodgers, foster children, wards, or employees who share the housing unit. A person living alone in a housing unit, or a group of unrelated people sharing a housing unit such as partners or roomers, is also counted as a household.

Housing Assistance Payment (HAP)

The monthly dollar amount a Public Housing

Authority (PHA) would pay, directly to the landlord, on behalf of the Section 8 Voucher holder. The amount of HAP is the difference between the unit rent and the tenant contribution. The tenant contribution in the Section 8 voucher program is 30 percent of monthly income.

Housing Choice Voucher

HUD's major tenant-based rental assistance program, Section 8 Housing Choice Vouchers allow low-income households to receive rental assistance in a home of their choice. Housing Choice Voucher tenants pay 30 percent of their monthly income for rent and the federal government pays the landlord the remainder through a local housing authority. Payments to landlords are restricted by the area's Fair Market Rent (FMR). This is called the Housing Assistance Payment, or HAP.

U.S. Department of Housing and Urban Development (HUD)

The Department of Housing and Urban Development (HUD) is the Federal agency responsible for national policy and programs that provide housing and community development assistance. The department also works to ensure fair and equal housing opportunity for all.

Inadequate Housing

Housing with severe or moderate physical problems, as defined in the American Housing Survey (AHS) since 1984. A unit is defined as having severe physical problems if it has severe problems in any of five areas: plumbing, heating, electrical system, upkeep and hallways.

Low-Income Household

A household whose combined income does not exceed 80 percent of the Area Median Income. This is the income eligibility threshold for most federal affordable housing programs.

Market Value

The most probable price that a property should bring in a competitive and open market. This is provided that all conditions requisite to a fair sale are present, the buyer and seller are knowledgeable and acting prudently, and the price is not affected by any undue stimulus.

Metropolitan Statistical Area (MSA)

An area with at least one urbanized area of 50,000 or more population, plus adjacent territory that has a high degree of social and economic integration with the core.

Missing Middle

Missing middle is a commonly-used term that refers to the range of housing types that fit between single-family detached homes and mid-to-high-rise apartment buildings. Examples include duplexes, triplexes, townhomes, and more. Used in this context, “middle” references the size and type of a home, relative to its location – in the middle – on a housing scale spectrum.

Net Rent

Net rent is the rent a lessee pays on average per month of a lease period. It is not the actual amount a lessee pays per month, but a mathematical calculation that considers free months on the lease as if they’d been paid for. The net rent may

appear on rental listings to guide potential renters toward the listing with the promise of lower payments.

NIMBY (Not In My Backyard)

Describes the phenomenon in which residents of a neighborhood designate a new development or change in occupancy of an existing development as inappropriate or unwanted for their local area.

Naturally Occurring Affordable Housing (NOAH)

Housing that is available on the regular market, open to anyone and happens to be affordable to many families.

Operating Subsidies

Payments authorized by the U.S. Housing Act of 1937 for operating costs of low-rent public housing properties. Operating subsidies help public housing authorities pay for utilities, maintenance, security, accounting, reporting and similar operating costs.

Overcrowding

Overcrowding is a result of a mismatch between the dwelling and the household. The level of overcrowding relates to the size and design of the dwelling, including the size of the rooms, and to the type, size and needs of the household, including any long-term visitors.

Whether a household is “overcrowded” depends not only on the number of people sharing the dwelling, but on their age, their relationship and their sex. For example, a dwelling might be considered overcrowded if two adults share a

bedroom, but not overcrowded if those adults are in a relationship.

Overcrowding is considered a serious housing problem. Overcrowding is not allowed in federally-assisted housing.

Permanent Supportive Housing (PSH)

Permanent Supportive Housing is permanent housing in which housing assistance (e.g., long-term leasing or rental assistance) and supportive services are provided to assist households with at least one member (adult or child) with a disability in achieving housing stability.

Project-Based Housing Assistance

When government housing assistance is tied to the unit, not the tenant. When a tenant moves out, they do not take the rental assistance with them. New tenants moving into the unit will benefit from the rental assistance attached to the property.

Project-Based Vouchers

A component of a Public Housing Authority’s (PHA) Section 8 Housing Choice Voucher program. A PHA can attach up to 20 percent of its voucher assistance to specific housing units if the owner agrees to either rehabilitate or construct the units, or the owner agrees to set aside a portion of the units in an existing development.

Public Housing

Housing provided under the provisions of the U.S. Housing Act of 1937 or under a state or local program having the same general purposes as the federal program. Distinguished from privately

financed housing, regardless of whether federal housing subsidies or mortgage insurance are features of such housing development.

Rehabilitation

Rehabilitation is the labor, materials, tools and other costs of improving buildings, other than minor or routine repairs. For example, a project where the use of a building is changed to an emergency shelter is a rehabilitation project, as it would require substantial work involving the structure and systems of the building.

Renovation

Renovation refers to routine repairs which are generally more cosmetic in nature, including updating the flooring, cabinets, or fixtures in a building. Examples of renovation projects include jobs like kitchen or bathroom remodels, upgrading windows or adding a deck.

Section 8

A federally-funded rental assistance program that pays private landlords the difference between what a low-income household can contribute and the fair market rent.

The Section 8 Housing Choice Vouchers (HCV) program provides rental assistance for households to use for renting in the private market. Section 8 Project-Based Rental Assistance (PBRA) is attached to a specific home or apartment community. In both programs, the tenant pays 30 percent of monthly income for rent with HUD paying the owner the remainder, up to the area's Fair Market Rent (FMR).

Tenant-Based Housing Assistance

Tenant-based housing assistance, as opposed to Project-based, is a broad category of affordable housing programs where the rental subsidy is tied to the tenant. Households receiving the benefits of a tenant-based housing assistance program may be able to keep their benefits when moving.

Tax Increment Financing (TIF)

TIF calls for local taxing bodies to make a joint investment in the development or redevelopment of an area, with the intent that any short-term gains be reinvested and leveraged so that all taxing bodies will receive larger financial gains in the future. The funds for this investment come from future tax revenues that would not otherwise be expected to occur, unless generated by increased public and private investment in an identified under-performing area.

Utility Allowance

An amount used by a Public Housing Authority (PHA) to determine average utility bills for a specific area. It is used to calculate the tenant's portion of the monthly rent.

Waiting List

An ordered list of households who have applied for housing assistance through a Housing Authority or private landlord. Waiting lists are used when affordable housing demand exceeds the supply of available assistance.

Workforce Housing

Workforce housing is housing for the occupations needed in every community, including teachers,

nurses, police officers, fire fighters, and many other critical workers. The families in need of workforce housing do not fall neatly into a single narrow income category. Employees in some industries (e.g. retail sales, food service, tourism) are likely to be in the lower income ranges. Seasoned workforce jobs with education or training requirements, such as teachers, police officers, nurses, etc., may fall into the middle income brackets but still find it difficult to afford homes in the community where they work.

Glossary Sources:

1. www.charleston-sc.gov/DocumentCenter/View/25791/Housing-for-a-Fairer-Charleston-Report
2. <https://affordablehousingonline.com/glossaryHousehold>

At Home in Greeley Housing Needs Assessment City Council Work Session

PREPARED FOR
The City of Greeley

July 25, 2023

speakupgreeley.com/housing-needs



COLORADO
Department of Local Affairs

This project is funded in part by a grant from Colorado Department of Local Affairs

DEVELOPMENT STRATEGIES



WORKSHOP 8



PRESENTATION OUTLINE

HOW WE GOT HERE

WHAT WE LEARNED

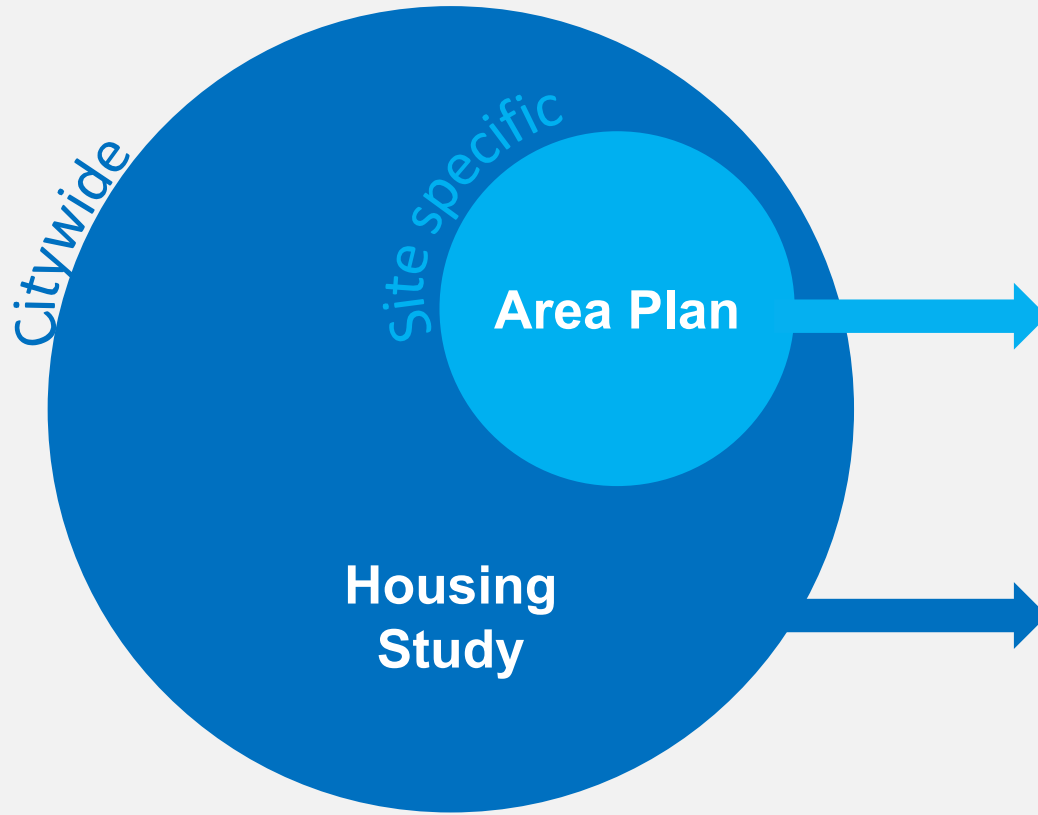
GREELEY'S HOUSING NEEDS

DISCUSSION

In the Middle of Difficulty
Lies Opportunity.

WHAT ARE WE DOING?

HOUSING STUDY AND AREA PLAN

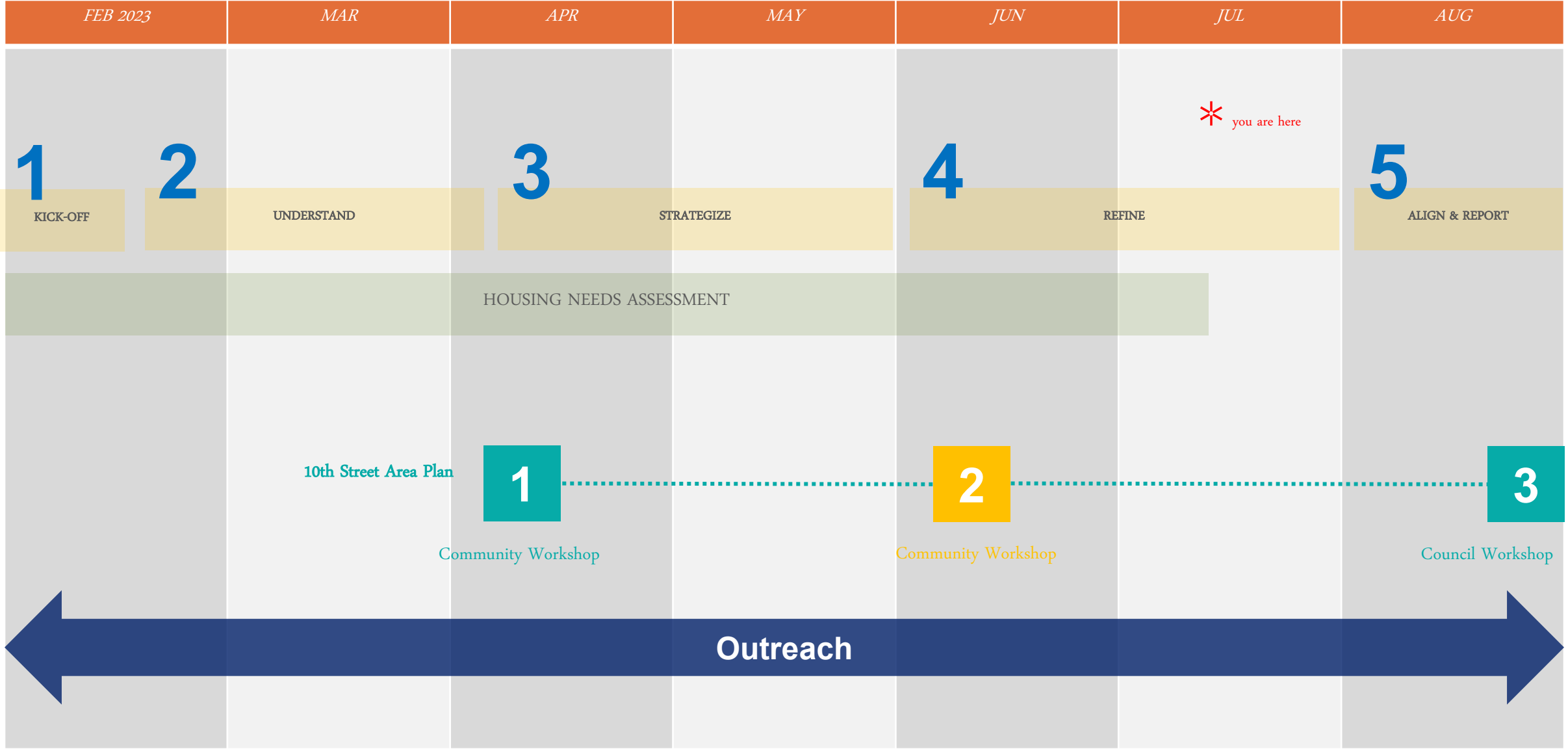


An area plan focuses on **catalytic site(s) for redevelopment** in a way that achieves community goals.

A Citywide housing study uses data, interviews, and surveys to **understand what types of housing in the ecosystem are adequately supplied and which are not** (and by how much).

ENGAGEMENT TIMELINE

FIRST OF THREE MEETINGS

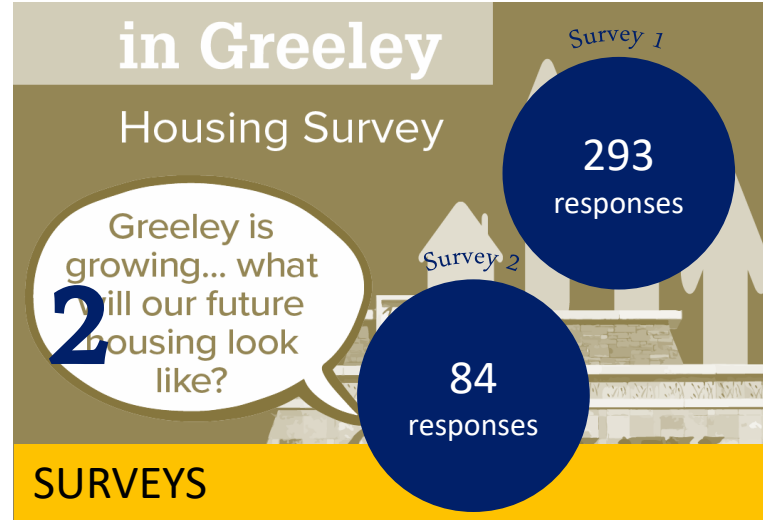


HOW WE GOT HERE

5



STAKEHOLDER MEETINGS



SURVEYS



PUBLIC WORKSHOPS

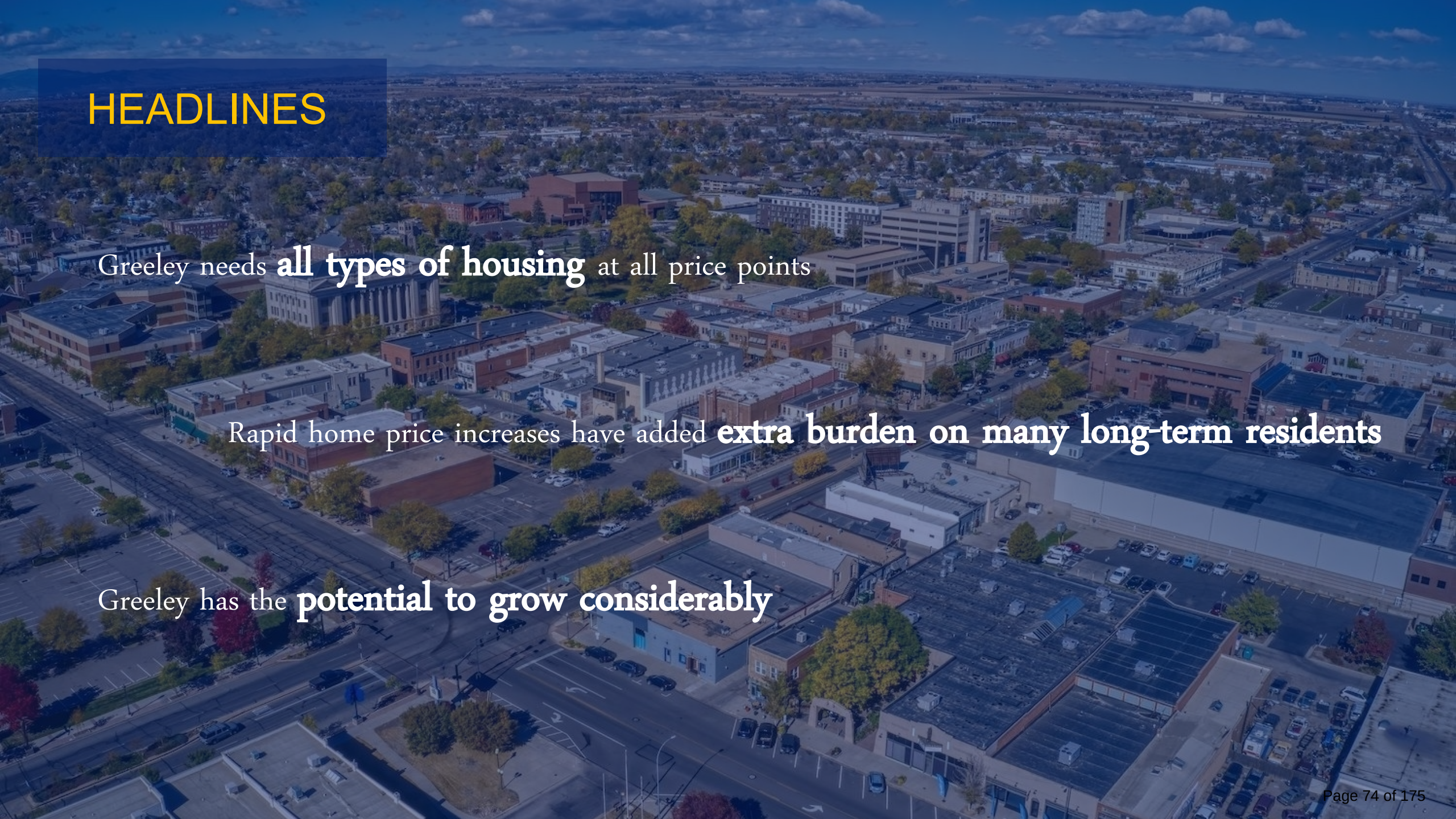


LOCAL BUSINESS VISITS



STEERING COMMITTEE MEETINGS



An aerial photograph of Greeley, Colorado, showing a dense urban area with various buildings, streets, and parking lots. The sky is blue with some clouds. The text is overlaid on the image.

HEADLINES

Greeley needs **all types of housing** at all price points

Rapid home price increases have added **extra burden on many long-term residents**

Greeley has the **potential to grow considerably**

KEY THEMES: What we learned

- The housing market is competitive

284% price increase in 10 yrs

- The population is changing

Decrease projected for 25-34 & 50-64 ages

- Residents are struggling with affordability

52% renters cost-burdened; 85% of households in Greeley cannot afford average new home

- Out-of-state ownership is a challenge

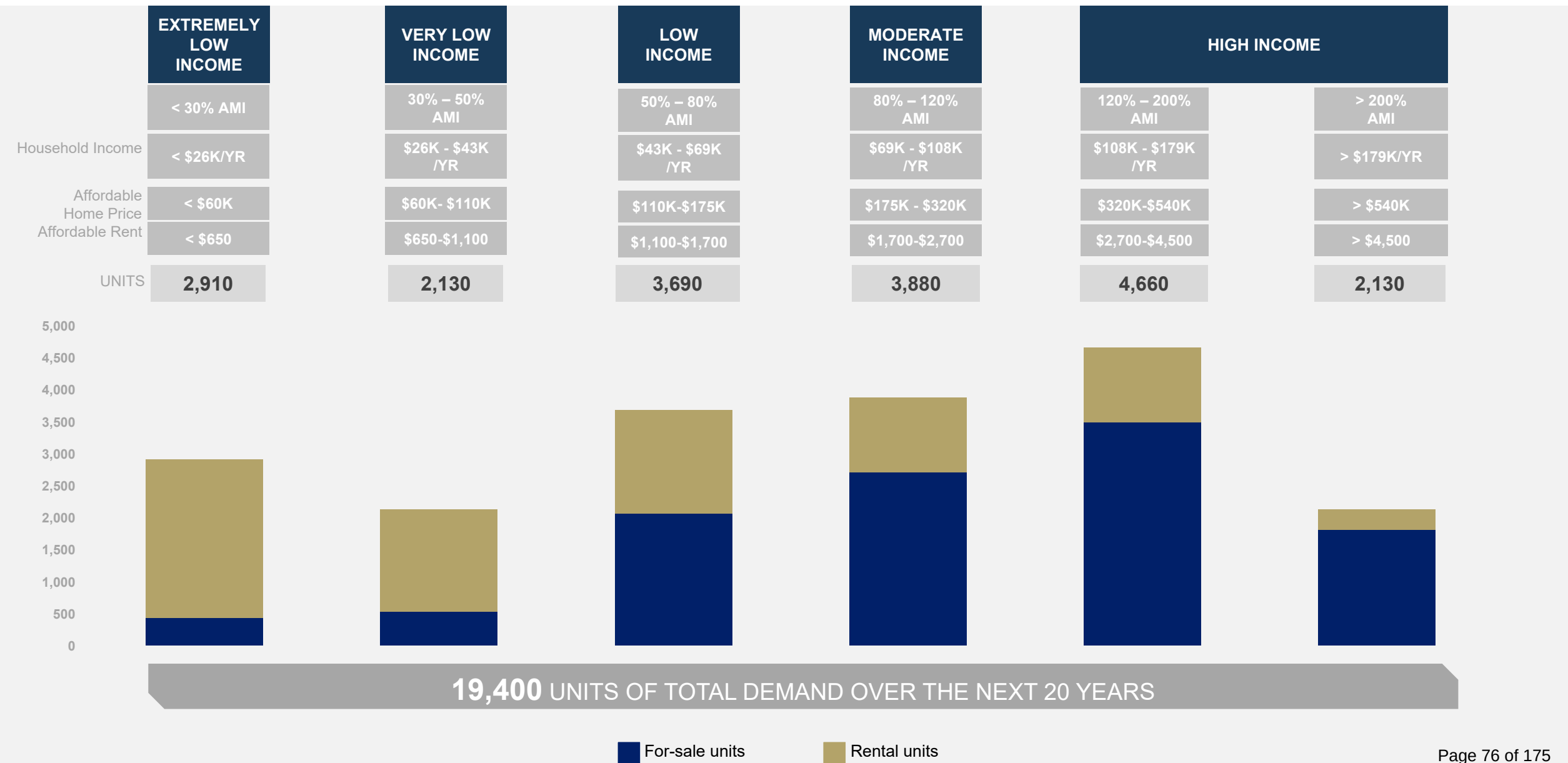
40% of multi-family

- Northeast Greeley is particularly challenged

Lowest housing prices & rents; condition challenges

GREELEY'S HOUSING NEEDS

20-YEAR PROJECTIONS



Housing Typologies

Micro Housing (300 to 500 SF)

	Home Price	Monthly Rent
Low Income	\$60k-\$108k	\$650-\$1,080
Moderate Income	\$108k-\$322k	\$1,080 - \$2,690



Single Family Home (500 to 1,500 SF)

Moderate Income	\$108k-\$322k	\$1,080 - \$2,690
High Income	\$322k-\$537k	\$2,690 - \$4,480



Multiplex (2,3, or 4 units)

Moderate Income	\$108k-\$322k	\$1,080 - \$2,690
High Income	\$322k-\$537k	\$2,690 - \$4,480



Multi-family (10 or less units)

Moderate Income	\$108k-\$322k	\$1,080 - \$2,690
High Income	\$322k-\$537k	\$2,690 - \$4,480



Multi-family (10 - 30 units)

Low Income	\$60k-\$108k	\$650-\$1,080
Moderate Income	\$108k-\$322k	\$1,080 - \$2,690
High Income	\$322k-\$537k	\$2,690 - \$4,480



Multi-family (more than 30 units)

Low Income	\$60k-\$108k	\$650-\$1,080
Moderate Income	\$108k-\$322k	\$1,080 - \$2,690
High Income	\$322k-\$537k	\$2,690 - \$4,480



Note: All numbers are rounded to fit the graphic.

NEXT STEPS

- Establish **priorities**
- Define **roles**, including the role for government
- Create a **timeline for action**
- Identify **programs and policies** that need to be adopted to **reduce barriers**
- Identify **new funding sources**
- Establish metrics to **measure progress**

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DEVELOPMENT STRATEGIES



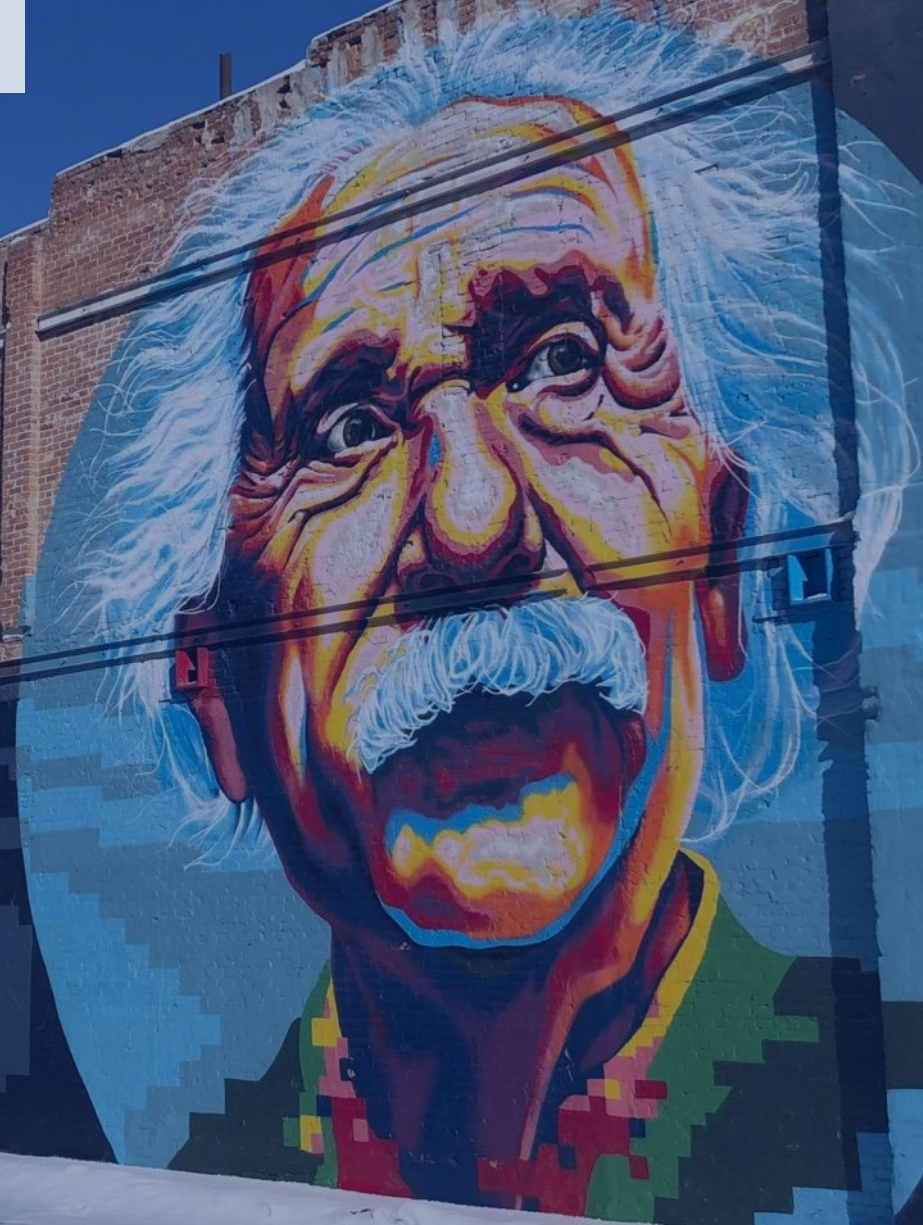
WORKSHOP 8



APPENDIX

KEY TRENDS & DATA

In the Middle of Difficulty
Lies Opportunity.



ESCALATING COSTS

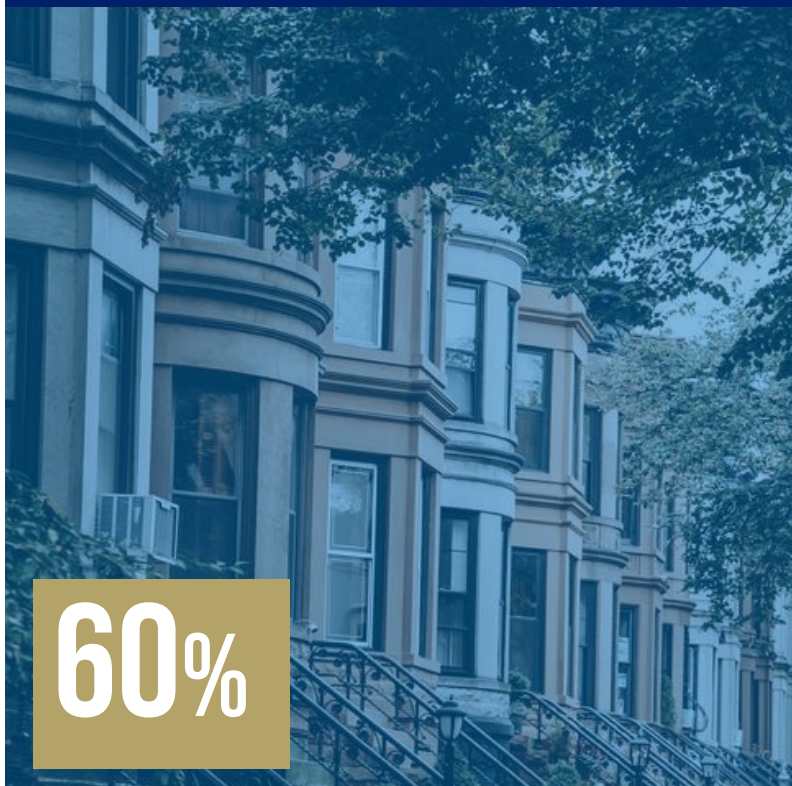


100%

increase in construction costs
between 2001 and 2019, with
a 40% jump from 2012 to 2019
alone

Source: America's Rental Housing, 2022

RISING PRICES



60%

increase in home prices
(inflation-adjusted) above their
2000 level

Source: State of the National's Housing (2021)

INVENTORY SHORTAGE

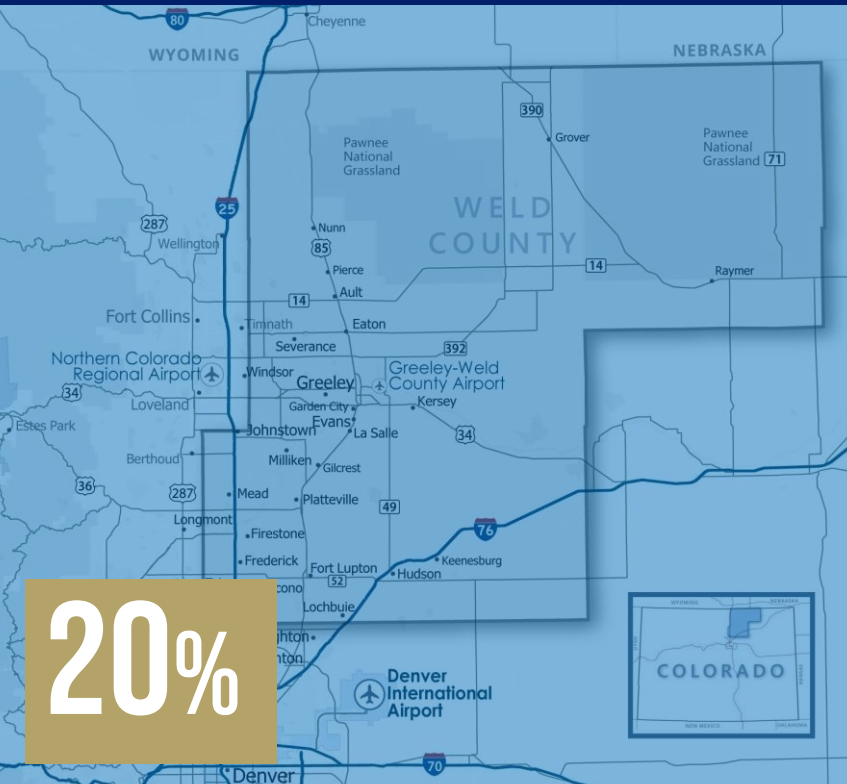


6.3M

Cumulative **supply-demand gap**
in housing units in the last two
decades (2001-2022).

Source: US Census, 2020

RAPID POPULATION GROWTH



Greeley's share of the County's population growth in the last decade.

Source:

CHANGING HOUSEHOLDS



Greeley's share of county's growth in the Early Workforce cohort (ages 25-34) in the last decade

Source:

OUT-OF-STATE OWNED UNITS

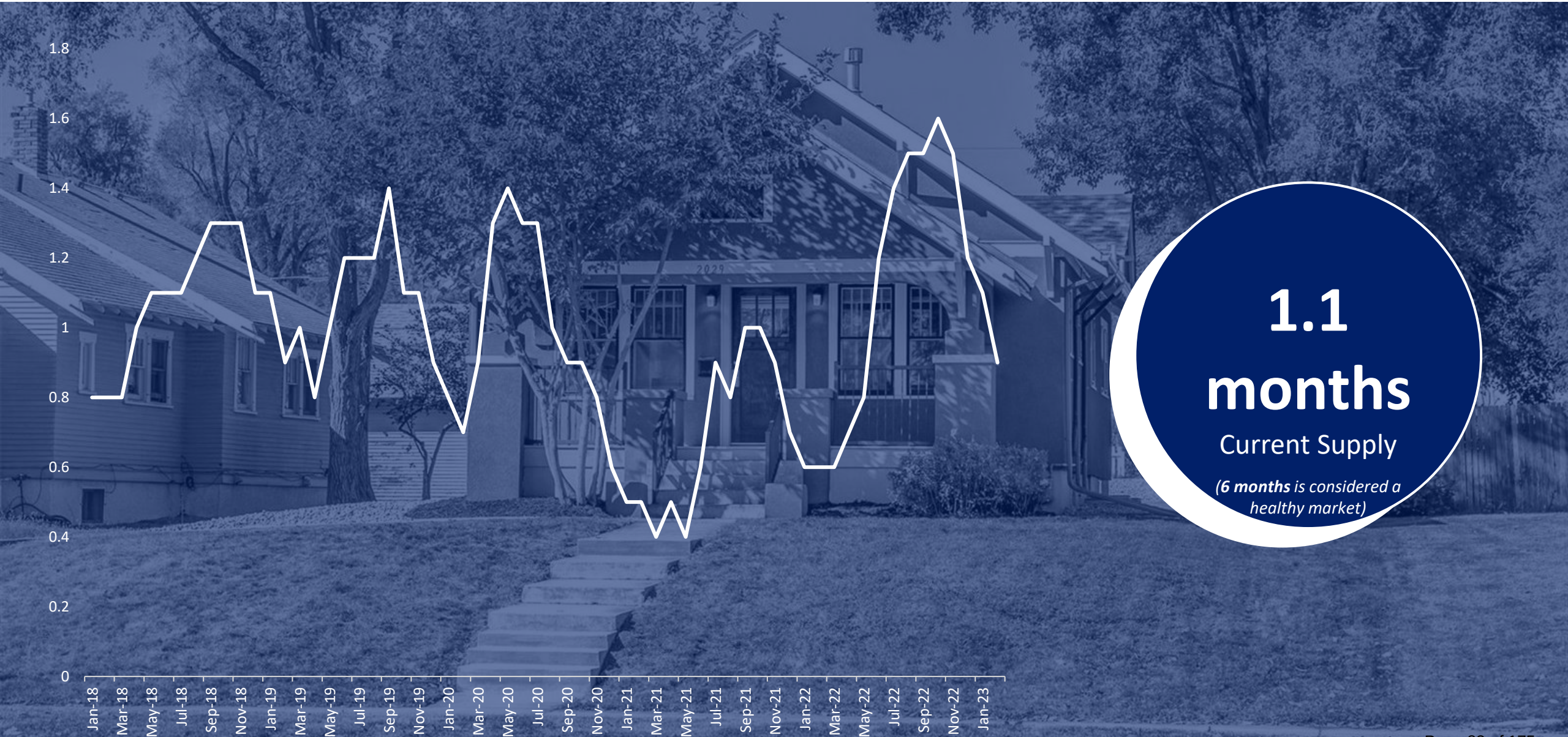


Share of multi-family units owned by out-of-state owners.

Source:

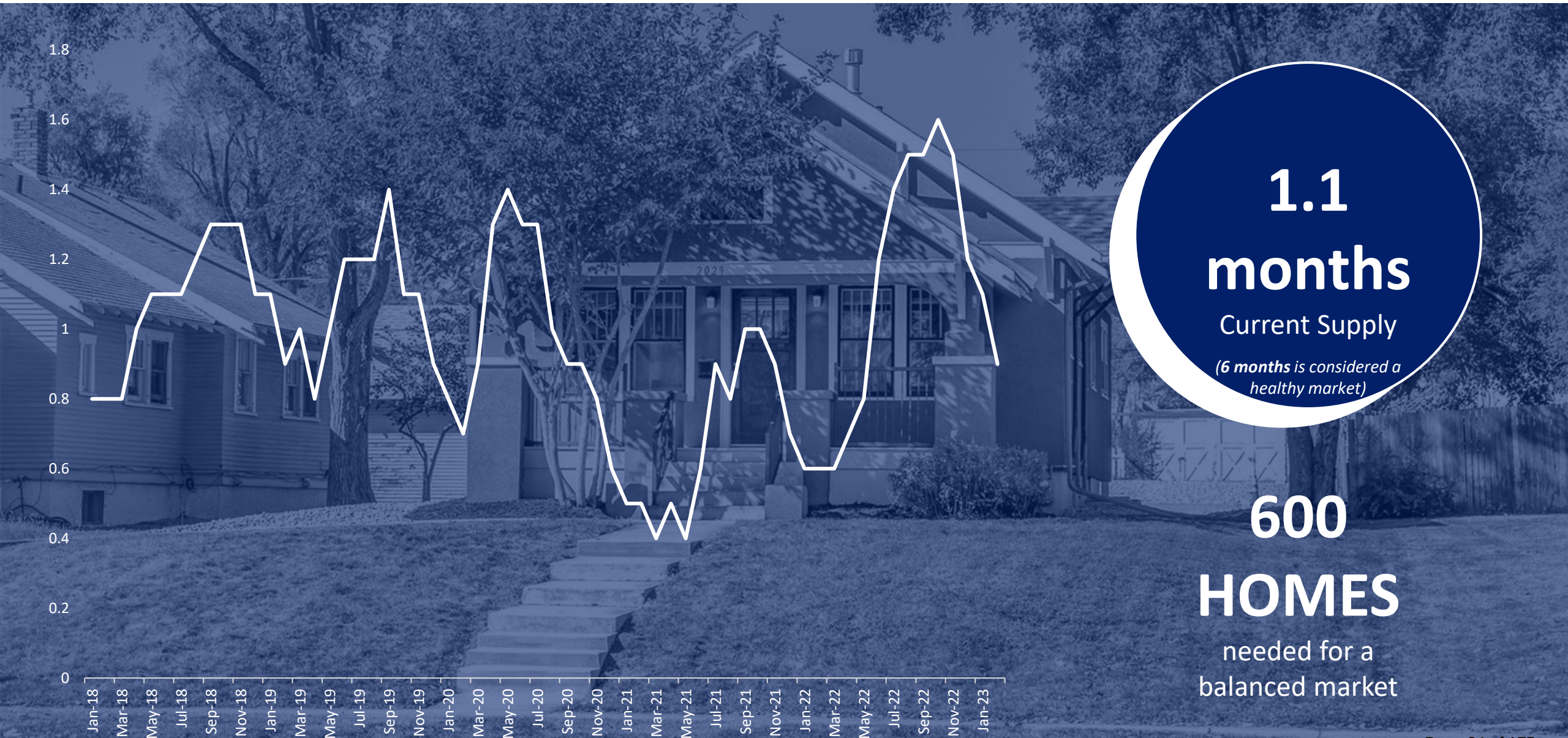
1. GREELEY'S HOUSING MARKET IS COMPETITIVE

AVERAGE MONTHS OF SUPPLY



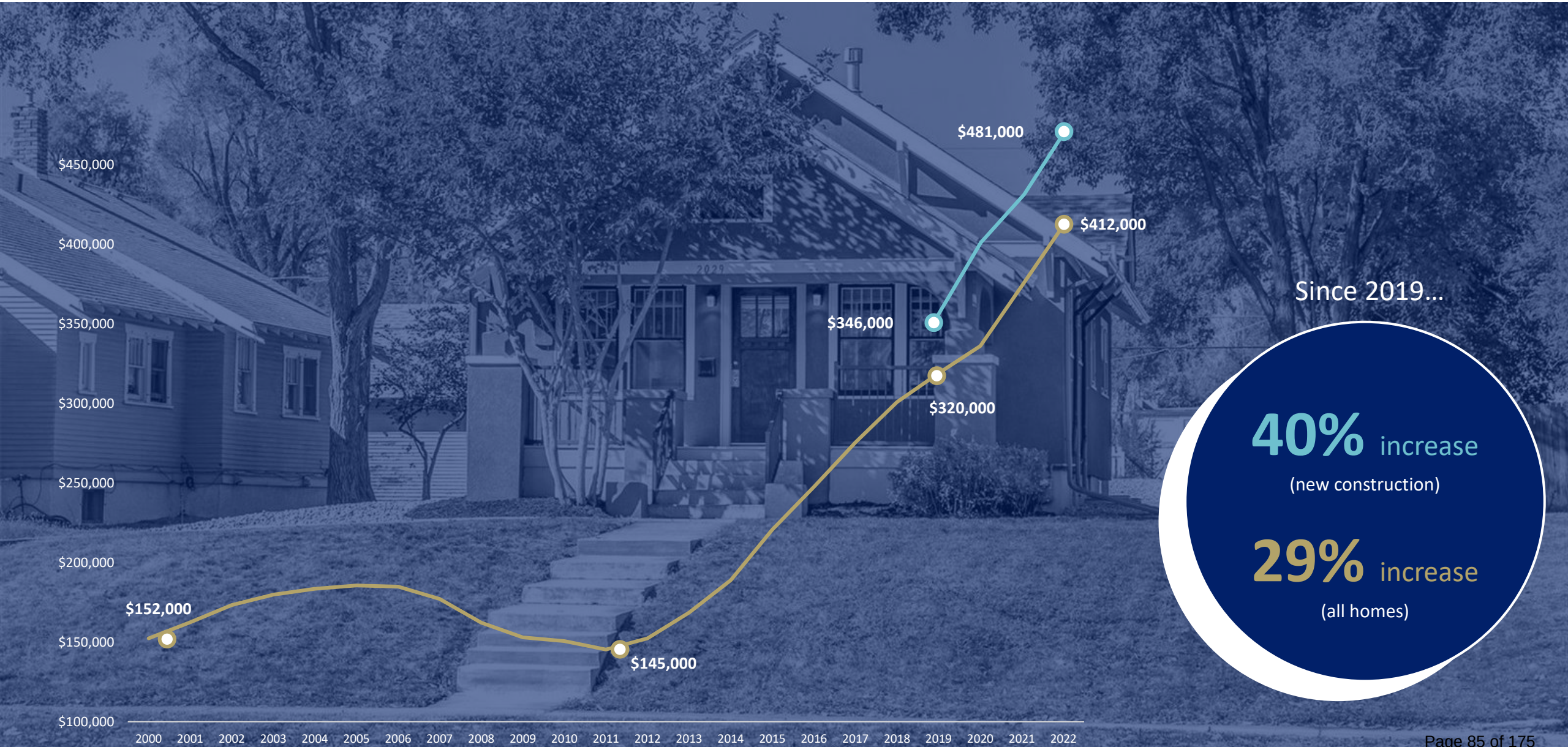
1. GREELEY'S HOUSING MARKET IS COMPETITIVE

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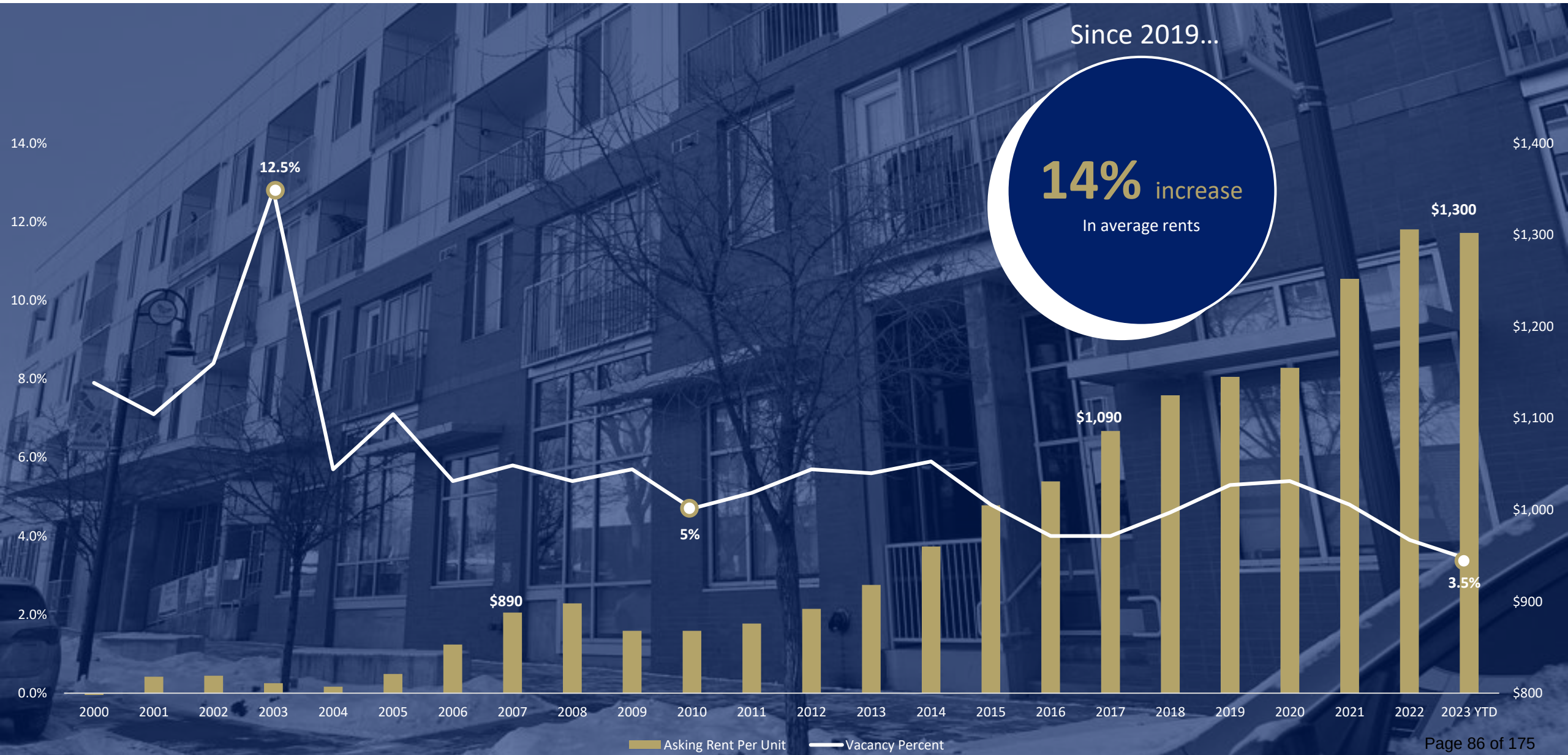
1. GREELEY'S HOUSING MARKET IS COMPETITIVE

HOME VALUES



1. GREELEY'S HOUSING MARKET IS COMPETITIVE

RENTS & VACANCY



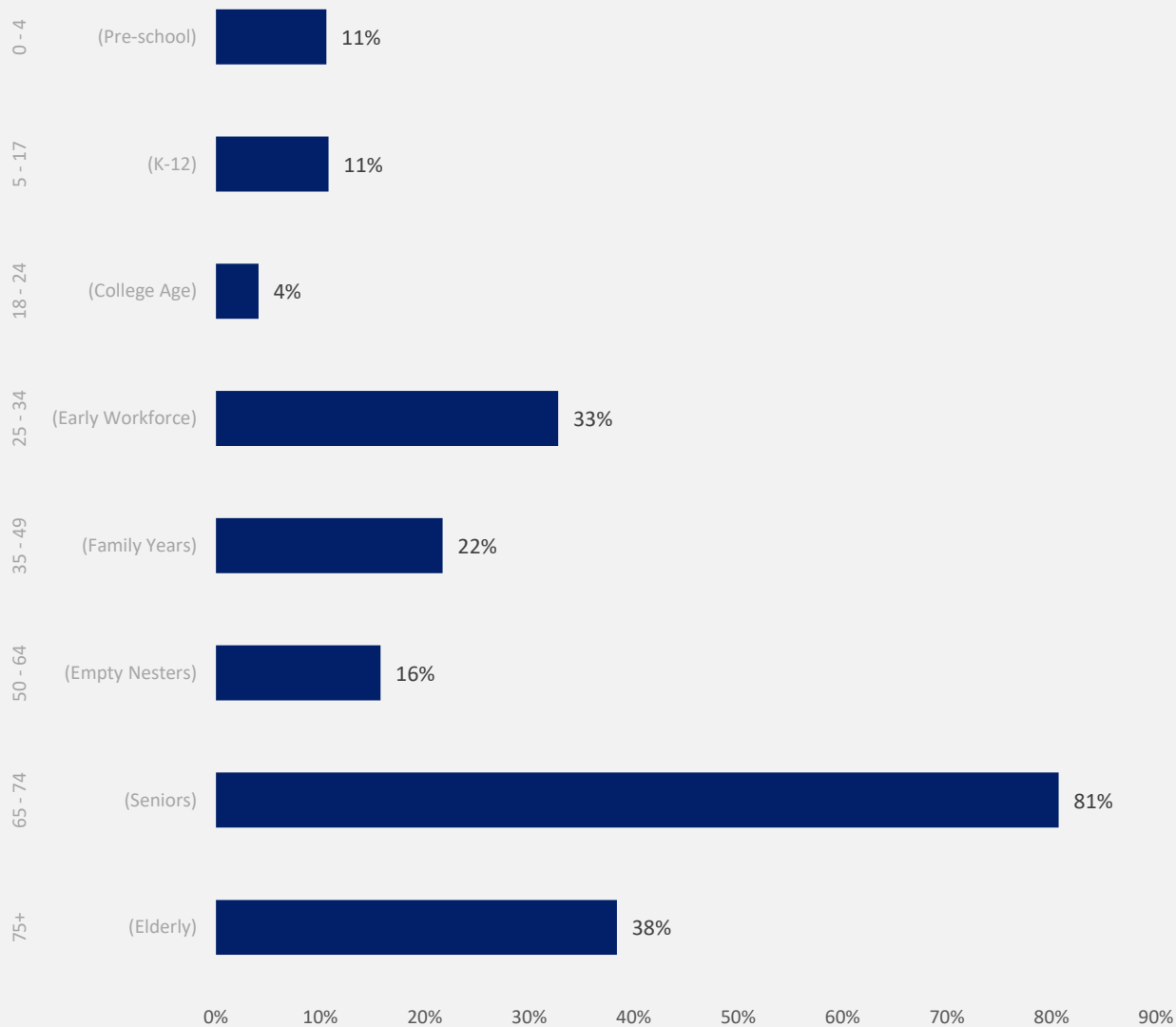
1. GREELEY'S HOUSING MARKET IS COMPETITIVE

BUILDING PERMITS



Share of multifamily units increased from **23% to 62%** of total

2. GREELEY'S HOUSEHOLDS ARE CHANGING GROWTH IN THE LAST DECADE (2010-2022)



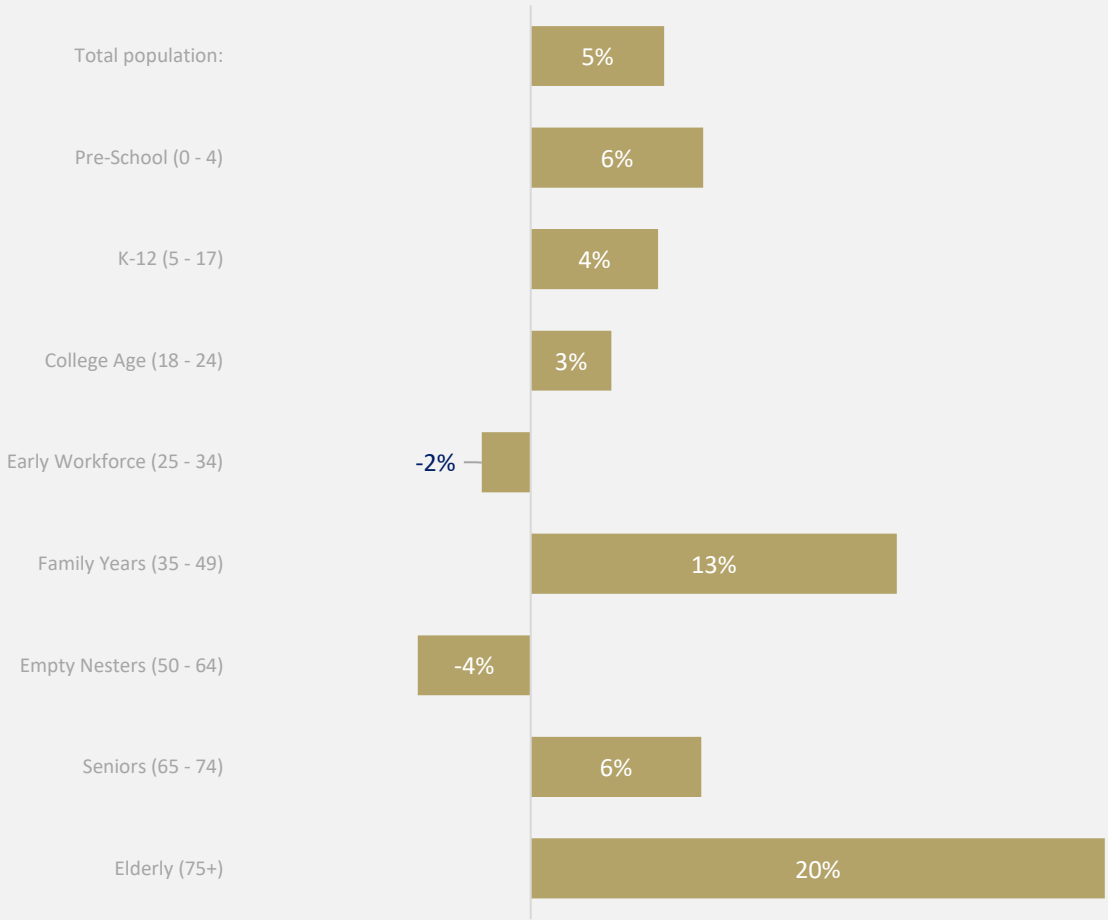
The city had the **highest population growth** in the **65+ age cohort**, followed by the Early Workforce cohort.

In fact, Greeley has captured **a third of the County's growth in the Early Workforce cohort.**

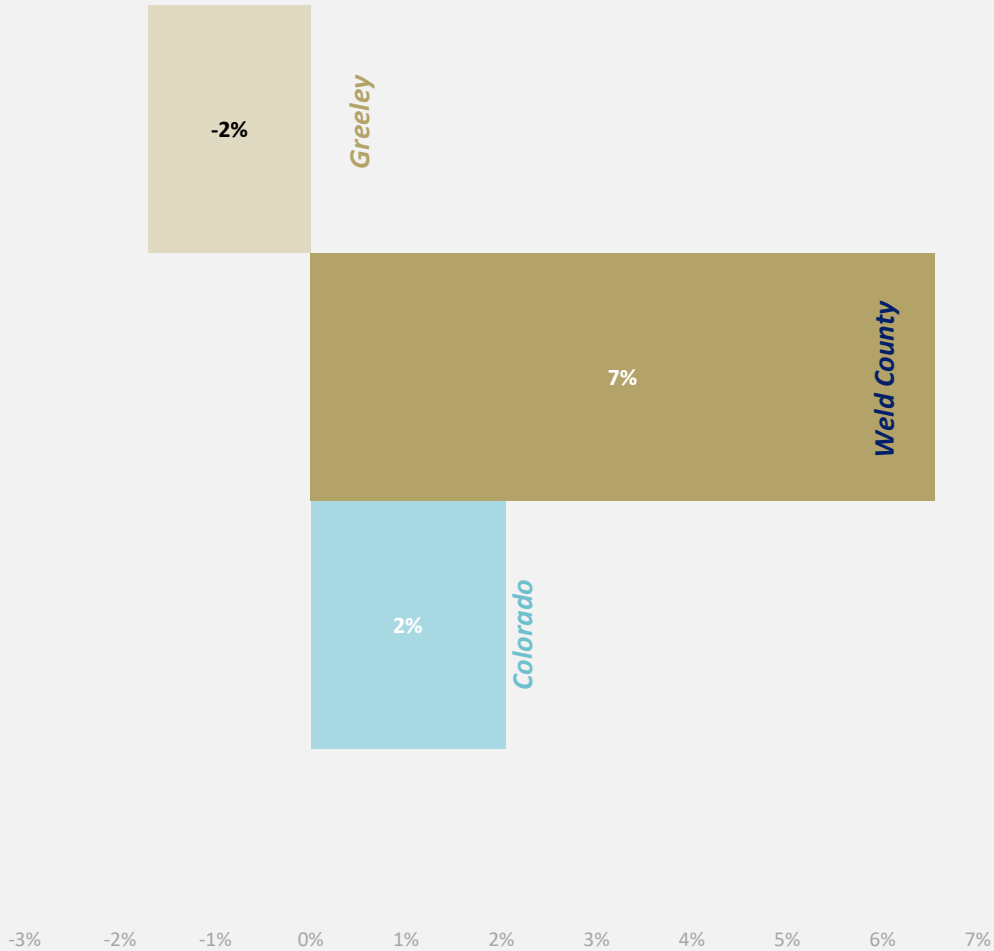
2. GREELEY'S HOUSEHOLDS ARE CHANGING

PROJECTED POPULATION GROWTH (2022-2027)

POPULATION PROJECTION (CITY OF GREELEY)

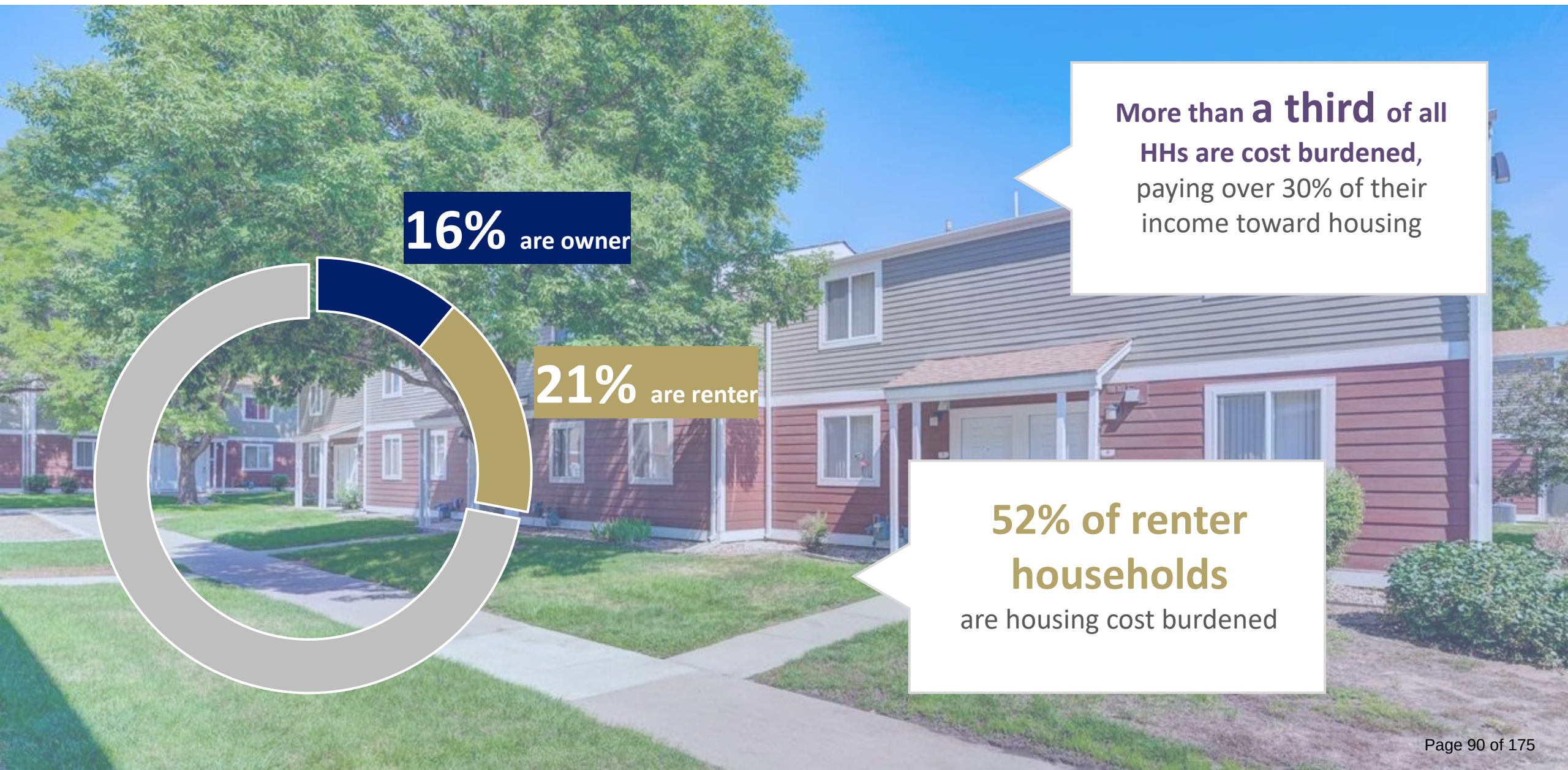


EARLY WORKFORCE PROJECTION



3. MANY RESIDENTS STRUGGLE TO MAKE HOUSING PAYMENTS

COST BURDEN



3. MANY RESIDENTS STRUGGLE TO MAKE HOUSING PAYMENTS



\$481K

sale price

Average sale price for a new
home in Greeley in 2022



85%

of households

In Greeley cannot afford that
purchase price

3. MANY RESIDENTS STRUGGLE TO MAKE HOUSING PAYMENTS



\$481K

sale price

Average sale price for a new
home in Greeley in 2022



90%

of households
aged 25-44

In Greeley cannot afford that
purchase price

3. MANY RESIDENTS STRUGGLE TO MAKE HOUSING PAYMENTS



\$1,500

per month

to rent a 2-bedroom unit
of safe and decent quality,
including utilities

Based on Costar 2022 Q4 average rent for the City of
Greeley



\$31.5/HR

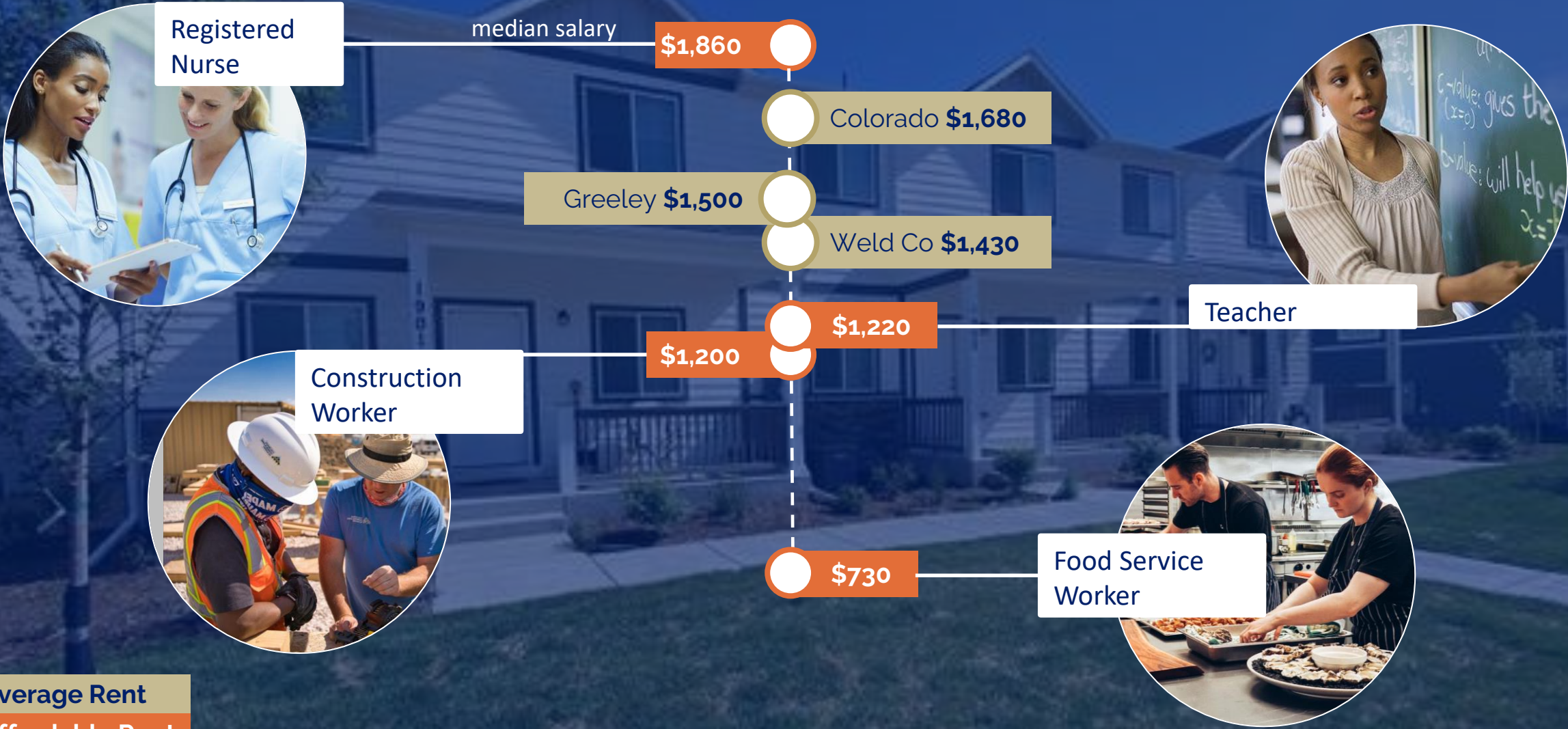
housing wage

bare minimum to afford a
2-bedroom unit of safe and
decent quality plus utilities

Calculated based on a \$1,500 gross rent, assuming 30% of income toward rent and
utilities, full-time employment

3. MANY RESIDENTS STRUGGLE TO MAKE HOUSING PAYMENTS

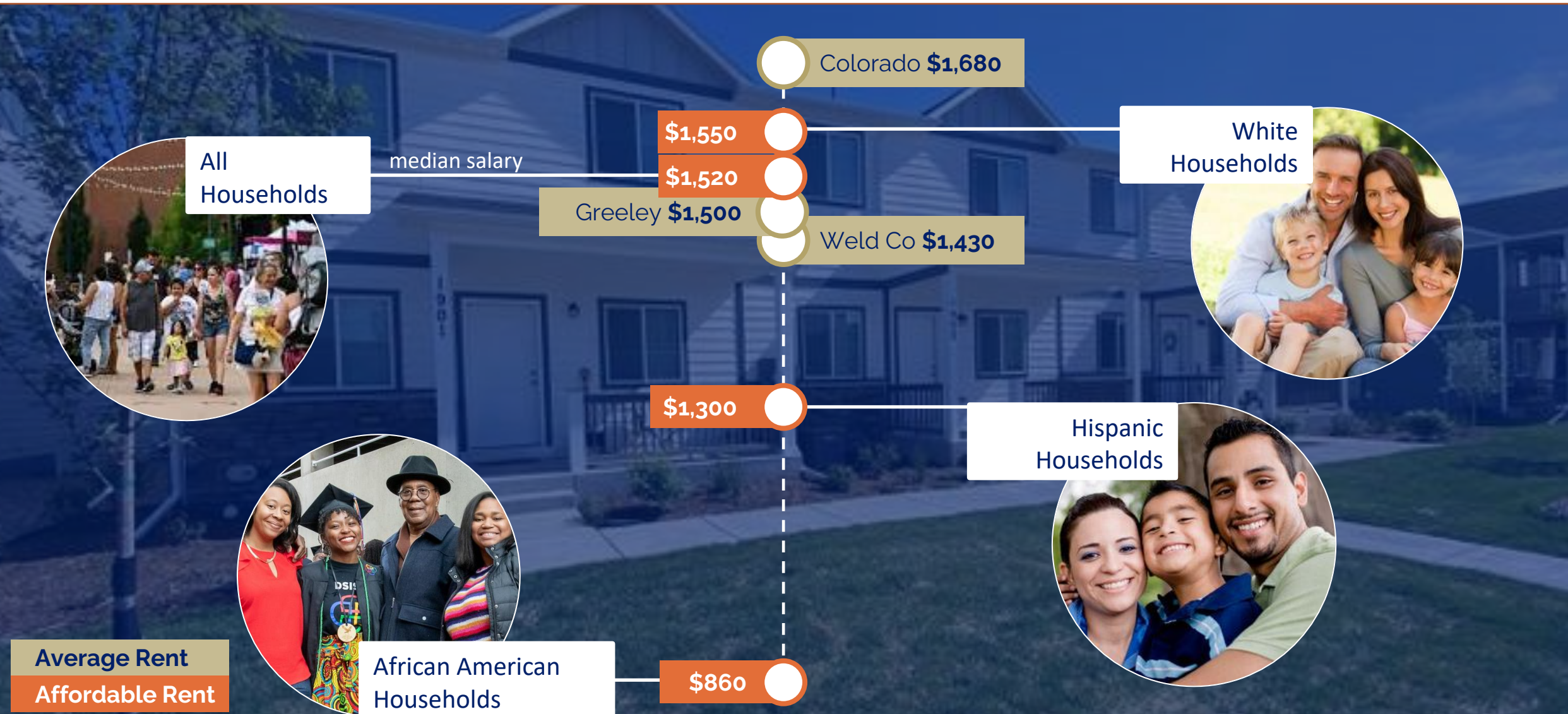
HOUSEHOLDS AND AFFORDABILITY-GROWING JOBS IN THE REGION



Source: BLS 2021, CoStar 2023

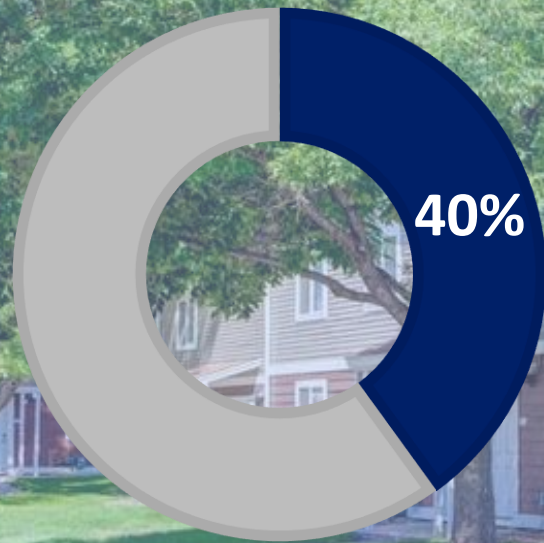
3. MANY RESIDENTS STRUGGLE TO MAKE HOUSING PAYMENTS

EQUITY



4. IMPACT FROM OUT-OF-STATE PROPERTY OWNERS

17



40% of MULTI-FAMILY units (4,470 units)
in Greeley are
owned by out-of-state owners



Out of state ownership has risen since the
COVID eviction moratorium, which led to a
trend of local landlords selling properties to
out-of-state LLCs and corporations

4. IMPACT FROM OUT-OF-STATE PROPERTY OWNERS

18

- Properties that no longer take **vouchers**
- **Condition challenges** that become harder to address
- May **compromise affordability**
- **For-rent subdivisions** are a newer trend

40% of MULTI-FAMILY units (4,470 units)
in Greeley are
owned by out-of-state owners

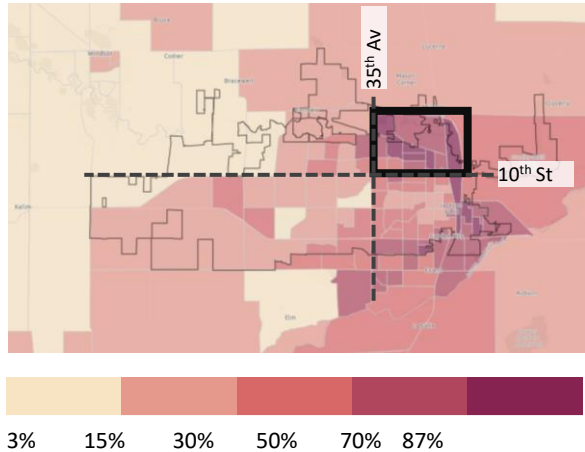


Out of state ownership has risen since the **COVID eviction moratorium**, which led to a trend of local landlords selling properties to out-of-state LLCs and corporations

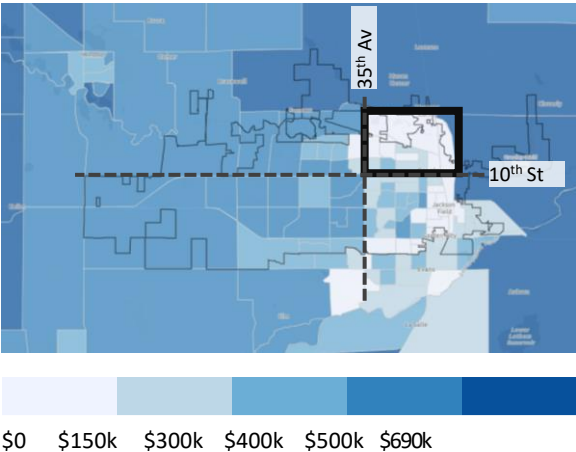
5. NORTHEAST QUADRANT PRESENTS GREATEST OPPORTUNITY

SUMMARY

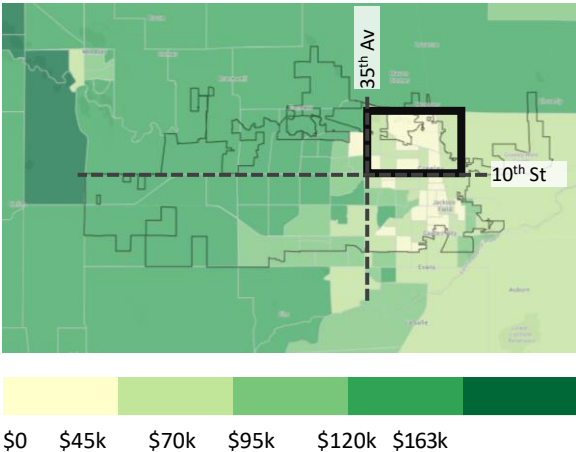
% Hispanic/Latino Communities



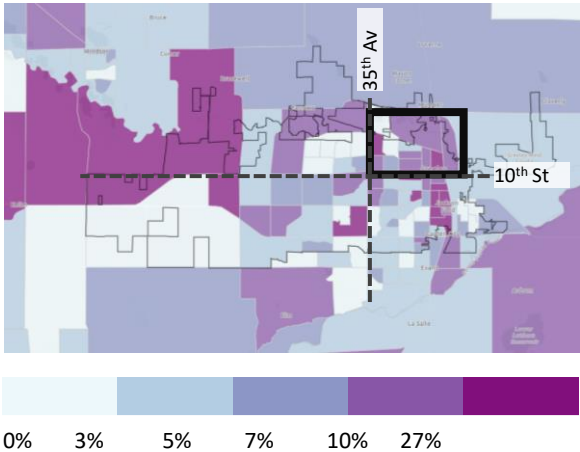
Median Home Value



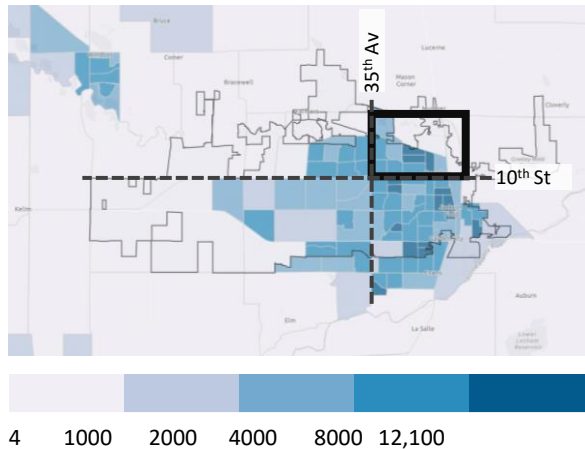
Median Household Income



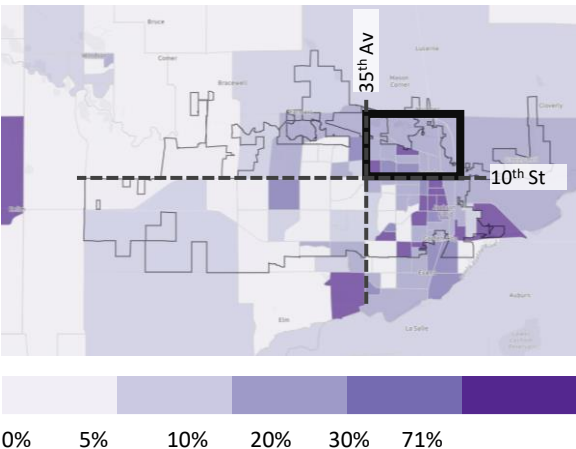
% Vacant Housing Units



Population Density (Pop/Sq Mi)



% Households Below Poverty



The **northeast quadrant of the city** is generally more diverse with lower median home values and household incomes. With a high population density, relatively high share of vacant housing units, and a high share of households below poverty, it represents a **high need, but also high potential area of the city.**

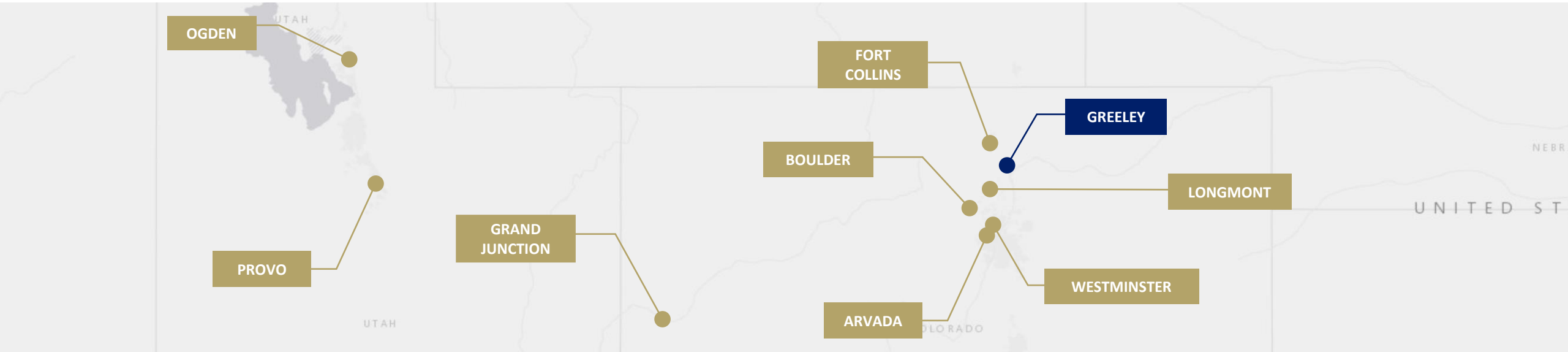


PEER CITIES

How does Greeley
measure up?

DEMOGRAPHICS

PEER CITY ANALYSIS

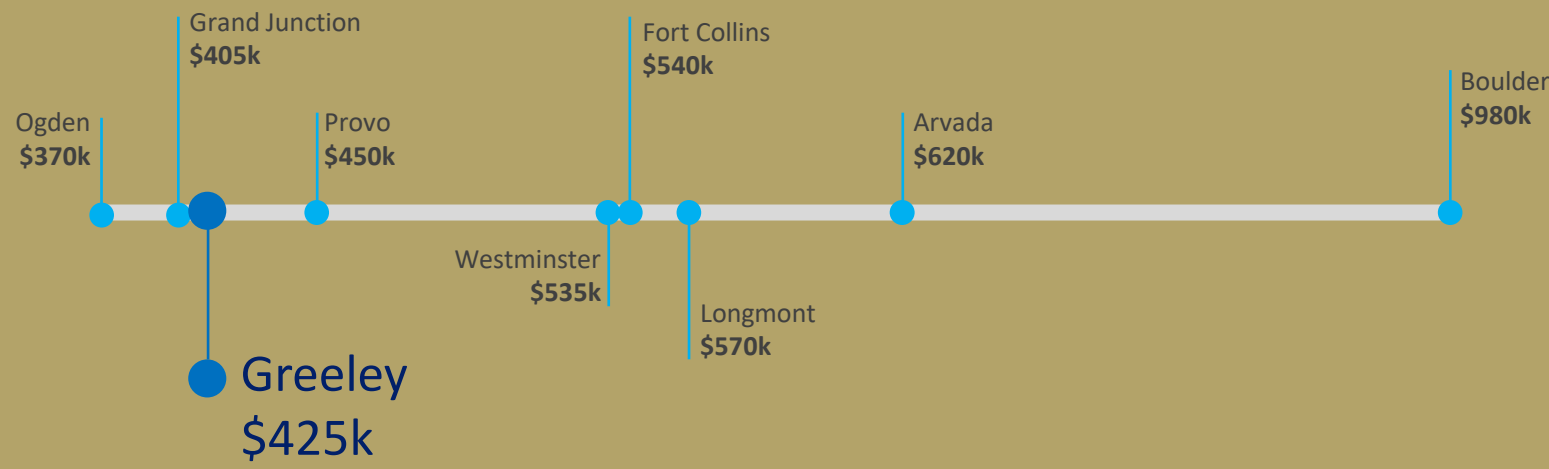


	Population Change '10 - '22	Population Density (pop./acre) '20	% SF Detached Housing '20	Median Home Sale Price '22	% Change Median Sale Price '19-'22	% Change Market Rent '19 - '22	% Cost Burdened Renters '20
Greeley, CO	20.8%	2.0	56.7%	\$425,000	37.7%	14.5%	55%
Grand Junction, CO	9.1%	1.5	63.4%	\$405,000	52.8%	10.6%	47%
Arvada, CO	16.7%	2.9	70.7%	\$620,000	43.5%	17.0%	50%
Boulder, CO	11.1%	3.6	39.1%	\$980,000	33.1%	13.1%	65%
Fort Collins, CO	18.5%	2.7	54.9%	\$540,000	37.8%	18.8%	58%
Longmont, CO	16.9%	3.1	63.0%	\$570,000	39.5%	14.1%	54%
Westminster, CO	11.3%	3.2	57.5%	\$535,000	42.9%	19.4%	55%
Ogden, UT	6.6%	2.8	61.1%	\$370,000	66.2%	20.5%	44%
Provo, UT	3.5%	2.4	42.1%	\$450,000	59.5%	14.5%	54%

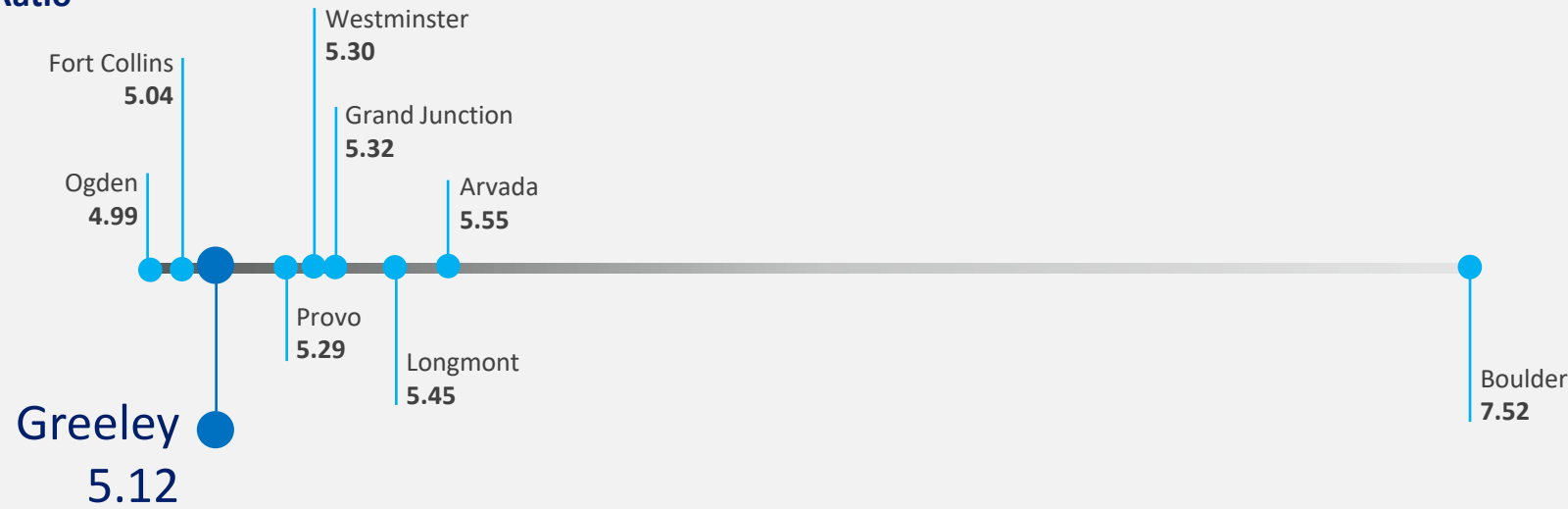
TRENDS

PEER CITY HOUSING COST ANALYSIS

Median Sale Price (last 3 months)



Home Value to Income Ratio

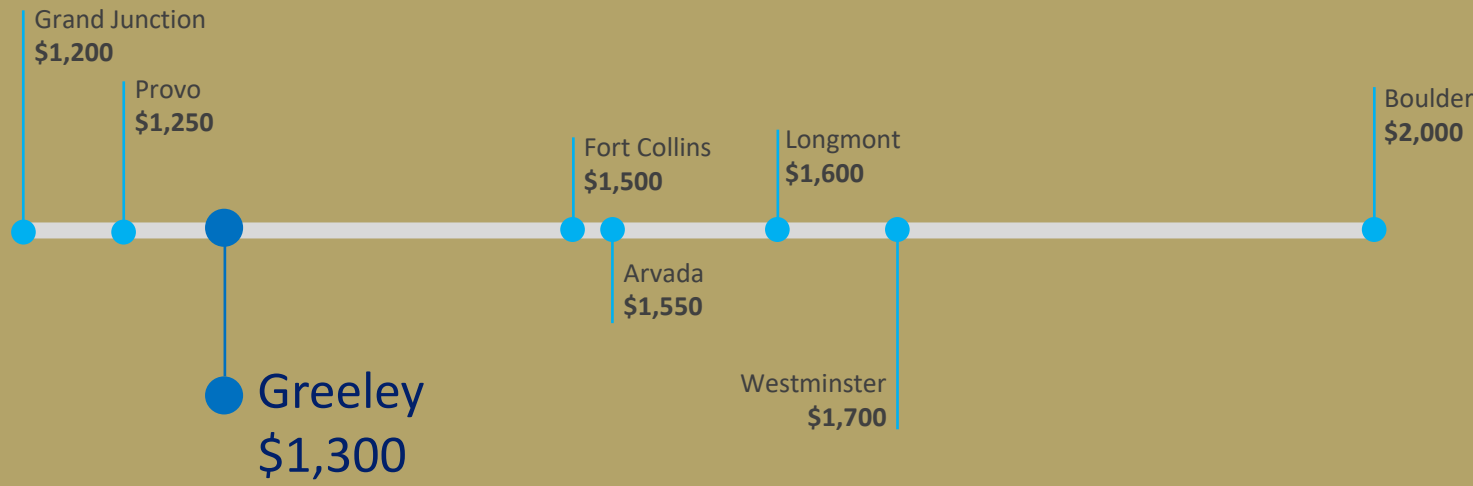


Desirable

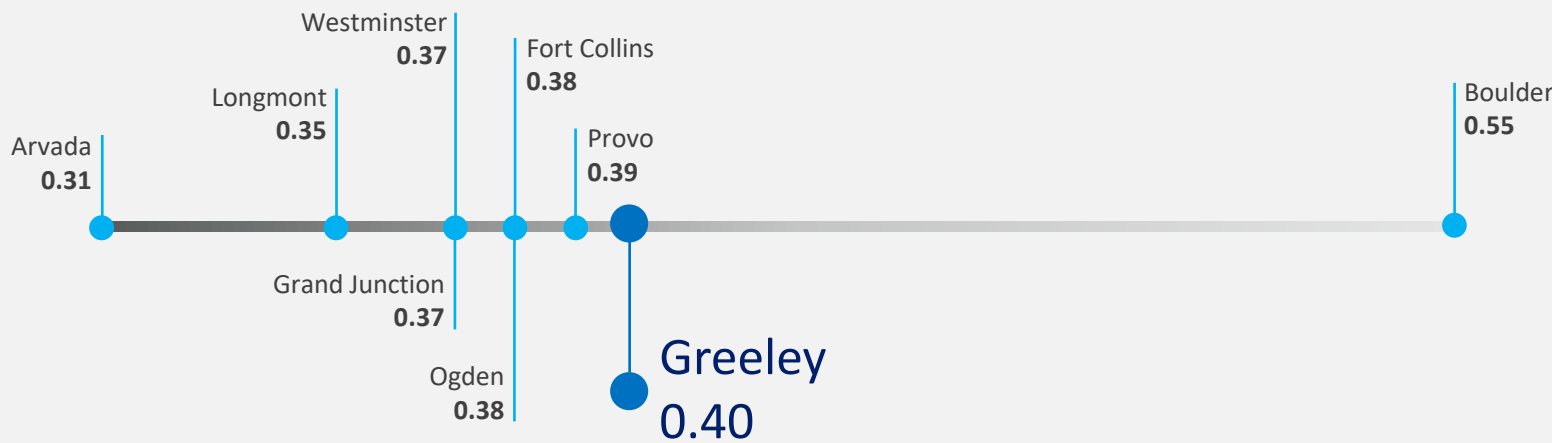
TRENDS

PEER CITY RENTAL COST ANALYSIS

Median Rents (all units)



Rent to Monthly Income Ratio



Desirable

A narrow alleyway at night, illuminated by warm string lights hanging from the buildings. The walls are covered in vibrant, abstract murals in shades of yellow, orange, and red. A yellow utility box is visible on the left wall. The alleyway leads into the distance, where more lights and buildings are visible.

OTHER TRENDS

What does parcel mapping tell us?

PARCEL MAPPING

VACANT RESIDENTIAL

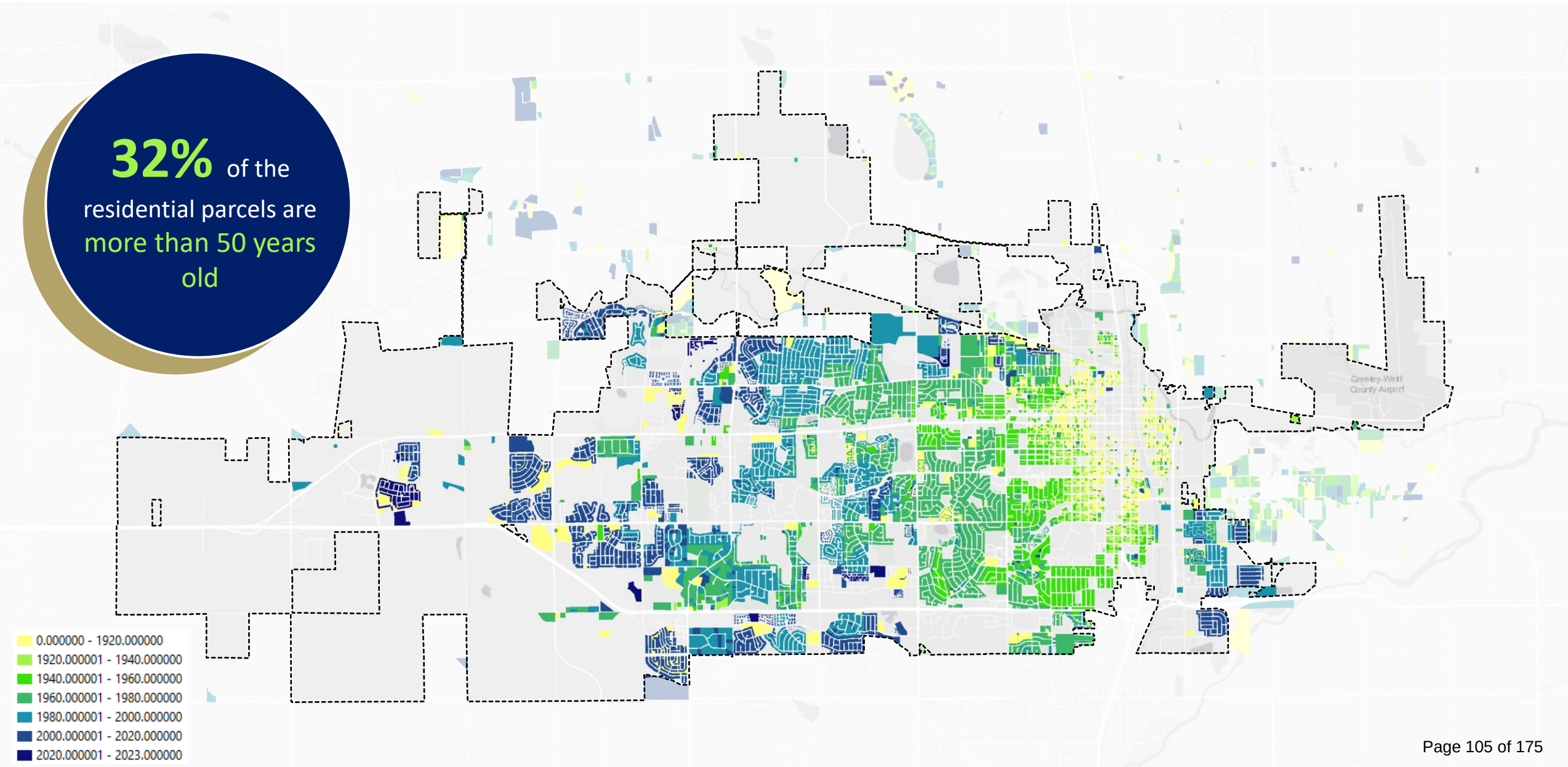
4% of the residential
parcels are **vacant**

1,545 acres
12,000 to 14,000 units

PARCEL MAPPING

YEAR BUILT

32% of the
residential parcels are
more than 50 years
old

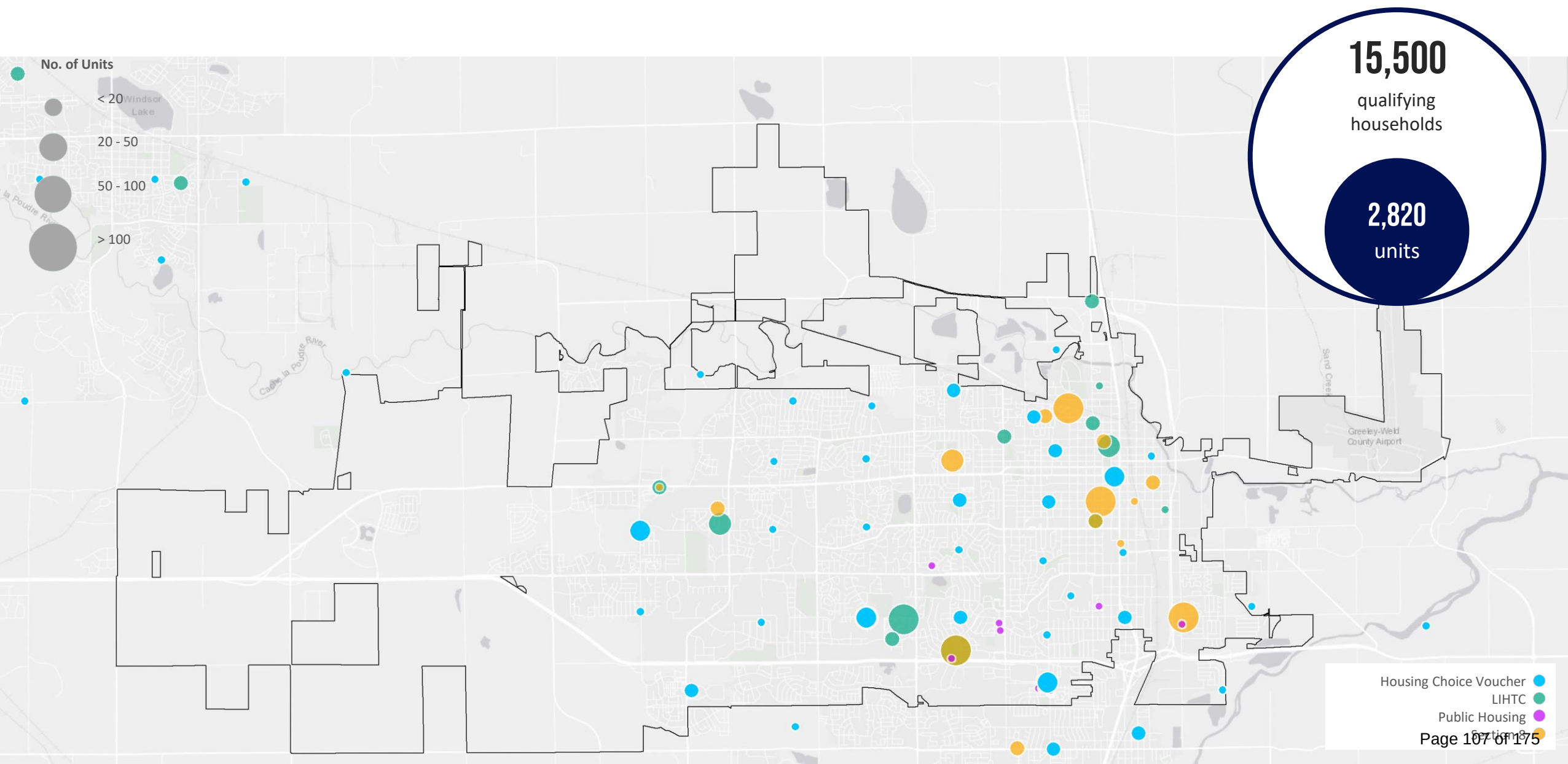


A narrow alleyway at night, illuminated by warm string lights hanging from the buildings. The walls are covered in vibrant, abstract murals in shades of yellow, orange, and red. A yellow utility box is visible on the left wall. The alleyway leads into the distance, where more lights and buildings are visible.

DEMAND

What is the need?

DEDICATED AFFORDABLE HOUSING SUPPLY IN GREELEY



COST OF HOUSING

AFFORDABILITY METRICS AND INCOME DISTRIBUTION

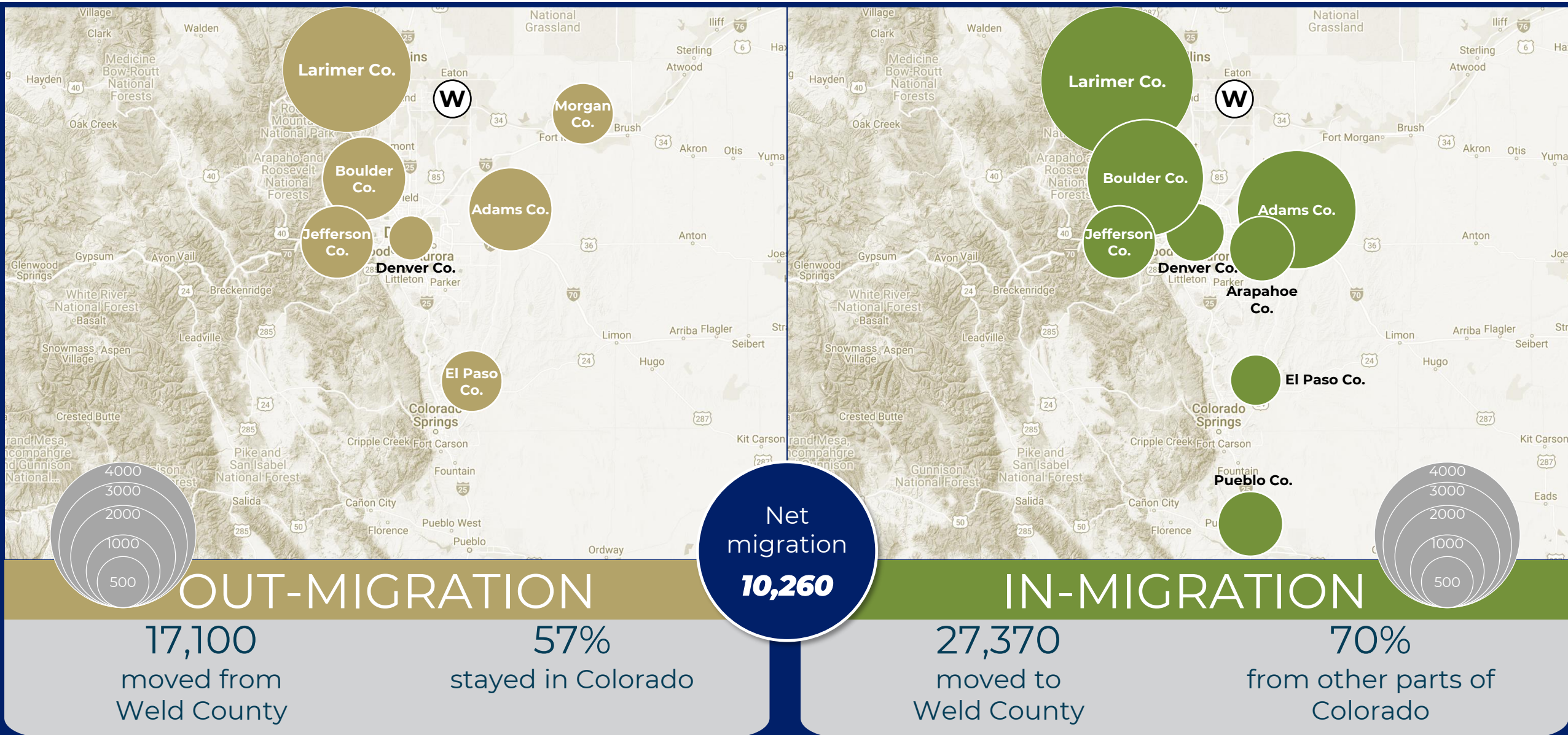


Source: HUD, 2020 American Community Survey (Five-year) Development Strategies, ESRI
Calculated based on 2-person household incomes, Mortgage affordability for low-income households is calculated with varied down payments, avg 7%

MIGRATION

WELD COUNTY (2016-2021)

30



WHO LIVES IN GREELEY TODAY?

TAPESTRY SEGMENTATION



FORGING OPPORTUNITY

29	38k	60%
Years	Income	Homeowners



BRIGHT YOUNG PROFESSIONALS

33	54k	43%
Years	Income	Homeowners



METRO FUSION

30	36k	24%
Years	Income	Homeowners



PARKS & REC

41	60k	70%
Years	Income	Homeowners



GREEN ACRES

44	77k	86%
Years	Income	Homeowners



WORKDAY DRIVE

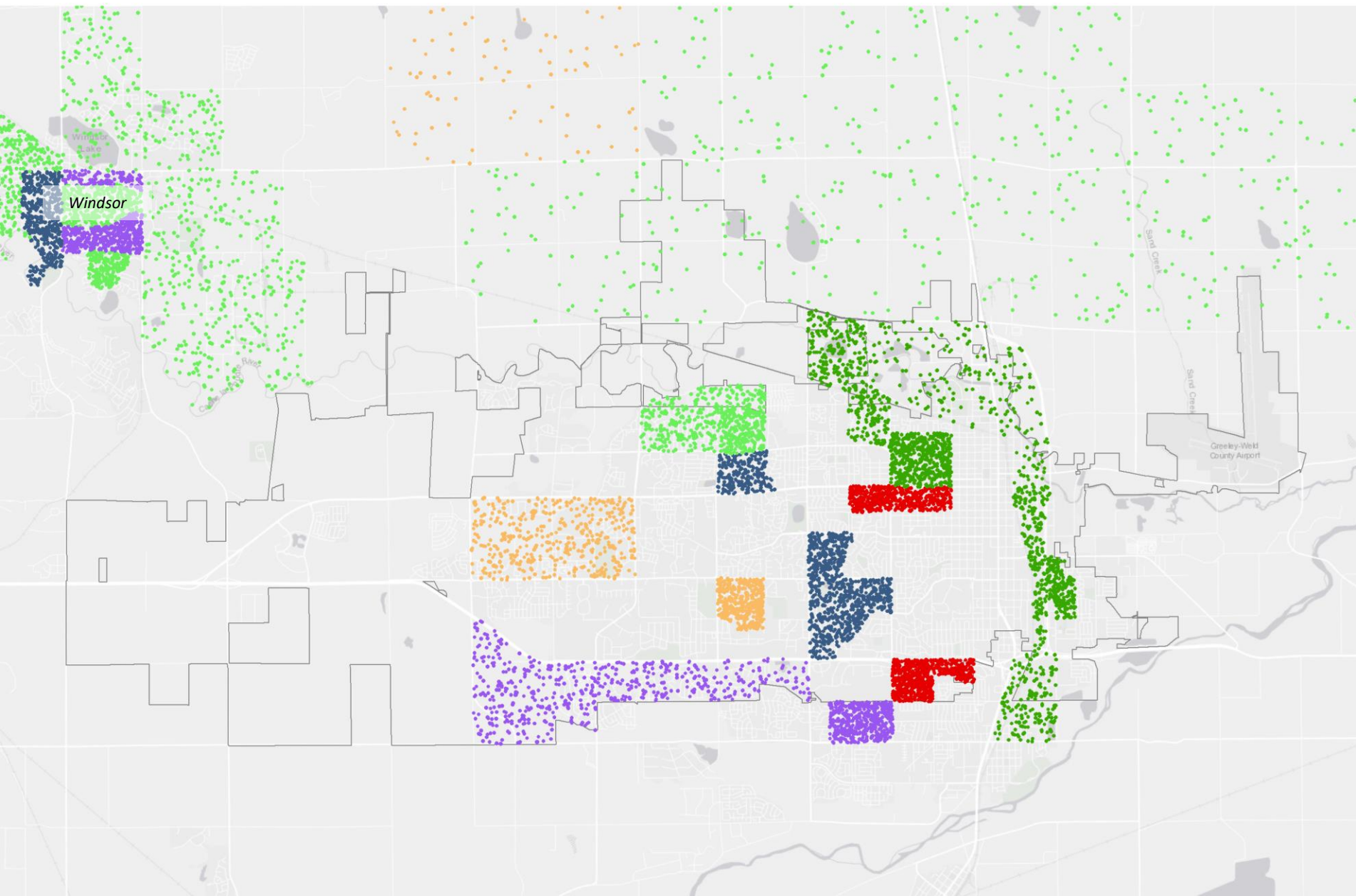
37	90k	85%
Years	Income	Homeowners

Demographic groups currently living in Greeley.



WHO LIVES IN GREELEY TODAY?

TAPESTRY SEGMENTATION



Implied Rent Affordability:

Bright and Young Professionals
\$1,350/mo

Metro Fusion
\$900/mo

Implied Home Price Affordability:

Forging Opportunity
\$100,000

Parks & Rec
\$150,000

Green Acres
\$200,000

Workday Drive
\$230,000



MIDDLEBURG		
36	60k	73%
Years	Income	Homeowners



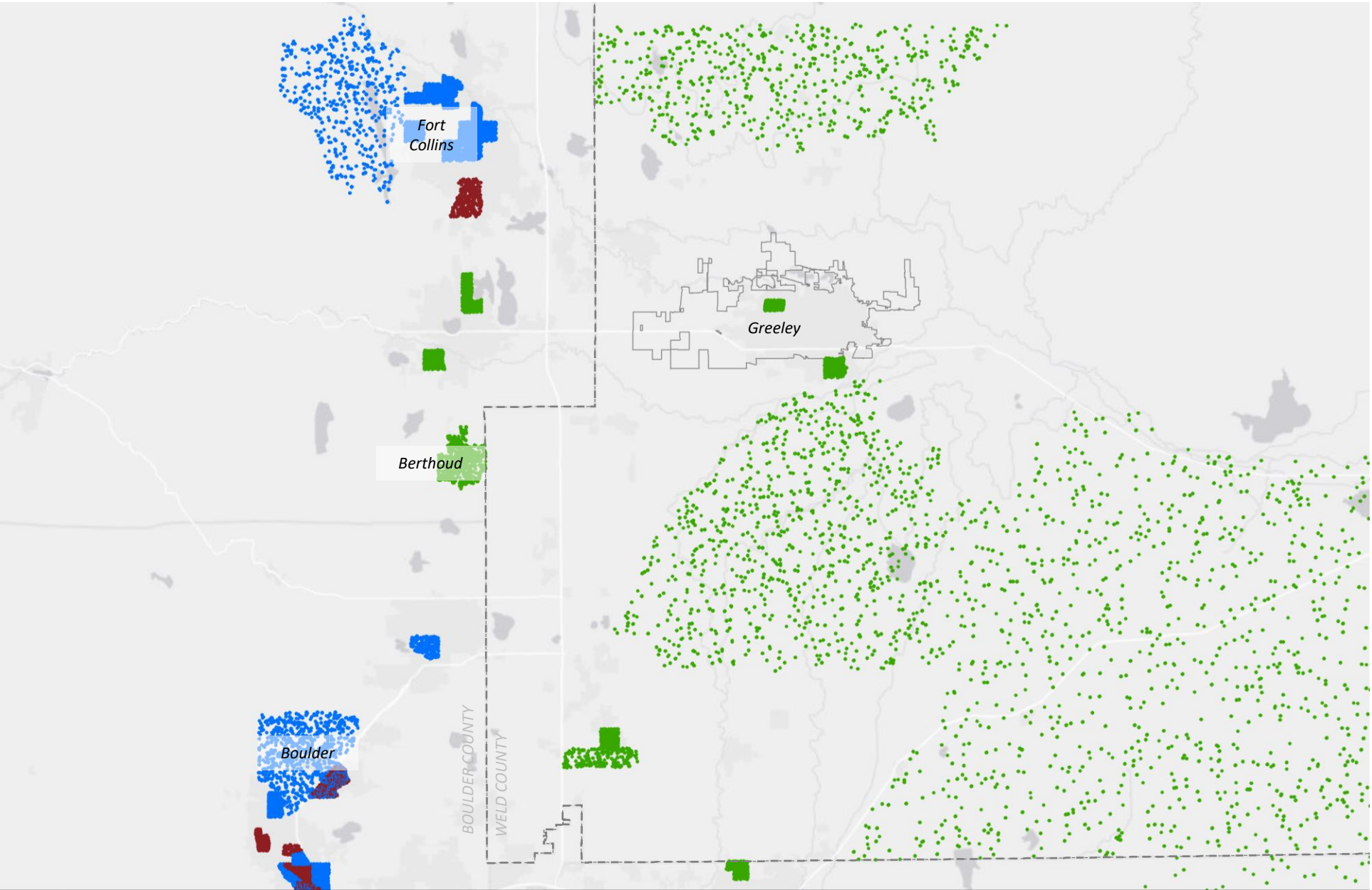
EMERALD CITY		
37	59k	48%
Years	Income	Homeowners



METRO RENTERS		
32	67k	20%
Years	Income	Homeowners

These are the demographic groups that aren't in Greeley today, but may be interested in moving if the right product was available.

GROWING GROUPS IN THE REGION
TAPESTRY SEGMENTATION



**Implied Rent
Affordability:**

Emerald City
\$1,500/mo

Metro Renters
\$1,600/mo

**Implied Home
Price
Affordability:**

Middleburg
\$200,000 - \$350,000

HOUSING DEMAND

FOR-SALE AFFORDABILITY AND SUPPLY



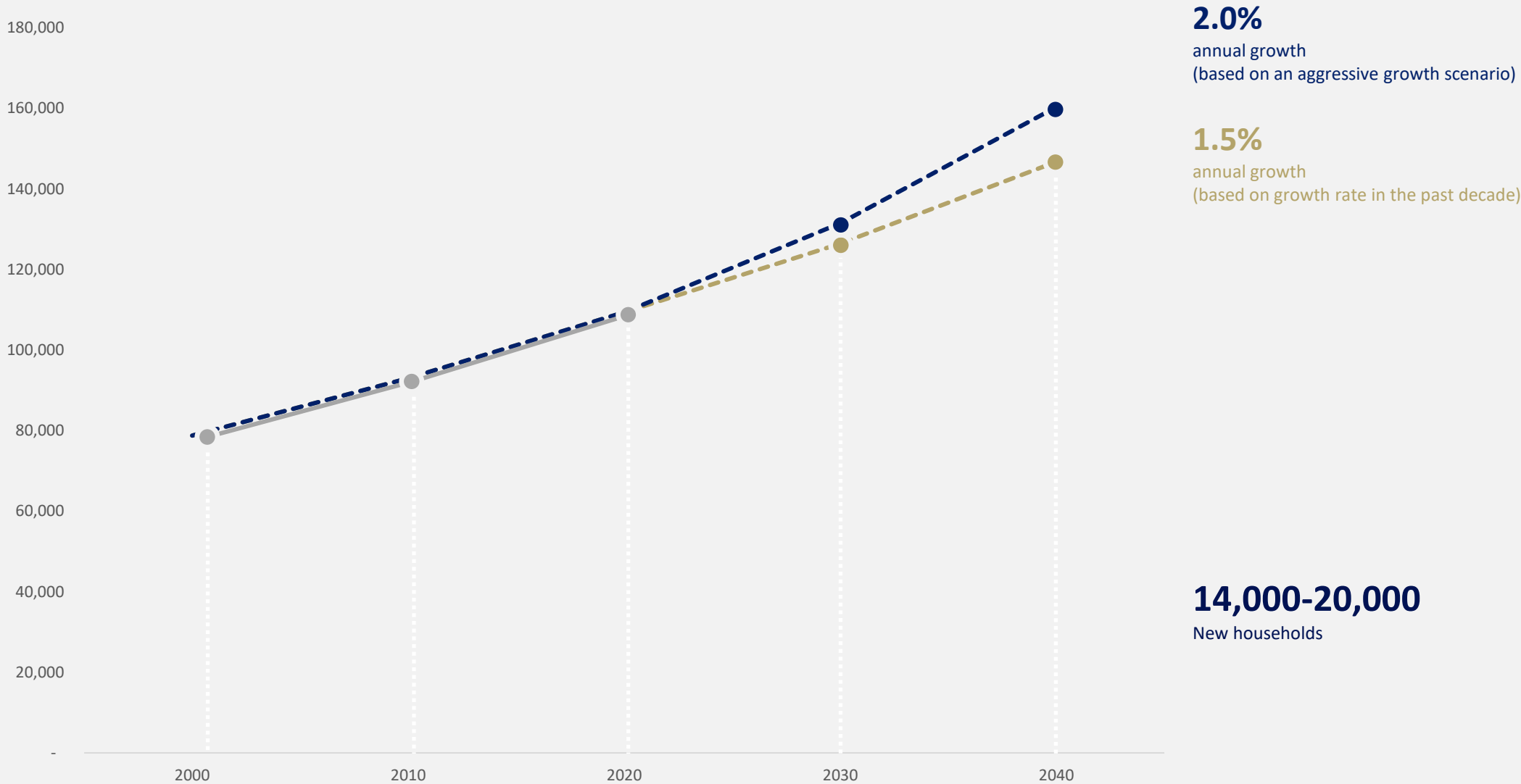
HOUSING DEMAND

RENTAL AFFORDABILITY AND SUPPLY



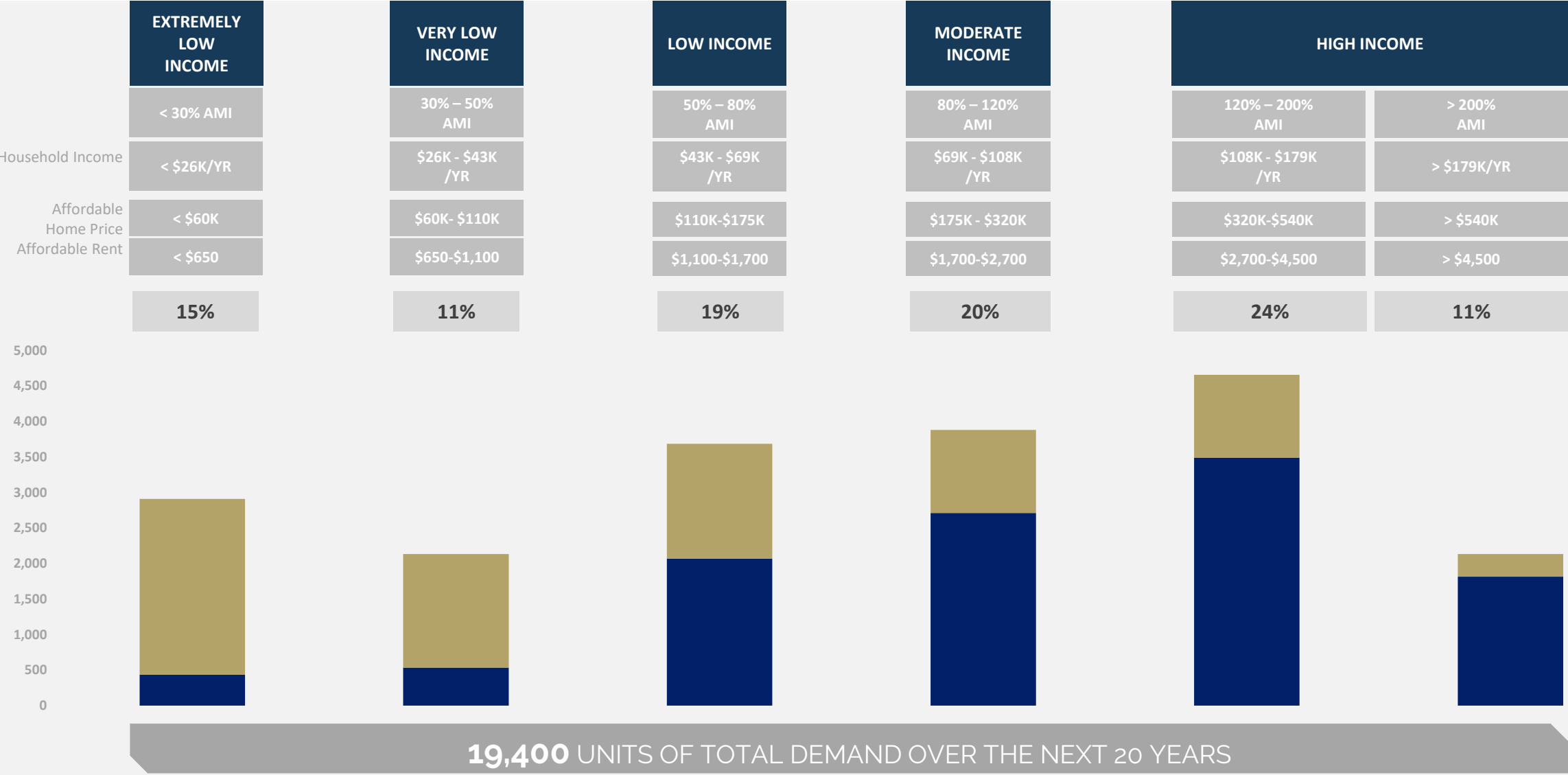
POPULATION PROJECTION

CITY OF GREELEY



14,000-20,000
New households

20-YEAR DEMAND
CITY OF GREELEY



HOUSING (NEW CONSTRUCTION SINCE 2010)

DENSITY AND AFFORDABILITY

	Single Family	Duplex	Townhome	Small Unit Multifamily	Large Unit Multifamily
					
Density (units per acre)	2	4	10	25	60
Price or Rent/Mo	\$470k	\$350k	\$325k	\$1,300/mo	\$1,400/mo
Household Income	\$157k	\$117k	\$108k	\$52k	\$56k

Source: Redfin 2023, Zillow 2023, CoStar 2023

WHAT DOES THIS MEAN?

20-YEAR DEMAND

RENTAL

FOR-SALE

< 30% AMI
Rent: < \$650
Home price: < \$60k



Typology:
Apartments

30% - 50% AMI
Rent: \$650 - \$1,100
Home price: \$60k - \$110k



Typology:
Apartments

Typology:
Single Family



50% - 80% AMI
Rent: \$1,100 - \$1,700
Home price: \$110k - \$175k



Typology:
Apartments
Duplexes

Typology:
Single Family
Townhomes



80% - 120% AMI
Rent: \$1,700 - \$2,700
Home price: \$175k - \$320k



Typology:
Apartments

Typology:
Single Family



>120% AMI
Rent: >2,700
Home price: >\$320k



Typology:
Single Family



HOUSING DEMAND
OUR CO-WORKERS, SERVICE PROVIDERS, NEIGHBORS



Family A

Household Occupation/s
JBS worker
Part-time day-care worker

Household Income
\$54,000

Household Size
2 adults
2 children

Max. Affordable Rent
\$1,300

Attainable Home Price
\$135k

60% AMI



Family B

Household Occupation/s
Accounting Manager

Household Income
\$69,000

Household Size
1 adult

Max. Affordable Rent
\$1,700

Attainable Home Price
\$175k

80% AMI



Family C

Household Occupation/s
Welder
Retail Salesperson

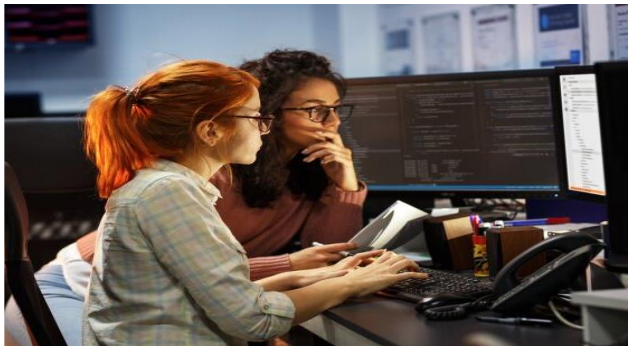
Household Income
\$90,000

Household Size
2 adults
2 children

Max. Affordable Rent
\$2,200

Attainable Home Price
\$240k

100% AMI



Family D

Household Occupation/s
Software Developer
Assembly line worker

Household Income
\$108,000

Household Size
2 adults
1 child

Max. Affordable Rent
\$2,700

Attainable Home Price
\$320k

120% AMI



Work Session Agenda Summary

July 25, 2023

Key Staff Contact: Kim Snyder - Public Art Coordinator

Title:

2023 Art Master Plan

Background:

In 1998 the City Council made a commitment to enhance the city's public art collection by adopting a 1% for Art Program. This program sets aside one percent of the cost of new capital improvement projects to fund city art. Funds from this program allow for Greeley's public art collection to grow in proportion with the city.

Since 2009, the Art Commission has presented the Art Master Plan to City Council. The Art Master Plan helps guide the Art Commission through a five-year period without having to return to City Council for requests to approve new projects as was required in the years prior to 2009. The 2023 Art Master Plan integrates with the 2009, 2014, and 2018 master plans. And, the plan aligns with the Imagine Greeley 2060 Comprehensive Plan. Recommendations for new projects are largely guided by future public Capital Improvement Program (CIP) projects planned for Greeley's growth.

The 2023 Art Master Plan will create a framework for public art projects in the City of Greeley over the next five years, and identifies areas for the placement of both monumental and intimate scale artwork, and allows for flexibility of future growth and new opportunities.

The 2023 Art Master Plan is scheduled for a City Council work session on July 25, 2023. And, consideration of a Resolution to adopt the 2023 Art Master Plan is scheduled on August 1, 2023.

Strategic Focus Area:



Business Growth



Community Vitality



Quality of Life

Attachments:

1. 2023 Art Master Plan
2. Presentation

The City of Greeley 2023 Art Master Plan



Rainbow Reef ~ 2022 Julia Williams



Hues of Colorado ~ 2022 Ana Marie Botero & Juan Botero



Of the Earth II ~ 2022 Wes Sam Bruce



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InStall Art M2 ~ 2021 Julie Dillon

Executive Summary



The 2023 Art Master Plan will guide the creation of distinctive places through art. These projects will build awareness, appreciation, and understanding of what makes Greeley great.

The 2023 Art Master Plan supports many City of Greeley initiatives. Proposed artwork reinforces city council's community vision and the values of Greeley citizens. Throughout the plan, Greeley's Public Art Program outlines the following goals, cited from the Imagine Greeley 2060 Comprehensive Plan : HC-Historic and Cultural Resources, EH-Education, Health and Human Services, and ED-Economic Health and Diversification

The City of Greeley supports the creation of visual arts that enhance public spaces. Public art creates a sense of place. It adds vibrancy and creativity to the community. These works also highlight the history and diversity of Greeley's community.

Objective HC-3.4 – The Art in Public Places program supports opportunities like art installations in public infrastructure, facilities, amenities, and public spaces throughout the city.

Greeley City Council appoints the twelve members of the [Greeley Art Commission Board](#). This group manages the city's [public art ordinance](#), which guides the acquisition and display of artwork. Culture, Parks, and Recreation Department staff provide support to the board. These individuals receive and install new artwork. They also manage the inventory and maintenance of all permanent art collection works. All recommended projects receive final approval from city council.

The Art in Public Places Program's mission is to integrate the work and thinking of artists into city planning and development. This collaboration results in the highest standards of design for the city. The program expands opportunities for residents to experience art and beautiful public spaces.

The City of Greeley recognizes the importance of art in public places and the diversity of the public who enjoy it.

Role of Art & Impact



The Impact of Art

The term “public art” refers to any art or design created specifically for the public domain. A vibrant art scene engages residents and reflects community values. It can impact economic vitality, property values, crime reduction, and a sense of happiness. It shapes public perception and the identity of Greeley.

An innovative climate invites tourism, attracting visitors to Greeley’s cultural assets and retail. Economic and cultural diversity also contribute to an enjoyable quality of life.

Public Art helps define a community, enhancing its image and appeal. Greeley’s art establishes unique and collective identities for its many sub-communities. As one Greeley Public Art commissioner stated, “I’m a huge believer that [public art] adds character and identity...when you have public art, that will completely differentiate you from another community.”

The History of Public Art in Greeley

In 1998 the City of Greeley and its city council made a commitment to enhance the city’s public art collection by adopting a [1% for Art Program](#). This program sets aside one percent of the cost of new capital improvement projects to fund city art. Funds from this program allow for Greeley’s public art collection to grow in proportion with the city. When times are tough and new construction is not happening, no funds go toward new artwork.

In 2009, city council asked the Greeley Art Commission to write an art master plan. This plan guides and supports the integration of art into public settings. It recognizes the city’s longstanding commitment to fostering a broad range of values through engaging public art.

Since then, city council has pushed for increased tourism in Greeley, as a destination for culture and innovation. Council promotes identifying opportunities for public art to collaborate with school districts and businesses.

This 2023 Art Master Plan integrates with the 2009, 2014, and 2018 master plans. The plan is in alignment with the Imagine Greeley 2060 Comprehensive Plan. It is proactive, advocating for the community and economic development, and aligns with city priorities.

Role of Art & Impact

A Plan for Growth of Population and Diversity

The 2023 Art Master Plan implements flexibility as it is hard to predict future growth and new opportunities.

In 2020, Greeley had a population of 107,000 people with a median age of 31.6. Greeley's population is growing and projected to reach nearly 260,000 residents by 2065. Nearly half of the people with college degrees and a majority of millennials say the availability of a "rich in the arts" community could impact their job search ("Speak Out Art," 2016, Americans for the Arts).

Over the past 20-40 years, Greeley experienced an influx of refugees and immigrants. There is also a significant Hispanic/Latino population. As Greeley grows in population and diversity, the art commission seeks to equitably represent all communities.

One challenge the public art division seeks to overcome is reaching residents from a variety of backgrounds. The goal is to get communities more aware of and more involved with the operations of the art commission. Marketing and outreach to all communities need targeted efforts and translation. Strategic marketing and outreach may result in a more diverse range of project applicants and art commission participants.

Although this key issue relates to the lack of representation on the commission, recent developments address the concerns of equal representation of community art. The art commission has and will continue to add artwork in wards that show less than the average across the city.



Analysis of Existing Art

In 2021, a UNC student intern, Sean Zimney, completed an analysis of City of Greeley Public Art. The dataset shared with Zimney contained details from 197 art projects from 2006-2019. Details included artist names, project titles, date of commission, art placement, and the cost of the project. The resulting assessment outlined the distribution of art across the city and funding allocation to artists of differing demographics/identities.

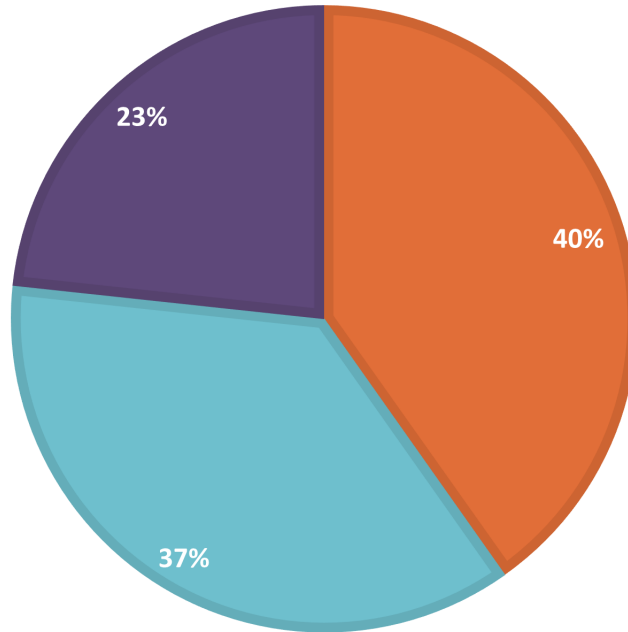
Even with limited data, the results are worth sharing with city council and other interested parties. The inclusion of nonwhite artists vs. white artists is representative of the population of Greeley. Other data shows that men receive more commissions than women. Public art questions if that is representative of the population of active public artists or if there are changes to make.

A significant result is that 40% of all commissioned artists were Greeley residents. Nearly 40% live in Colorado, but not in Greeley. The art commission made it a point to commission Greeley artists whenever appropriate and data supports this.

Role of Art & Impact

Commissioned Artists Residency Greeley, Colorado, or Non-Colorado Residency

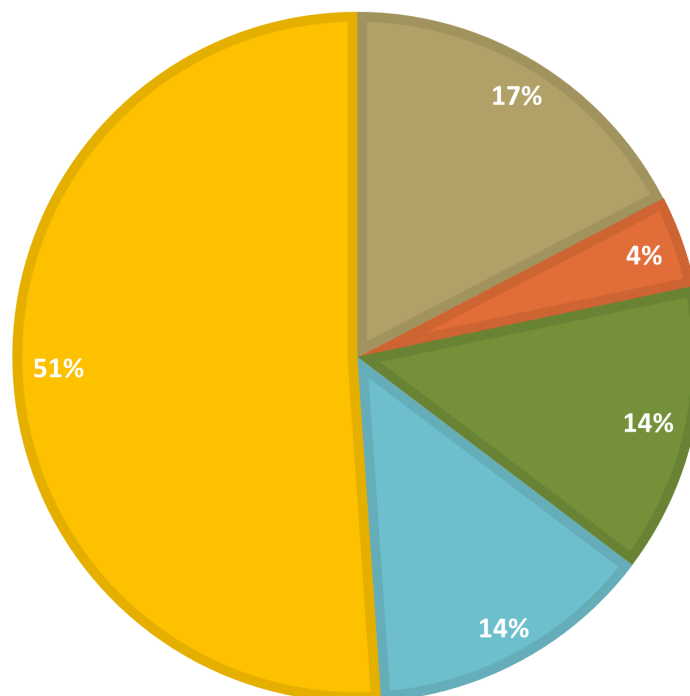
■ Greeley Resident ■ Colorado Resident ■ Non-Colorado Resident



Surprising data was the even distribution of artwork between east and west Greeley when the downtown area was not part of the equation. Also significant is that Ward II is considerably lacking artwork.

Greeley Public Art by Location

■ Ward 1 ■ Ward 2 ■ Ward 3 ■ Ward 4 ■ Downtown



Role of Art & Impact

Of the artwork examined in the dataset, 73 (79.3%) of commissioned artists are white, and 19 (20.7%) are nonwhite. According to the most recent American Community Survey at the time of the analysis, the racial composition of Greeley was:

- **White: 88.56%**
- **Nonwhite: 11.44%**

As of 2017, Census Bureau estimates of United States Population were:

- **White Non-Hispanic: 60.6%**
- **Nonwhite: 39.4%**

By these numbers, Greeley Public Art's inclusion

of nonwhite artists represents the population of Greeley, but not the country as a whole. Greeley Public Art will collect more detailed demographic information. Details will include race and gender and specific racial/ethnic identities beyond "white" and "nonwhite." These details will further examine how public art distribution is across racial categories.

Figure 1 presents data on commissioned artists' race. Public art obtained racial demographic information for 92 out of the 196 datapoints/artists (46.9%). **73 (79.3%) of commissioned artists are white, and 19 (20.7%) are nonwhite.**

Figure 2 presents data on commissioned artists' gender. Public art obtained gender demographic information for 90 out of the 196 datapoints/artists (45.9%). **55 (61.1%) of commissioned artists are men, and 35 (38.9%) are women.** No identified artists identify as non-binary or transgender.



Race of Artists

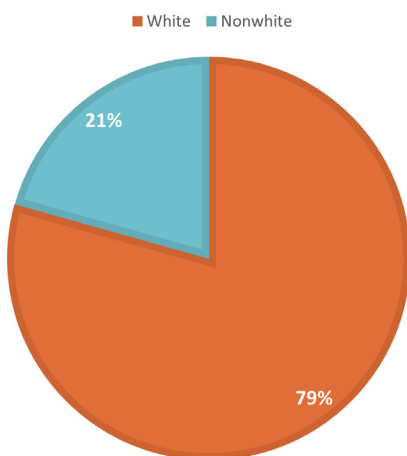


Figure 1

Gender of Artists

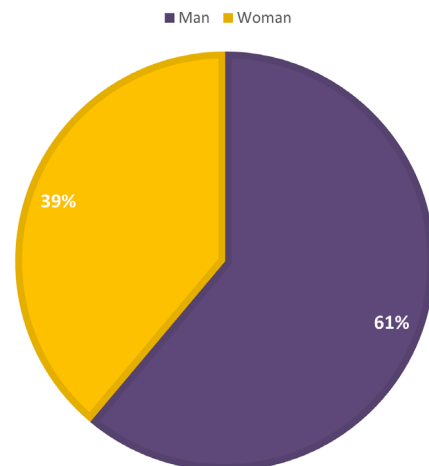
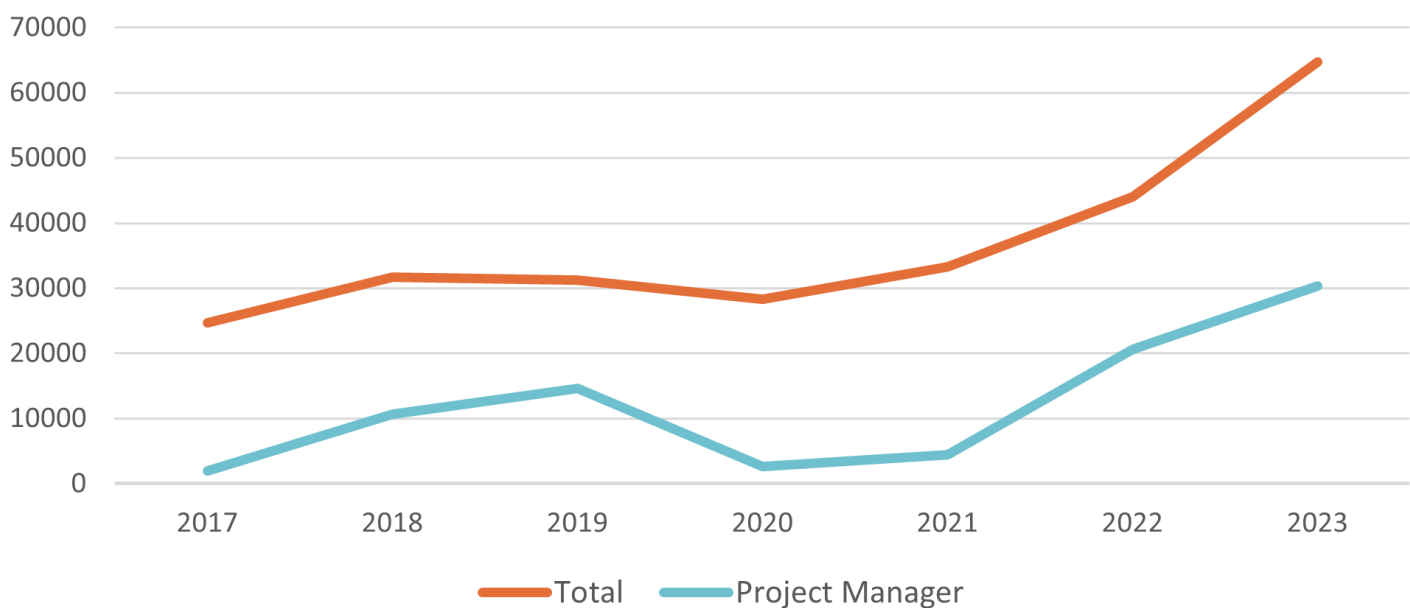


Figure 2

Role of Art & Impact

Maintenance & Installation Budget vs Project Manager



Current Art Assessment for Upkeep

Public Art is a major focus for people living in and visiting Greeley. The city must keep the artwork in good appearance to maintain it’s own reputation and that of the artists. The collection, now valued at more than 4.5 million dollars, includes approximately 200 sculptures and murals. Most of these pieces are outdoors with 24/7 access to the public. Approximately 415 indoor pieces live in city building lobbies and offices.

Community Input

Community feedback helps the art commission add to the collection in the coming years.

In July 2022, the art commission set up four voting boxes representing different types of art for community members to vote on. The boxes displayed images of existing city art as examples. A fifth box was open for comments. Voting was free. People of all ages, genders, ethnic backgrounds, and regional locations could vote. Results showed that the public wanted to see more murals (including utility cabinets) and abstract art. These results determined the priorities for new artwork moving forward. Included in the 2023 Art Master Plan Appendix are the full public engagement responses.



Hues of Colorado ~ 2022 Ana Marie Botero & Juan Botero

Role of Art & Impact



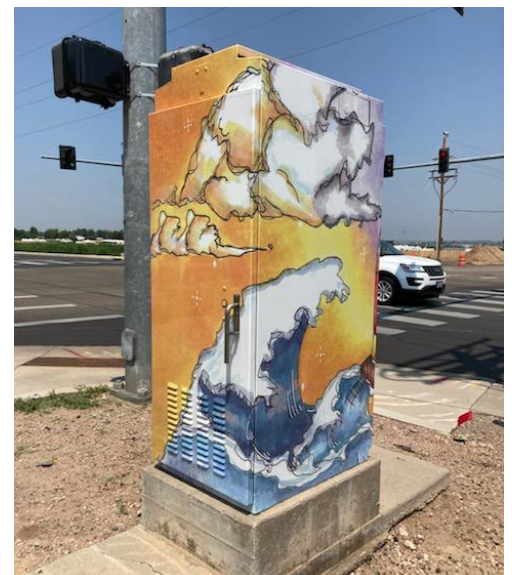
Range ~ 2020 Joshua Goss

As each new project begins, a selection committee guides the project to give input on art selection. Community members and business owners act as important stakeholders when art will be in their direct vicinity for 10-30 years or more.

2018-2022 Public Art Program Accomplishments

(see previous art master plan accomplishments in Appendix pg. 1)

1. First in the country to collaborate with Xcel Energy on painted utility boxes.
2. Installed large functional artwork in three skateparks, enhancing the space for youth.
3. Installed Greeley's first three Earthwork projects at Woodbriar, Campo Esperanza, and Balsam Parks - artwork in underserved communities.
4. Wrapped the bathroom stall walls inside the Union Colony Civic Center restrooms with art. Part of the vision was to place art in the unexpected places.
5. Received five donated outdoor works of art.
6. First Greeley student art design was "wrapped" on a traffic cabinet in 2022.
7. Repurposed the falcons from an Uptown Tree project into a trail sculpture.
8. Included graphic artists as a part of the public art scene with traffic cabinet art.
9. Gallery attendance and community engagement through programs like Día de los Muertos, Arts Picnic, and the D6 High School Art Show. Engaging the needs and cultures of the community through bilingual gallery signage and marketing materials.



Air Balloon & Waves ~ 2021 Gema Ortega ~ Student Art

Upcoming Projects & Planned Art Engagements

Scope and Implementation - The Art Master Plan

1. Implemented in accordance with the Greeley Public Art Ordinance and guidelines by the Greeley Art Commission. Supported by the Culture, Parks, and Recreation staff.
2. Informed by, aligned with, and responsive to existing City of Greeley values.
3. Supports cross-departmental and cross-discipline collaboration.
4. Creates unique opportunities ranging from large-scale projects to “discovery” sites.
5. Selects sites that encompass all areas of Greeley.
6. Secures best artists for public art projects: local, regional, national, and international.
7. Remains flexible to change.

Community Outreach – Art Awareness and Education

Outreach is critical to the success of the Public Art program. Public participation is encouraged in all aspects of the process. This includes serving on committees, developing projects with artists, attending art events, and participating in educational activities. The public art division takes care to foster relationships with public schools. Staff arrange artists’ visits, create public art curriculum, and involve students in public art projects.

Art commissioners advocate for more community outreach and targeted marketing for two reasons. One, they feel that the general public should be more informed on the purpose and function of the art commission. Second, targeted outreach may result in a more diverse pool of applicants for art projects and commission membership.

Information about the program is available through City of Greeley social media, maps, newsletters, and the city’s website. Community outreach funds can also commission artists for events like the annual Arts Picnic.

Education has always been a priority to Greeley as one founding principle. The Art commission will focus on working with District 6 students to grow their public art knowledge.



Upcoming Projects & Planned Art Engagements

Objective GC-3.1 Community Character- Work with residents, businesses, and property owners to define and identify desirable characteristics of their neighborhoods or areas of the city to create neighborhood and special area plans. Reflect the community’s character through the design of new developments, streetscapes, public art, landscaping, and related features.

-- Imagine Greeley Comprehensive Plan 98

Public Engagement - Strategic Partnerships

The art commissioners will continue to meet with local businesses and developers to explore public art projects. The master plan will seek productive partnerships that deliver efficient services to the community by sharing facilities, funding, and programs, with mutual outreach and aid.

Partnerships and/or extended return of investments amount to more than \$1,113,000 since the inception of the Public Art Program, including the following:

Anonymous Private Citizens	Greeley Tribune
AIMS	High Plains Library
Banner Health	Historic Preservation Board
Xcel Energy	Individual artists and private donors
AIMS Community College	Monfort Family Foundation
CDOT	National Board of Chiropractic Examiners
Chamber of Commerce	Poudre Heritage Alliance
Chase Bank	Poudre Trail Board
Doubletree Hotel	Rodarte Kids
Downtown Businesses	Robert G. Tointon
Downtown Development Authority	Shirley Holland
Envision	UNC College of Art & Design
Farr Family	Weld County Veterans Memorial Committee
Friends of Museums Guild	Weld County Fallen Officers Memorial Fund
Greeley Chorale	Weld County School District 6
Greeley Philharmonic Orchestra	Weld County Sheriff
Greeley Stampede	

Partnerships can promote mentorship, maximize achievement, and self-fulfillment with a climate of new ideas and innovations. (EH 4.7 Partnerships)

Incorporated Themes

Public art can commemorate events, honor individuals, or identify historic locations. It can add educational value. It can also express diversity and the unique character of a city and its people. As Greeley works to enhance the quality and character of its public buildings and spaces, there is an opportunity to illustrate the rich, visual

Upcoming Projects & Planned Art Engagements

heritage of the region. Public art within the city gives a sense of discovery and vibrancy to public spaces. Greeley committed to providing access to art and creating an environment of enrichment for all citizens. Celebrating cultures through art will be important as Greeley continues to become more diverse.

Sharing and Acceptance

Artist demographic information was obtained through two methods. First, artists in Greeley Public Art's dataset received a survey asking about their race, age, and gender. Second, the primary researcher, Sean Zimny, independently conducted 32 interviews with artists. These interviews include demographic questions around race, gender, and age. The Greeley Public Art dataset then integrated the demographic information from these interviews. Demographic information was not obtained for every datapoint (commissioned artists) in the dataset. These findings around demographic information may not be representative of the dataset as a whole. Moving forward, the art commission will make diversity, inclusivity, and equity a priority. It will reach out to a broader and more diverse pool of applicants and provide assistance with language barriers. To gather more relevant statistics/data in the future, applications will include optional biometric questions for diversity and inclusivity metrics.

Future Trends

With the anticipated growth of Greeley over the next 20 years, the scope and number of Capital Improvement Projects (CIP) will increase. The public art budget will increase and the request for art projects will increase at CIP locations.

As the public art collection grows and ages, the city will need more help for maintenance and repair. It will also need assistance with the management of additional 1% projects. One of the art commission's tasks is to prevent safety issues from existing artwork. Another responsibility is to keep the city's valuable assets appealing to the community and outside visitors.

Site Selection

Public art should contribute to city life and people's enjoyment of public places. Sites may be chosen for a variety of reasons. The selection criteria should equitably represent all demographics, ethnicities, and socio-economic statuses. It may be a historically significant story about a person or an event or the community. Site selection may be due to visibility or property development opportunities. Public art can welcome people to town, mark a town



Upcoming Projects & Planned Art Engagements

center, or provide shade and resting places for its visitors. Sometimes art resides in high-traffic areas or locations frequented by pedestrians. Other common sites may include entryways, public buildings, neighborhoods, schools, police and fire stations, parks, and town centers.

City council finds that all water and sewer and stormwater funds used for the Art in Public Places Program better those utilities. The acquisition, lease, maintenance, repair, and display of works of art is also beneficial to the ratepayers.

Public art can advance urban design by beautifying otherwise dull aspects of infrastructure. The intention of public art placement and selection is to build meaning and community, serving a variety of people.

Project Selection

The size and character of a work of art should reflect and enhance the size and character of its landscape

setting. The 2023 Art Master Plan identifies areas for the placement of both monumental and intimate scale artwork. The plan also recommends sites for a series of artwork. Conceived as one work, pieces in a series can relate to commonly found landscapes. Some examples are the Poudre Trail Markers, the Centennial Village Art Fence, Uptown Trees, and the Alleyway Murals.

Public art of a monumental scale makes a large impression. It's visible and creates landmarks that often become meaningful and architecturally prominent.

Public art of an intimate scale tends to relate personally to the individual experience. While both can create landmarks, intimately scaled public art enhances discovery, adding to the pedestrian experience.



Woven Nature ~ 2022 Kiki Goti

Upcoming Projects & Planned Art Engagements

Capital Improvement Projects are prioritized using the following criteria:

- Alignment with public art guidelines.
- Significance to Greeley's culture, history, and community.
- Potential to maximize funds for art purchases.
- Visibility and impact of aesthetic characteristics.
- Ability to incorporate into other city plans and objectives.
- Art awareness and education opportunities.
- Collaborations with public and private organizations.
- Budget and administration time.

Maintenance

It is important to consider the durability, future maintenance, and appropriateness of each work. This ensures the highest quality presentation of public art. Construction details include mounting and anchoring hardware, support structures, and other physical connections. These should be thoughtfully designed and implemented with care. Special attention should be given to landscape design for outdoor works. This includes the topography around the work of art. Long-term outdoor installations should withstand UV exposure, wind, rain, and other natural forces. Greeley's Public Art Program has a comprehensive maintenance plan. The plan retains 2% of the value of the art collection for ongoing maintenance and repair. It has been imperative to contract the work out as the collection continues to grow with the city and as it ages.

The art commission had discussions with individual project managers. They then reviewed the projected five-year CIP and recommended those most appropriate for art (listed in chapter 4 of this document). City council approved these projects in 2022. In the future, the commission is open to add unexpected CIP to the list.

CIP will generally guide/define the 1% Art Projects. The art commission determined the following artwork appropriate for the next five years: three parks, one roundabout, four street renovations, two highway overpasses, and two civic buildings.

Ongoing projects include Community Outreach, Paint the Town murals, and Uptown Trees. Public art will develop a new ongoing program with District 6, engaging public art projects within the schools.

The commission will seek new partnerships with Greeley-Weld County Airport, District 6 art departments, and LINC Library. It will continue partnerships with the Downtown Development Authority, and other established partners.

Implementation

When approved by city council, the 2023 Art Master Plan will create the framework for public art projects related to the City of Greeley's missions and values with maximize community exposure to the arts. The plan is founded on the principle that public art can create remarkable places, forming a sense of identity and place. The beauty and function of public art projects will encourage public interest. They will involve education through District 6 school collaborations. The plan will integrate art into public infrastructure when feasible and appropriate.

Action Plan

Public art will measure success by the 80% completion of the five-year project list, on time and within budget with substitutions as directed. We will collect metrics by improving future surveys and serve the public by activating the following:

- Regular surveys with a variety of questions based on previous feedback.
- Type of projects (mural, sculpture etc.), subject matter, or visual approaches (abstract, historic, realism, etc.) will be different categories and questions.
- Multiple polling locations throughout the year to produce a more diverse audience response.

The art commission recognizes the importance of keeping funds in the city. We will continue to focus on Greeley and Colorado artists while still reaching beyond our borders to bring in a variety of art. Artists from other states and countries are encouraged to use local businesses and contractors to create their artwork.



Overflow ~ 2019 Joshua Goss

Implementation

2023-2028 Recommended Projects

Paths, Parks, and Natural Areas Greeley has over 752.3 acres of developed parkland. From largest to smallest, Greeley's park types include regional parks, community parks and sports complexes, neighborhood parks, special purpose parks, and pocket parks. The city created a new Natural Areas and Trails Division in 2019 to protect, restore, and manage open lands as Greeley grows.



Archibeque Park The Sunrise Neighborhood is loosely defined as the area between 8th St. (north), 16th St. (south), Highway 85 (east), and the Union Pacific Railroad (west). This area will see a large stormwater capital improvement project over the next several years. The City of Greeley is working with residents in the Sunrise Neighborhood. The community is a mix of residential and industrial zones with many of the parcels being single-family homes. As public art is added to the Sunrise Neighborhood, Archibeque Park will be a key location when determining the placement of artwork.

Longview Park Located near Promontory Parkway and 18th Street Rd, this park will serve as a social and recreational space. It will provide opportunities for interaction with nature and relief from the built environment for nearby residents. The surrounding neighborhood consists of new construction with primarily residential dwellings. It is largely accessible by foot, bicycle, or car, providing easy access, especially for children and senior adults. Visitors can enjoy fresh air, physical activity, nature, community wellness, or a shared connection space.

Red Tail Park The city will build a new parkway near 10th St. and 71st Ave. that will wind through an existing community. It will serve the neighboring homes and businesses as a place to play or take a break. Art will follow a wildlife theme and integrate into the overall plan.



Island Grove Regional Park Island Grove Regional Park has a reputation as one of the most picturesque and versatile event complexes in the nation. It features trees planted as early as 1869, spacious lawns, and facilities that border the Poudre River. Island Grove is a multi-use events complex owned by the City of Greeley and Weld County located on 145 acres. The 2017 Island Grove Master Plan suggested many areas as options for art locations.

Implementation



Poudre Trail, Ponds and Heritage

Corridor Greeley's natural areas are primarily focused along the Sheep Draw drainage and the Poudre River corridor. These lands serve as conservation, outdoor recreation, and educational sites. The art commission will integrate art with the protection and education of natural resources, wildlife habitats, vegetation, and water resources.

Streets and Entryways Most often, the initial image of a community is formed by the traveling public along its major roadways. The addition of artwork will help accomplish the goal of creating a “hometown” character. Blending our agricultural heritage with progressive cultural qualities will help build community pride.

Art installations along Greeley's heavily traveled main highways are a bit sparse. The addition of outdoor sculptures would share the message to all who drive these four locations that Greeley appreciates the arts:

- **Roundabout O St. and 59th Ave.**
- **83rd Ave. and 12 St. to 10th St.**
- **20th St. Clubhouse to 59th Ave.**
- **59th Ave. and Northridge School connection**



16th Street Corridor Artwork in the four-block area of 16th St. between 7th Ave. and 11th Ave. will help promote the area as a place to live, work, and play. A goal of the street improvement project is to improve a key community travel corridor. Street improvements increase safety and mobility. The projects activate the pedestrian and shop areas by improving the public realm experience.

Transportation and Mobility 4.5: Enhance the main travel corridors used to travel to and from the airport with special attention to way-finding signage, well-defined and complete roadway systems, and attractive landscaping, public art, or other distinctive community features. (Imagine Greeley Comprehensive Plan)

Civic & Private Buildings

- **New Park/Fleet Shop**
- **Meeker House Art**

Implementation

Special Projects For the many visitors entering Greeley from the north, including those heading to and from the airport, their first glimpse of our city is dull and uninviting. A creative, lively, and welcoming work of art may help prospective citizens see Greeley as a potential home or encourage visitors.

12th St. Outfall project



Greeley-Weld County Airport Large-scale buildings and a high visibility entryway off of 8th St. provide endless options for adding artwork. A call to artists will be put out to see what the artists' minds can conjure up.



Ongoing Projects

Community Outreach The greeleyart.com website includes a link to the interactive Art Finder map. The map was upgraded with a dynamic content tool to show locations and information about each piece the city owns. The City of Greeley also reaches out to the community by printing public art trading cards and public art coloring books for District 6 third-grade students. The art commission also tends a booth each summer at the annual Arts Picnic in Lincoln Park to talk about the public art programs. Visitors give input on art they like and would like to see more of. The art commission would like to add a new interactive artist demonstration area in their booth each year.

Paint the Town Murals The Art commission selects artists to create murals that acknowledge the diversity of our community. The artwork displays a broad range of social, cultural, historic, or abstract imagery. The commission places importance on the artistic design, craftsmanship, and quality of materials. All murals include anti-graffiti coatings for maintenance purposes. Many of them are in collaboration with local business owners. Types of murals can be innovative and currently include:

- Wall Murals – all sizes can mitigate graffiti while adding new life to the area.
- Utility Cabinets – traffic control cabinets come in a variety of shapes and sizes that can showcase a broad range of artwork. Artists submit designs for purchase and a professional installs them as vinyl art wraps.
- Mobile Murals – the Rodarte Center buses will continue to be wrapped with kids' designs from the afterschool programs.
- Stall Art- the latest innovative idea. Original artists' designs were added as vinyl art wraps on the UCCC restroom stalls to add a performance flair and to help mitigate graffiti.

Implementation

Uptown Trees The Uptown Tree project enhances 8th Ave. with a variety of original “Art Trees.” It also recognizes Greeley as a designated “Tree City.” Artwork for this ongoing project along 8th Ave. between 5th St. and 17th St. will continue as Right of Way/street renovations progress. Interpretive “sculptural trees” are purchased from artists and integrated into the corridor as permanent works of art. Each tree is completely unique. Art tree designs may range from literal to surreal, interactive to musical, and some that are just plain fun. There may be abstract sculptures that don’t appear to have anything arboreal about them. Any form balanced in a tree-like pose, sculpted around a “trunk,” and “rooted” in a large planter box will meet the tree definition of this program.

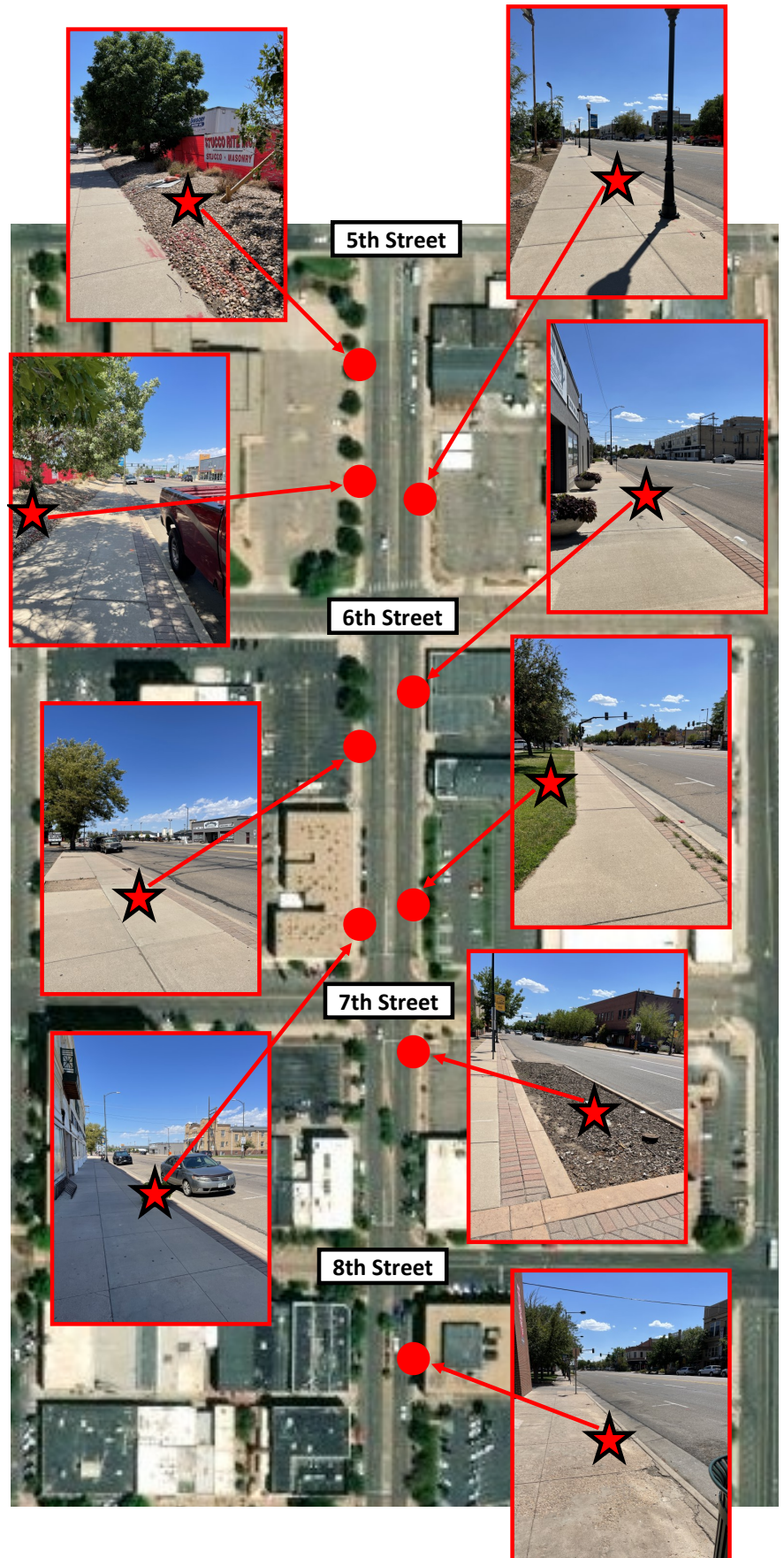
8th Ave Art Trees - Potential Sites

West Side

- North of 7th Street by Academy of Natural Therapy
- South of 6th Street by 609 Studios
- 1 or 2 Mid block between 6th and 5th Streets (LINC)

East Side

- 1 Mid block between 6th and 5th Streets (WeldWerks)
- Steamway - 602 8th Ave
- Courage Mural parking lot
- Clarion bulbout at 7th Street
- Wells Fargo - 800 8th Ave



Implementation

District 6 Art in Schools The public art program encourages emerging artists to improve and expand their artistic skills. The art commission and District 6 art educators will collaborate to install loaned city artwork in the schools. Students will help with the design process and work with an artist to learn about the installation process and the care of the artwork.

EH – education has always been a priority to Greeley as one of the city's founding principles.

2029-2034 Recommended Projects

Sustainable Water and Demonstration Gardens

A project that shows how water from the western slope transforms an arid desert. The scope and operations of this complex project will be better understood by children and adults when viewed on a smaller scale.

West Greeley Parks and Natural Areas

- Apex Vista
- Westgate Park
- Cobblestone Park
- Ashcroft Draw
- The Cache
- Lake Bluffs
- Poudre Heights
- Natural Areas

Greeley Entryways and Overpasses

- Entryway I - Highway 34 and 35th Ave New Overpass
- Entryway II – Highway 34 and 47th Ave New Overpass



Implementation

Opportunities for Future Artwork

Project/site options for full-scale projects and location options for art acquisitions and donated artwork:

General Locations

- Centerplace near 47th Ave. & Hwy 34
- Ward II

Paths, Parks, and Byways

- Sheepdraw Trail
- Farr Park
- Epple Park

Civic and Private Buildings

- Libraries
- Fire Stations
- NCMC

Streets and Entryways

- N. 8th Ave. Entryway



Call to Action ~ 2023 James Lynxwiller

Appendix

Full Public Engagement Summary

Public Engagement Summary – Community Feedback from Arts Picnic 2022

Four main categories and number of tickets tallied were:

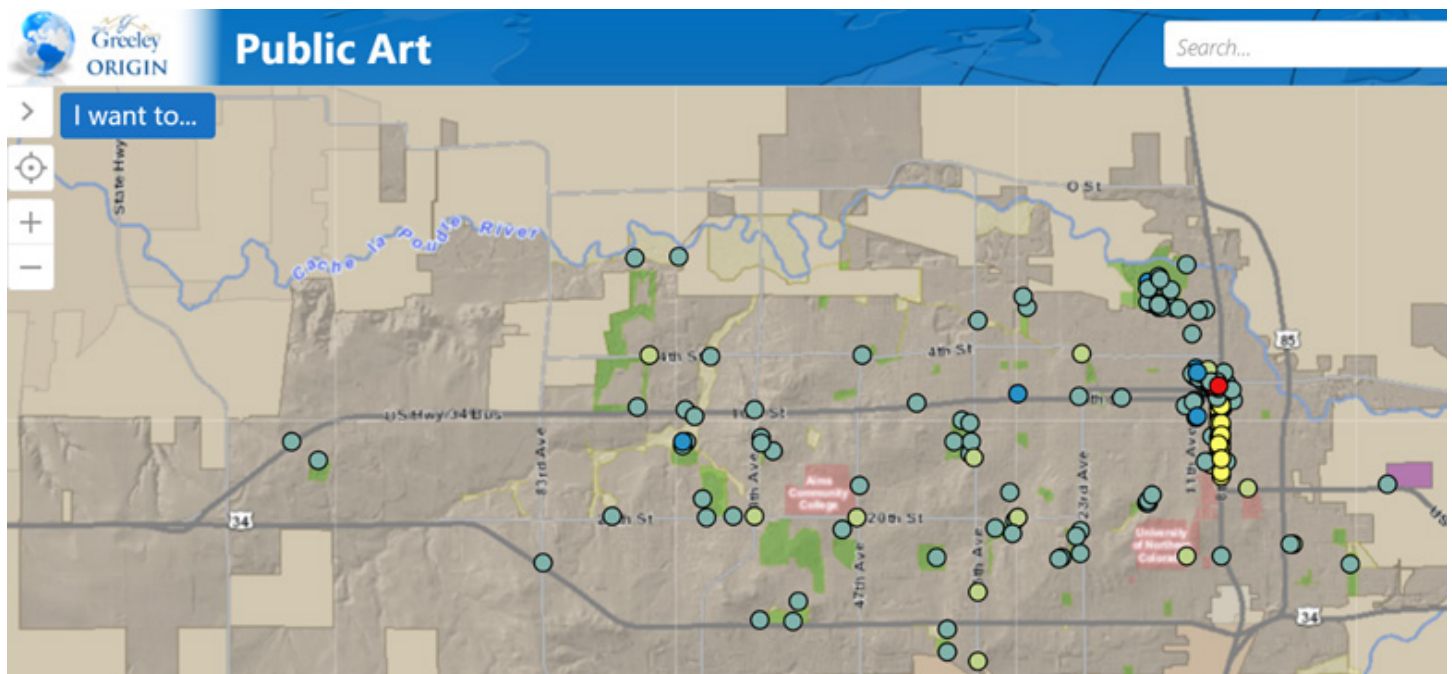
- Murals – 331
- Abstract – 217
- Historic – 188
- Realistic – 145

The following comments were handwritten and dropped into the fifth box.

Traffic Cabinets	IIII
Murals	III
Abstract/Art that says, what is it?	II
Kinetic Art	I
Interactive Art	I
Western/Ag art	I
Uptown Trees	I
Butterflies	I
Student art on Traffic cabs	I

IMP HC-3.3 - Retool the city's art program to expand community awareness, experience, and involvement through hands-on demonstrations.

For a comprehensive look at current outdoor public art locations, artist names, and photos, visit the art finder map at [Greeleyart.com](https://greeleyart.com).



2009—2018 Completed Goals

1. Received celebratory recognition from Greeley Unexpected.
2. Began a new Utility Cabinet Mural program with three completed traffic control cabinets.
3. Collaborated with the Downtown Development Authority to complete 13 murals in the downtown Art Alleyway.
4. Completed the 4-year project “Go West” with artist Lisa Cameron Russell, a project that includes 32 images painted on metal panels from historical photos within approximately 2,000 linear feet of artistic fencing.
5. Proposed, developed, and managed the four-year, \$300,000 Uptown Trees project which resulted in the addition of thirty-one artistic tree sculptures along 8th Avenue and earned a short segment on 9 News.
6. Connected UNC to Downtown Greeley with artwork along 8th Avenue.
7. Deepened the city’s relationship with the Colorado Department of Transportation with the collaborative installation of “Double Spinner” at their new west Greeley facility.
8. Created and distributed complimentary Public Art coloring books to all 3rd graders every March starting in 2015 in recognition of Youth Art Month. Created and distributed public art coloring sheets to local restaurants.
9. Developed new collaborations with Envision and the Double Tree Hotel.
10. Created the new online Art Finder Map and Public Art Catalog.
11. Dedicated the Art on Loan program to the downtown area.
12. Expanded the City of Greeley Permanent Art Collection, increasing the value of the collection by 50% from 2009-2013 through 1% projects, purchases, and generous donations.
13. Placed artwork in prominent places.
14. Implemented the 2009-2013 City of Greeley Art Master Plan.
15. Collaborated with UNC College of Art and Design, Weld County School District 6, Rodarte Kids, National Board of Chiropractic Examiners, Chase Bank, Monfort Family, Farr Family, Downtown Development Authority, Poudre Trail Board, Friends of Museums Guild, Weld County Sheriff, Weld County Fallen Officers Memorial Fund, Greeley Tribune, downtown businesses, individual art donors, Historic Preservation Board, and city departments.
16. Reorganization of funds to create one “Public Art Fund,” combining Water, Sewer, Stormwater, and General funds used for the Art in Public Places Program for better transparency.
17. Improved community outreach through community events and private collaborations, such as the Trail-athlon and the National Board of Chiropractic Examiners.

Acknowledgements

Special thanks to the Greeley Art Commission, Greeley City Council, and staff who dedicated time and energy to the 2023 Art Master Plan.

Appendix

Greeley City Council

- Mayor John Gates
- Tommy Butler, Ward I
- Deb DeBoutez Ward II
- Johnny Olson, Ward III
- Dale Hall, Ward IV
- Ed Clark, At Large
- Brett Payton, At Large, Mayor Pro Tem

Greeley Art Commission Board

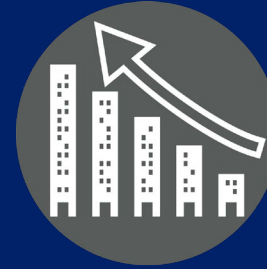
Robb Casseday	Chair/Architect
Dik Munson	Vice Chair/Professor Emeritus of Art
Eddie Mirick	Builder/Designer
Danyelle Butler	Artist
Louisa Andersen	Educator
Thomas DeVore	At-Large/Artist
Sandy Magnuson	Ward II
Dominic Anaya	Ward III
Michelle Booren	Ward IV
Jeff Carlson	Planning Commission Representative
Louise Williams	Parks & Recreation Board Representative
Tony Miller	Water & Sewer Board Representative



Culture, Parks and Recreation Public Art Program

2023 Art Master Plan

Greeley's Public Art program aligns with the City Council's Goals: Quality of Life, Community Vitality, and Business Growth :



**and the following goals from the
Imagine Greeley 2060 Comprehensive Plan:
Historic and Cultural Resources,
Education, Health and Human Services,
and Economic Health and Diversification.**

The Public Art Program reserves 1% of new Capital Improvement projects for Art

Introduction



'Call to Action' by James Lynxwiler at Fire Station #6



'Woven Nature' by Kiki Goti is a part of the 8th Avenue Uptown Tree series.



Mural titled '*Agarrate*' by Armando Silva. This project is a collaboration with the Greeley Stampede.



'Parchment' by Frank Garza to honor City of Greeley Clerks.



'Range' by Joshua Goss is one of three interactive Skatepark sculptures

The purpose of presenting and requesting a resolution to adopt the 2023 Art Master Plan is to allow the Art Commission to move forward with the proposed projects without returning to Council for each project individually.

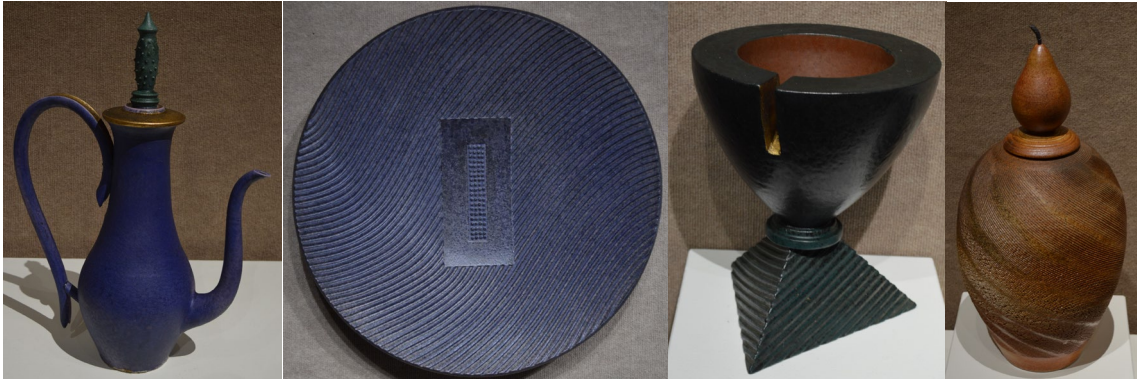
The Greeley Art Commission will present:

- Snapshot of recent completed projects and donations (right)
- Analysis of existing art
- Overview of 5-year proposed projects
- Suggested projects years 5-10
- Next Steps

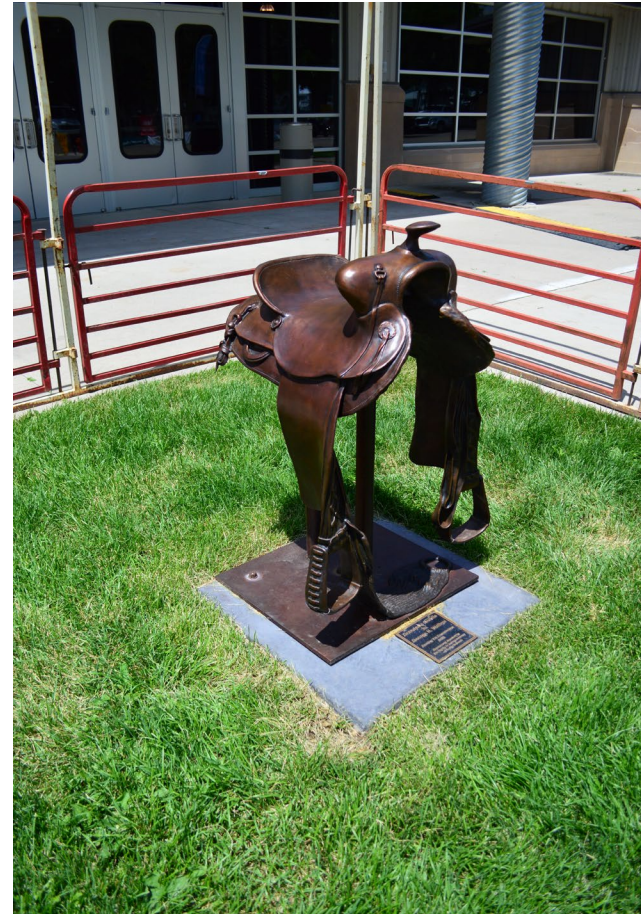
Donated Works of Art



El Poder es Saber mural by Armando Silva donated by AIMS Community College.



Montgomery & Santistevan Indoor Collection (total collection, 47 pieces, total value \$49,235)



'Grampa's Saddle' by George Wallbye donated by the family of Tuffy Holland.

Ongoing Programs

Paint the Town Murals and Utility Cabinets



By artist Betony Coons

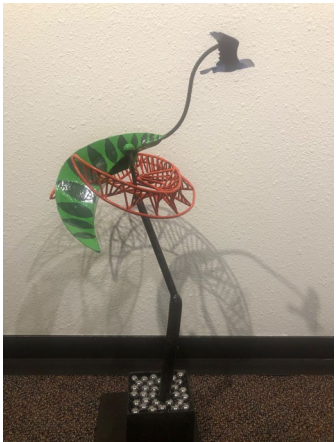


By artist Jared Butler



'Full Slavo' by Cody Kuehl

Uptown Trees on 8th



By artist Jeff Wise



By artist Mitch Hoffman



By artist Kelly Goff

Community Outreach



Painted and donated by Sieger Hartgers

NEW! District 6 Art in Schools

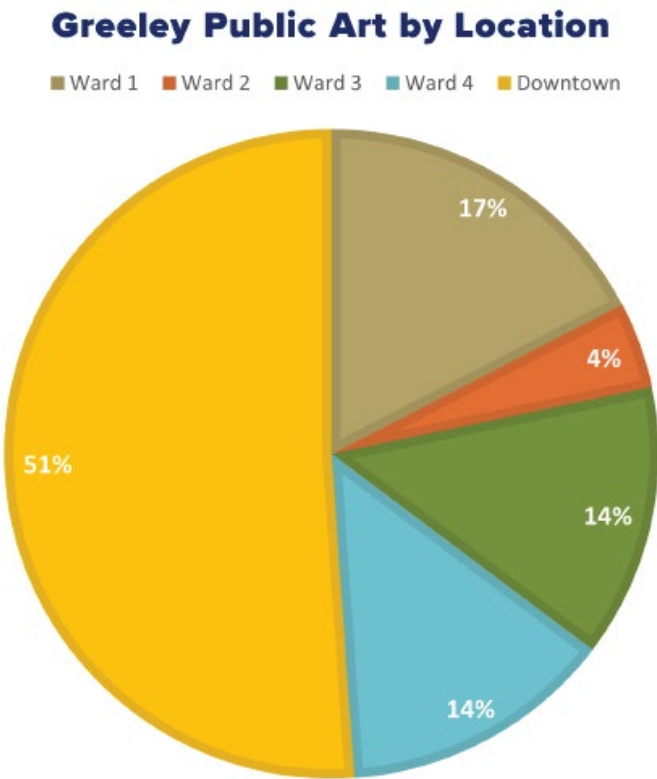
Education has always been a priority to Greeley as one founding principle. The Art Commission will focus on working with District 6 students to help expand their public art expertise.

Analysis of Existing Art

Challenges:

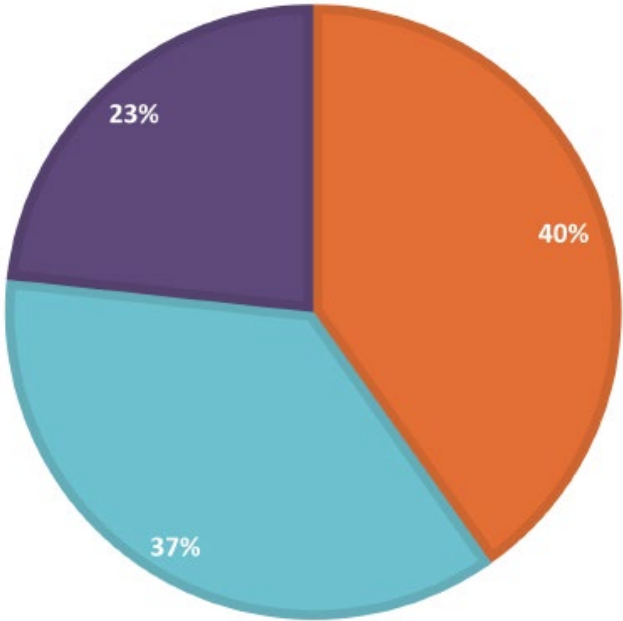
Add artwork in wards that show less than the average across the city.

Target outreach efforts and strategize marketing to draw in a diverse range of Artists and Art Commission applicants.



Commissioned Artists Residency
Greeley, Colorado, or Non-Colorado Residency

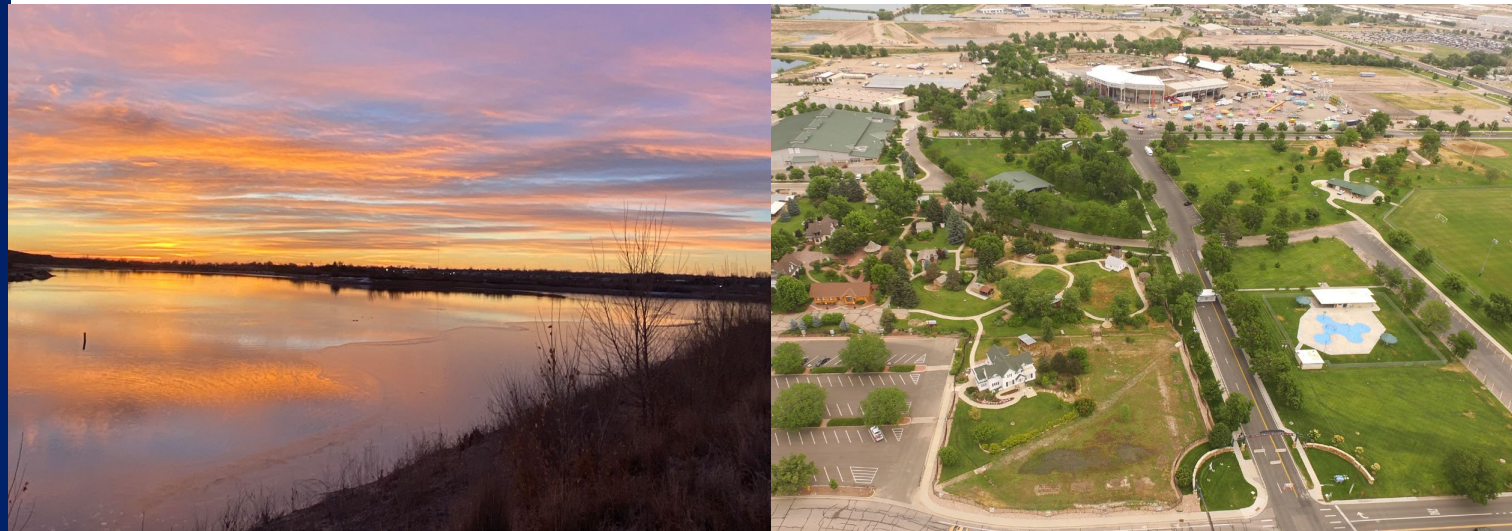
■ Greeley Resident ■ Colorado Resident ■ Non-Colorado Resident



Paths, Parks and Byways

Proposed Sites & Projects :

- Longview Park Located near Promontory Parkway
(park completed, artwork in progress)
- Poudre Trail, Ponds and Heritage Corridor
- Archibeque Park The Sunrise Neighborhood
- Red Tail Park Near 20th St. and 71st Ave
- Island Grove Regional Park
(to coincide with Master Plan)



Streets and Entryways

Proposed Sites & Projects:

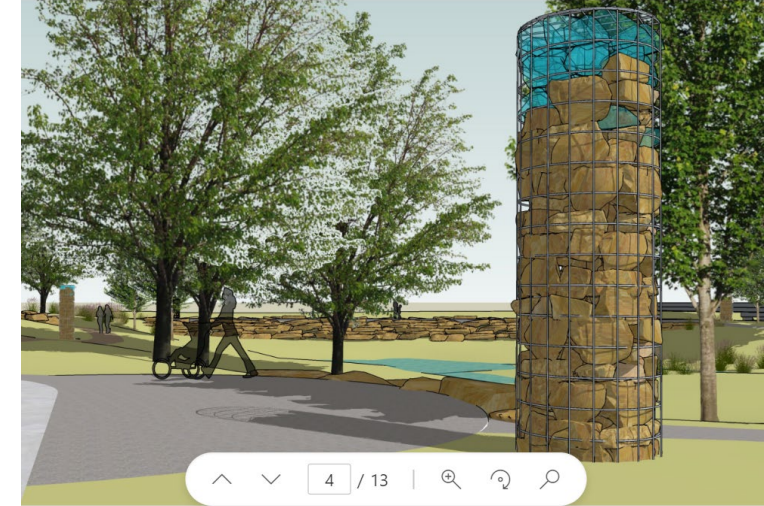
- 16th Street Corridor
- Roundabout O St. and 59th Ave.
- 83rd Ave. and 12 St. to 10th St.
- 20th St. Clubhouse to 59th Ave.
- 9th/10th Street Improvements
- 59th Ave. and Northridge School connection



Civic and Private Buildings & Special Projects

Proposed Sites & Projects:

- 12th St. Outfall project
(in progress)
- Combined Maintenance Facility- DPW, CPRD, W&S
- Meeker House Art
- Greeley-Weld County Airport



Locations noted for artwork projected for 2029 - 2033

Options for full scale projects

Sustainable Water and Demonstration Gardens

West Greeley Parks and Natural Areas

- Apex Vista
- Westgate Park
- Cobblestone Park
- Ashcroft Draw
- The Cache
- Lake Bluffs
- Poudre Heights
- Natural Areas



Greeley Entryways and Overpasses

- Entryway I - Highway 34 and 35th Ave New Overpass
- Entryway II – Highway 34 and 47th Ave New Overpass

Options for art acquisitions or donated artwork

General Locations

- Ward II
- Centerplace near 47th Ave. & Hwy 34

Paths, Parks, and Byways

- Sheepdraw Trail
- Farr Park
- Epple Park

Civic and Private Buildings

- Libraries
- Fire Stations
- NCMC

Streets and Entryways

- N. 8th Ave. Entryway



- Apply City Council Feedback
- Return to City Council for consideration of a Resolution to Adopt the 2023 Art Master Plan on August 1, 2023
- Implement the Art Master Plan

Next Steps

Thank you





Work Session Agenda Summary

July 25, 2023

Key Staff Contact: Bret Naber, IT Director

Title:

Enterprise Resource Program Update

Background:

This is an informational overview and discussion of the Oracle refinement project wrap up.

Strategic Focus Area:



High-Performance Government

Attachments:

1. Presentation



Oracle Refinement Project Wrap Up



**Managed Support Update
July 2023**

Agenda



- History
- High Level Accomplishments
- Budget Update
- What's Next
- Summary

Introduction



History of Oracle ERP

- Implemented January 2021
- Refinement began May 2022
- Refinement Completed May 2023
- On-time and on Budget
- Clear Path forward with Managed Support
- June 2023 – December 2023

High Level Accomplishments

- 153 Improvements to Oracle
- New "Project" module implemented
- 2021 Audit completed
- Payroll and tax documents accuracy improved
- More reports for end user
- Knowledge Transfer to subject matter experts



Impact: More Stability and Less Downtime, Education/Training more Readily Available, Automation, Reducing Errors, More Functionality Delivered from Systems. Robust Reporting and Data Availability

Budget Update

Description	Purpose	Amount
Original Budget	Refinement Project	\$2,305,327
C/O#1	2021 Audit Support and Travel	\$412,500
C/O#2	Project Module Implementation	\$163,000
C/O#3	Reporting, Payroll Support, and Managed Services (thru May 2023)	\$443,887
C/O #4	Payroll Support, Report Strategy, Security, Audit, Year End, and Open Enrollment (thru Dec 2023)	\$250,000
Total		\$3,574,714

What's Coming Up Next

- Focus on Stability
- Managed Support with Experienced vendor Metaformers thru end of year
- Support for Quarterly Updates
- Support for Issues/Resolutions
- Payroll Supplemental Services thru Dec 2023
- Support for Year End Close 2023
- Support for Financial Audit 2022
- Support for Open Enrollment 2024
- Reporting and Data Availability
- Training Opportunities



- Refinement project completed on time and on budget
- In "Stabilization" mode, focusing on fully embracing changes and looking for opportunities to find efficiencies
- Continue to maximize services and knowledge of our environment with our vendor Metaformers

Summary

Thank you





Work Session Agenda Summary

Title

Scheduling of Meetings, Other Events

Summary

During this portion of the meeting the City Manager or City Council may review the attached Council Calendar or Work Session Schedule regarding any upcoming meetings or events.

Attachments

Council Event Calendar

Council Meeting and Work Session Schedule

Status Report of Council Initiatives and Related Information

July 24, 2023 - July 30, 2023

July 2023							August 2023						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
						1			1	2	3	4	5
2	3	4	5	6	7	8	6	7	8	9	10	11	12
9	10	11	12	13	14	15	13	14	15	16	17	18	19
16	17	18	19	20	21	22	20	21	22	23	24	25	26
23	24	25	26	27	28	29	27	28	29	30	31		
30	31												

Monday, July 24

- 11:30am - 12:30pm Greeley Chamber of Commerce (Hall) ↻
- 6:00pm - 7:00pm Youth Commission (Clark) ↻

Tuesday, July 25

- 6:00pm - City Council Work Session Meeting (R_CCS_Council Chambers - WiFi Ready) - Council Master Calendar ↻



Wednesday, July 26

- 7:00am - 8:00am Upstate Colorado Economic Development (Gates/Hall) (Upstate Colorado Conference Room) - Council Master Calendar ↻

Thursday, July 27

- 6:00pm - 7:00pm BOCC & Weld Municipalities Quarterly Conference Call (MS Teams Meeting) - Council Master Calendar

Friday, July 28

- 8:00am - 4:45pm 2023 Council and Board Water & Sewer Tour (City Center South 1001 11th Ave Greeley CO 80631 (Departure)) - Council Master Calendar

Saturday, July 29

- 10:00am - 5:00pm Arts Picnic at Lincoln Park (802 10th Ave; Lincoln Park) - Council Master Calendar

Sunday, July 30

July 31, 2023 - August 6, 2023

July 2023							August 2023						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
						1			1	2	3	4	5
2	3	4	5	6	7	8	6	7	8	9	10	11	12
9	10	11	12	13	14	15	13	14	15	16	17	18	19
16	17	18	19	20	21	22	20	21	22	23	24	25	26
23	24	25	26	27	28	29	27	28	29	30	31		
30	31												

Monday, July 31

 **5:00pm - 6:30pm Proclamation Recognizing High Plains Chautauqua Week** (Aims Community College; (Welcome Center Patio))

Tuesday, August 1

 **11:30am - 1:00pm Legislative Luncheon** (Double Tree by Hilton Greeley 919 7th St Greeley CO 80631) - Council Master Calendar

 **6:00pm - 6:30pm City Council Meeting** (R_CCS_Council Chambers - WiFi Ready; R_CCS_Council Chambers Overflow Room 103) - Council Master Calendar 



Wednesday, August 2

Thursday, August 3

 **7:30am - Poudre River Trail (Hall)** 

 **3:30pm - IG Adv. Board (Butler)** 

 **6:00pm - 8:30pm North Front Range MPO Meeting (Olson/Payton)** 

Friday, August 4

 **8:30am - 9:00am American Society of Germans from Russia Convention** (DoubleTree Hotel, Downtown Greeley) - Council Master Calendar

Saturday, August 5

Sunday, August 6

August 7, 2023 - August 13, 2023

August 2023						
Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

September 2023						
Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Monday, August 7

Tuesday, August 8

 **6:00pm - City Council Work Session Meeting** (R_CCS_Council Chambers - WiFi Ready) - Council Master Calendar 



Wednesday, August 9

Thursday, August 10

Friday, August 11

Saturday, August 12

Sunday, August 13

August 14, 2023 - August 20, 2023

August 2023						
Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

September 2023						
Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Monday, August 14

Tuesday, August 15

 **6:00pm - City Council Meeting** (R_CCS_Council Chambers - WiFi Ready; R_CCS_Council Chambers Overflow Room 103) - Council Master Calendar 



Wednesday, August 16

 **7:30am - Visit Greeley (Butler)** (902 7th Ave Greeley) 

 **2:00pm - 5:00pm Water & Sewer Board (Gates)** 

Thursday, August 17

 **7:30am - 8:30am Downtown Development Authority**
(DeBoutez/Butler) (802 9th St #100, Greeley, CO 80631) 

 **3:30pm - 4:30pm Airport Authority (Clark/Payton)** 

Friday, August 18

Saturday, August 19

Sunday, August 20

City Council Meeting Scheduling 2023			
	7/19/2023		
	This schedule is subject to change		
Date/Type	Description	Sponsor	Placement/Time
July 25, 2023 Council Work Session	Homelessness - Strategic Plan	Juliana Kitten	
	At Home in Greeley- Housing Needs Assessment	Don Threewitt	
	ERP Update	Brett Naber	
	2023 Art Master Plan	Andrea Haring/Louisa Andersen	
August 1, 2023 Council Meeting	Introduction for Assistant to the City Manager Blair Snow	Mayor	Intro
	Minutes Approval (7/11/23 Work session; 7/11/23 Special Council Meeting; 7/18/23 Council meeting)	Heidi Leatherwood	Consent
	Intro & 1st Rdg Ord - Ballot Item (if needed)	Heidi Leatherwood	Consent
	Intro & 1st Rdg Ord- Building Code Amendments (Mechanical & Electrical Code)	Ken Haring	Consent
	Intro & 1st Rdg Ord - Schneider Annexation	Caleb Jackson	Consent
	Intro & 1st Rdg Ord - 4th Additional Appropriation FY 2023	Tammy Hitchens	Consent
	Resolution - IGA w/Weld County re Coordinated Election	Heidi Leatherwood	Consent
	Resolution - Acceptance of 2023 Art Master Plan	John Dargle	Consent
	PH & 2nd Rdg Ord - Divestment of Water Rights from Delta Irrigation Co in Exchange for water rights in the New Cache and Cache la Poudre Companies	Sean Chambers	Regular
	PH & 2nd Rdg Ord- Bestway PUD	Caleb Jackson	Regular
	PH & 2nd Rdg Ord - 3rd Additional Appropriation FY 2023	Robert Miller	Regular
	PH & 2nd Rdg Ord - Seeley 1 Annexations	Doug May	Regular
	PH & 2nd Rdg Ord - Seeley 2 Annexations	Doug May	Regular
	PH & 2nd Rdg Ord - Seeley 3 Annexations	Doug May	Regular
	PH & 2nd Rdg Ord - Seeley 4 Annexations	Doug May	Regular
	PH & 2nd Rdg Ord - Seeley 5 Annexations	Doug May	Regular
	PH & 2nd Rdg Ord - Seeley 1-5 Zoning	Doug May	Regular
August 08, 2023 Council Work Session	Planning and Zoning Notifications to Residents	Don Threewitt	
	MERGE Project Update - MPDG Grant Application Proposal	Paul Trombino	
	Performance and Analytics Overview	Kim Priddy	
	Overview of Translation Service Costs	Winna/Heidi	
August 15, 2023 Council Meeting	Minutes Approval (7/25/23 Work session; 8/1/23 Council meeting)	Heidi Leatherwood	Consent
	Intro & 1st Rdg Ord- Amendment to GMC re Shared Micromobility	Paul Trombino	Consent
	Resolution- Wake Annexation	Doug May	Consent
	Consideration of Resolution of Support for the MERGE Project and Grant Application	Paul Trombino	Consent
	PH & 2nd Rdg Ord - Ballot Item (if needed)	Heidi Leatherwood	Regular
	PH & 2nd Rdg Ord- Building Code Amendments (Mechanical and Electrical Code)	Ken Haring	Regular
	PH & 2nd Rdg Ord - 4th Additional Appropriation FY 2023	Tammy Hitchens	Regular
	Private Activity Bond Allocation	Tammy Hitchens	Regular
	Boards & Commissions Appointments	Heidi Leatherwood	Regular

Greeley City Council

Status Report of Council Initiatives

Initiative No.	Council Member Initiating	Council Request	Council Meeting or Work Session Date Requested	Status or Disposition (After completion, item is shown one time as completed and then removed.)	Next Steps & Schedule	Anticipated Deliverable & Date (Report, Council Presentation, etc.)	Assigned to:
15-2021	Olson	Formation of a committee for implementation of a funding strategy for the 35th and 47th interchanges.	December 7, 2021 Council Meeting	Councilmember Olson will be following up with Manager Lee and Director Trombino on next steps Staff preparing a revised funding application for the next cycle of USDOT Grant Funding expected to be available in May 2023.	Pending outcome of federal grant application submitted	Next grant application expected May 2023	Paul Trombino
09-2022	Butler	Review traffic and safety surrounding 15 acre open area between 71st Avenue and 8th Street	June 7, 2022 Council Meeting	Requested that Public Works review the traffic and to improve safety in this congested area. In late 2022, Public Works Staff installed additional signage to improve safety and line of sight issues caused by parked cars. Furthermore, GPD with the help of Public Works have identified key times to enforce both speeding and stop sign compliance. City staff along with School District 6 and Westridge Academy held a public meeting with the neighborhood on January 26th, 2023. During this meeting we heard feedback regarding traffic safety and development concerns. This feedback is being used to develop solutions to address identified traffic safety concerns. These potential solutions will be brought back to the neighborhood to garner feedback prior to moving forward with the installation of identified improvements.	Additional signage installed for traffic and parking. Staff worked with School District, builder and GPD to ensure road is passable for school buses. GPD will focus enforcement times to ensure compliance with posted speed limit. Staff developing neighborhood safety improvement options and working with School District on transportation issues to improve coordination and support related to safety and infrastructure around school sites.	Anticipate providing council an update on the next neighborhood meeting and safety improvements by late summer 2023	Paul Trombino
01-2023	Butler	Costs and feasibility study of translation services for agendas and meetings	January 3, 2023 Council Meeting	Request staff research the costs and feasibility of translating the agenda, agenda packet and live streamed meetings in other languages? Is Spanish the predominant language for translation or are other languages also appropriate? CCO is almost finished gathering the costs connected to having an in-person translator at council meetings, along with options for agenda translation services. C&E has supplied the information needed about the percentage of Spanish speaker in the community. Next Steps: Provide a written summary and recommendation to council by end of March. *April 12, 2023	CCO to work with C&E to gather statistical information for report.	CCO to provide a written report or Work Session Report on July 25	City Clerk's Office/Communication & Engagement
03-2023	Butler	Limits on individual campaign contributions	February 7, 2023 Council Meeting	Research and gather information from other municipalities to determine if they have implemented campaign contribution limits and provide update of what the process would be to set limits for individual campaign contributions CAO and CCO will have a written report ready in May.	CCO/CAO to come back to Council at a work session regarding the process	CCO/CAO report to Council in May	CCO/CAO

04-2023	Hall	Bridge over creek along the Sheep Draw Trail in Pumpkin Ridge area	March 7, 2023 Council Meeting	Would like a written report to Council regarding the history of the project and possibility of putting a wooden foot bridge across the trail and the timeline going forward City staff will be setting up a neighborhood meeting with the Pumpkin Ridge Neighborhood regarding the proposed connection to the Sheep Draw Trail. We are planning the meeting for June 29, 2023.	PW scheduled next neighborhood meeting for June 29, 2023 at the Greeley Fun Plex from 5:30 to 7 pm. PW has completed a preliminary proposed trail connection for the PumpkinRidge neighborhood. Pumpkin Ridge HOA is in support of the proposed low-rise trail connection and we anticipate the trail will be constructed later this	PW report provided to Council on March 24, 2023. Neighborhood meeting planned on June 29, 2023.	PW
07-2023	Butler	Asked staff to research a change to the code notification requirements for mobile home parks when changes in the code affect residents within a 500 feet radius of the	May 2, 2023 Council Meeting	Request staff to research a change to the code requiring notification to affected owners of personal property (structures) in mobile home parks within 500 feet of new zoning changes- Planning and Zoning notifications	Community Development	Added to 8/8/23 WS	CD
08-2023	DeBoutez	Asked City Attorney's Office to research the City's public nuisance ordinance	May 9, 2023 Council Work Session	Request staff to research ways to strengthen the City's public nuisance ordinances to address criminal behavior, including police assistance and code enforcement measures	City Attorney	Update in mid-July with research and draft ordinance at Council work session	CAO
09-2023	Butler	Research creating an ordinance to limiting ownership of wild animals to three	June 20, 2023 Council Meeting	Research limiting the number of animals kept or owned within the city limits to no more than three (3); prohibit residents from feeding wild and feral animals belonging to the Class Mammalia; prohibiting residents of the City of Greeley from feeding animals belonging to the Class Mammalia outdoors; and require any resident within the city limits that own or keep animals belonging to the lass Mammalia to provide annual vaccinations and deworming, and be required to provide proof of such care.	Greeley Police Department	Options for consideration for how to handle this problem at a future Coucnil meetng	GPD