

Planning Commission Agenda

Regular Meeting
Tuesday, July 08, 2025

Colorado Conference Room 227 2nd
Floor -City Center South 1001 11th Ave,
Greeley, CO 80631 Zoom Webinar Link:

<https://greeleygov.zoom.us/j/85102654667>

NOTICE:

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

Members of the public may participate in Planning Commission meetings in the manner that works best for them.

Watch Meetings:



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

Comment in Real Time:



Join the Zoom webinar (link above). During the public hearing, members of the public may address the Commission.

Submit Written Comments:



Email comments about any item on the agenda to cd_admin_team@greeleygov.com



Written comments can be mailed or dropped off at the Planning office at 1100 10th Street, Greeley, CO 80631. Written comments received prior to or during the meeting will be read into the record in real time.

Meeting agendas and minutes are available on the City's meeting portal at [Greeley-co.municodemeetings.com/](https://greeley-co.municodemeetings.com/)

For more information about this meeting or to request reasonable accommodations, contact the administrative team at 970-350-9780 or by email at cd_admin_team@greeleygov.com.



Planning Commission

July 08, 2025 at 1:15 PM

1001 11th Avenue, City Center South Colorado Room 227, Greeley, CO 80631

Agenda

1. Call to Order
2. Roll Call
3. Approval of the Agenda
4. Approval of May 27, 2025, Planning Commission Meeting Minutes
5. Staff Report
6. Adjournment

Workshop

7. Grow West Area Plan, Caleb Jackson
8. PUD (Planned Unit Development) Process Criteria, Brian McBroom



BOARDS & COMMISSIONS

Planning Commission Meeting Minutes

May 27, 2025 1:15 PM

1. Call to Order

Chair Yeater called the meeting to order at 1:15 pm

2. Roll Call - **Present**

Chair Justin Yeater

Vice Chair Louisa Andersen

Commissioner Erik Briscoe

Commissioner Jeff Carlson

Commissioner Brian Franzen

Commissioner Larry Modlin

Commissioner Christian Schulte

Absent

None

3. Approval of the agenda

There were no changes to the agenda

Motion: Vice Chair Andersen

Second: Commissioner Franzen

Vote: Agenda approved 7-0

4. Approval of Minutes

Minutes for 1/14/25, 1/28/25, 2/11/25, 3/11/25 and 3/25/25 Planning Commission Meetings.

There were no changes to the minutes.

Vice Chair Andersen would like to see a more detailed discussion of the topics addressed and the issues raised. Discussions often occur just prior to voting, which should provide valuable context for the Council to consider.

Motion: Vice Chair Andersen

Second: Commissioner Franzen

Vote: Minutes approved 7-0

5. Staff Report

Brian McBroom (Director of Community Development) said thank you for their patience regarding the Planning Commission minutes. The Department did not intend to fall this far behind, and they don't anticipate this issue recurring. Mr. McBroom continued by saying they have trained additional staff and are exploring new technology to produce more timely and detailed minutes. Mr. McBroom said this should address Vice Chair Anderson's concerns, and he agreed that City Council benefits from understanding the Commission's decision-making process.

Secondly, Mr. McBroom shared that the East and West sub-area plans are progressing well, having begun about a month ago with extensive background research. Commissioners can expect updates with reports in July.

Mr. McBroom also shared that the evening's City Council work session included a presentation on potential funding methods for the Civic Campus Project. While no decisions were set to be made, it would offer a valuable overview for those interested in Greeley's built environment and Greeley community.

Lastly, Mr. McBroom shared that they are about a month into intensive meetings with the Water Valley Company regarding the planned unit development (PUD), including the 100-Acre Entertainment District and an additional 700 acres in West Greeley. The formal PUD submission is expected next month, possibly for Planning Commission review in July. Staff and the developer are actively collaborating to resolve details before submission, which should expedite the review process.

Chair Yeater asked if Mr. McBroom knew if the PUD would be presented all at once or be broken up into smaller pieces. Mr. McBroom answered that the initial plan is to create one PUD covering about 820 acres — the 100-acre city-owned entertainment district and the surrounding 720-acre Cascadia project, included in a pre-development agreement approved by City Council on April 15. Mr. McBroom continued by saying, although the city owns the entertainment district, Water Valley Company will act as the fee developer, handling its land use process. They've requested to combine it with the larger surrounding PUD, which the city supports as long as it doesn't delay the entertainment district, which is on a tight timeline.

6. Adjournment

Chair Yeater adjourned the meeting at 1:24 pm

Workshop

7. Small Business Land Use Center, Katelyn Puga

Katelyn Puga (Planner III) began her presentation by introducing herself and Tina Close (Engineer III) and the item as published. Mrs. Puga started by saying this plan was first introduced to City Council a year ago, and this initiative aims to support small businesses through the development review process. Mrs. Puga provided an overview of the program, along with its goals and objectives, highlighted the challenges small businesses face, and explained how the resources are designed to help them succeed and open in the City of Greeley.

Tina Close (Engineer III) began her portion of the presentation by sharing case study information, including that they saw several small businesses struggle with unexpected development requirements. Mrs. Close highlighted how complex and confusing the process can be without proper guidance.

Mrs. Puga finished her presentation and asked the commission for questions. Commissioner Modlin asked if there would be a central city contact who could quickly refer them to the right experts. This ensures timely answers and prevents delays, a common issue we've seen with systems like e-Trakit. Mrs. Puga answered that Tina and she are currently acting as project managers for small business cases, but they are training staff to provide the same exceptional service. Mrs. Puga continued by saying the goal is to centralize all inquiries through one webpage, email, and contact person, who will coordinate with departments to provide clear answers, offering more points of contact than usual to streamline the process.

Commissioner Franzen asked how these grants would be funded. Mrs. Puga answered by saying they are exploring funding options, but the program is designed to remain valuable even without it. Mrs. Puga continued by saying they have created useful written resources and clear communication points to support small businesses, knowing their time is money. Don Threewitt (Deputy Director of Community Development) added that the idea behind this program is to better support people that are new to land development who struggle with the complex process. Since planners and engineers can't advocate or design for them, they saw the need to connect these applicants with design professionals early on. Mr. Threewitt continued by saying this led to the creation of the micro grant program, that city staff has always adapted to applicants' needs, but this formalizes that approach—encouraging staff to slow down, guide newcomers through the process, and meet them where they are. Mr. Threewitt added the micro grant is a small, supportive part of the overall program, funded as a pilot through the department's existing budget. He said they expect only a few participants during this trial phase, as the grant complements the main program.

Mr. McBroom added that tonight's presentation to City Council is timely, as it aligns with the start of the 2026 budget process. If this program proves more successful than expected, it could lead to a future budget request—either later this cycle or for the 2027 budget.

Vice Chair Andersen asked if this will be accessible on the website at some point. Mrs. Puga answered yes, once the website content freeze is over. Vice Chair Andersen asked how the public would go about accessing this. Mrs. Puga answered by saying they would go to the City website, noting that they want to have two key resources. First, a Concept Questionnaire; a form that businesses can fill out with details about their project, property, and plans that would have a dedicated link to submit directly to staff. This helps staff understand where they're at and provide tailored feedback more efficiently, reducing the need for back-and-forth. Mrs. Puga

continued, noting that the second resource would be a Development Review Guide, which would be a comprehensive guide explaining each type of development review process, what's required, and what to prepare (e.g., plans, site improvements like landscaping or sidewalks). It would be designed to help businesses anticipate and navigate requirements they might not initially consider.

Vice Chair Andersen asked how these businesses would go about hiring these professionals for these projects. Mrs. Puga answered by saying during this pilot phase, they would offer clear guidance on what questions businesses should ask to ensure their consultant is qualified—such as whether they're licensed, familiar with Greeley, and understand local permitting requirements. They will not direct them on who to hire but offer helpful pointers.

Commissioner Modlin expressed support for the project, emphasizing the importance of businesses selecting qualified contractors and expressing hope that adequate funding will be available to ensure its success.

Commissioner Carlson asked a question regarding the grant awards, would they be flat amounts, or are they reimbursable up to a ceiling of these amounts. Mrs. Puga answered that they would be reimbursable up to those amounts. Mr. Threewitt added more information by saying this program is intentionally modest in funding—meant to be a small boost to help businesses connect with a design professional and prepare strong development review applications. It will not be a comprehensive funding source but complements other larger programs like SBA (Small Business Administration) loans and economic development incentives.

Chair Yeater wanted to echo his support for the program. Many of them have benefited from both the information shared here in the Planning Commission meetings and the staff's assistance on their own projects. Community Developments customer service and support for entrepreneurs are truly commendable—thank you.

8. Poudre River Restoration Initiative Update, Victoria Leonhardt

Victoria Leonhardt (Senior Urban Transportation Planner - Public Works & Transportation Department) began her presentation by introducing herself, Brian Hathaway, (Water Quality & Regulatory Compliance Manager) Peter Perez (Director of Emergency Management) and the updated item as published.

Commissioner Modlin asked how consideration is given to drought conditions where the river no longer floods naturally, runoff is reduced or absent, and the river carves a single channel. How are restoration efforts maintaining and irrigating these areas to preserve them as functional floodplains. Ms. Leonhardt answered by saying the goal isn't to actively irrigate the floodplain, but to preserve the space for potential flooding rather than maintain it to a specific standard. Commissioner Modlin also asked about weed maintenance in those areas. Ms. Leonhardt did not have the answer to that question.

Vice Chair Andersen asked if the gravel mining would be curtailed. Ms. Leonhardt answered by saying gravel mining is important, but the key question is how to allow it without severely impacting the floodplain—possibly through reclamation or other alternatives. It's something

their department has discussed. Vice Chair Andersen also asked about the water storage at the gravel pits. Ms. Leonhardt answered by saying that it is a major challenge we've seen in the Poudre River Restoration initiative—sealed water storage pits are at risk of flooding due to their location, putting that infrastructure in jeopardy. It's an important consideration they would look at. This plan is not looking to create liability or limit property use, the goal is to find long-term solutions that allow continued, profitable use of the land while improving outcomes.

Brian Hathaway (Water Quality & Regulatory Compliance Manager) added to Ms. Leonhardt's comment by saying any regulations developed within the scope of the Matrix project will undergo legal review and be vetted by both CWCB and FEMA to ensure compliance with all applicable standards.

Chair Yeater asked who currently manages the river and whether the City of Greeley would be responsible for changes in the river's flow and impacts on downstream users as a result of the restoration project. Mr. Hathaway responded that this question goes beyond his area of expertise.

Chair Yeater shared where to locate the state statute regarding river regulation enforcement, including the specific code number.

Chair Yeater asked if anyone from the City has spoken with the Division of Natural Resources to ask what the city can do with this project. Ms. Leonhardt answered that she believes Leah Hubbard (Deputy Director of Water Resources) has a good relationship with them and could reach out but feels it's too early. For an augmentation plan or approval, they need clear, specific project details—which they don't have yet at this stage of the Poudre River Restoration initiative.

Commissioner Briscoe shared that this has been educational, but he needs a clearer idea of what the proposed projects look like, what they involve, who they affect, and whether they impact vacant land, public land, or private landowners, and how this will take shape over time.

Chair Yeater asked where they were in this process. Ms. Leonhardt answered by saying they developed a preliminary design and received input from multiple City of Greeley departments and a steering committee of external partners. We're now refining the concept based on feedback from local property owners.

The clerk notified the group of a chat message from an online participant. Sean Chambers (Director of Water & Sewer) stated division of water resources, State Engineers Office guides the use storage and right to water supplies. Mining requires mineral rights, and both mining and site reclamation are permitted and regulated by the Colorado Division of reclamation, mining, and safety.

9. Affordable Housing Land Use Center, Don Threewitt

Brian McBroom (Director of Community Development) introduced the item with a few remarks to help frame the presentation.

Mr. McBroom's first remark was that the City is currently developing a Housing Strategic Plan as an update to past affordable housing policies. Informed by the 2023 Housing Needs

Assessment, the plan will address all housing types needed for Greeley's long-term growth, with a focus on refining affordable housing policy.

Referencing a question (if the goal is to encourage affordable housing everywhere) that Chair Yeater asked prior to the meeting, Mr. McBroom added that, no, the Housing Strategic Plan will aim to establish clear benchmarks for the amount of affordable housing that is appropriate for the City of Greeley. Tools such as the Affordable Housing Land Use Center will then serve as mechanisms to help achieve the goals outlined in the plan.

Mr. McBroom continued, saying it's also important to distinguish between market-rate housing that happens to be affordable and "Affordable Housing" as defined by state law, which involves more complex financing and targeted affordability strategies. These tools will support the implementation of the city's housing goals.

Mr. McBroom concluded by noting the definition of "Capital A" Affordable Housing. Affordable Housing refers to developments that meet the state's definition and use specialized, complex financing reserved for such projects. Because of this complexity, only a small number of developers with expertise in this niche typically pursue them.

Don Threewitt (Deputy Director of Community Development) began his presentation by expressing his gratitude to get those questions out of the way to move straight into productive discussion. Mr. Threewitt continued his presentation as published.

Commissioner Franzen asked if the area median income covers Greeley, Greeley & Evans, or all of Northern Colorado. Mr. Threewitt answered that they generally look at the metropolitan statistical area (MSA) for what is determined as the area median income, and that it is published annually by HUD.

Commissioner Modlin asked if there is a specific timeline for these applications. Mr. Threewitt said they would fall underneath the normal timeline for the permitting process.

Mr. McBroom entered a comment regarding a legislative update from the state session regarding construction and defect litigation that they will get put together and bring to the Commission in the next month or so.

Workshop concluded at 2:48 pm

Justin Yeater – Chair

Brian McBroom – Dept Manager

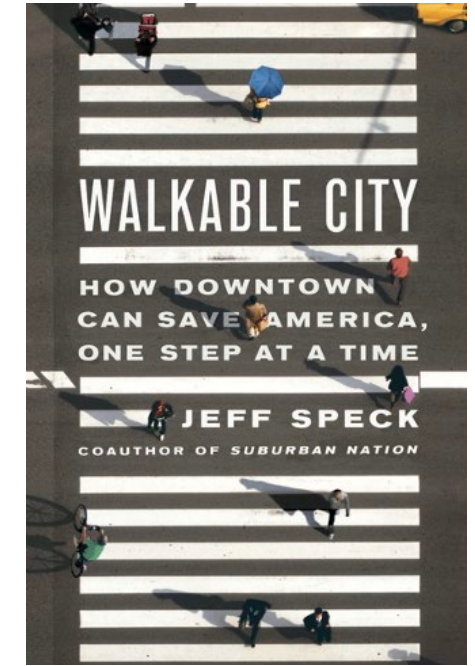
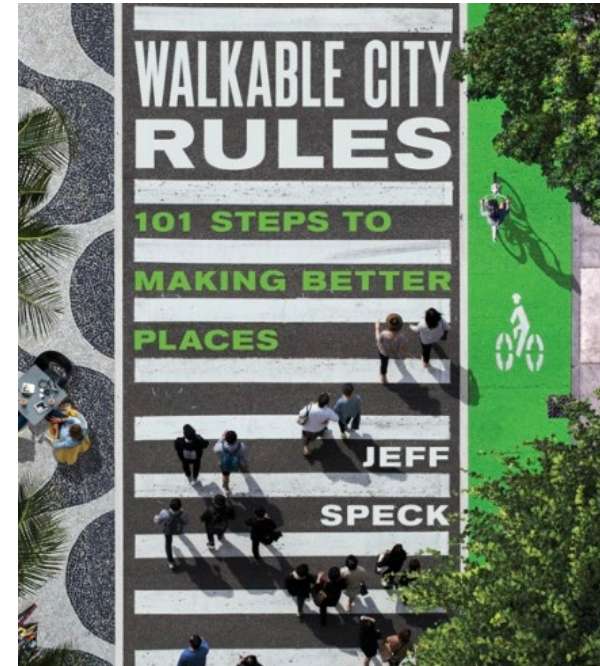
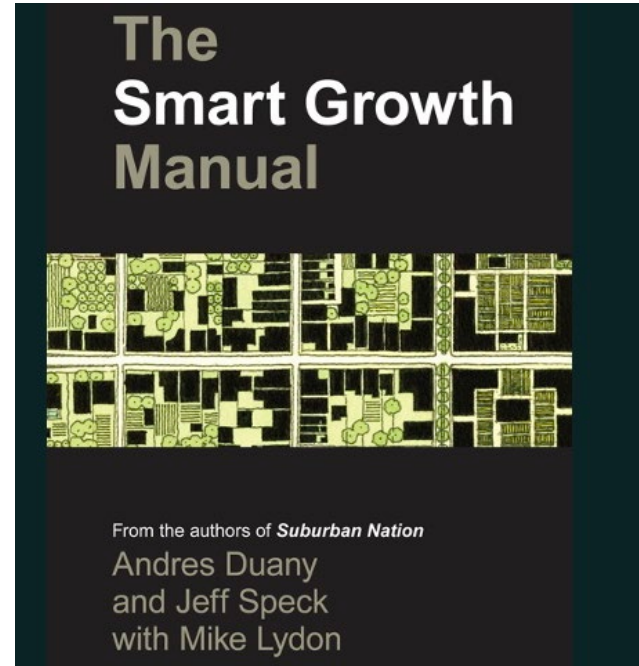
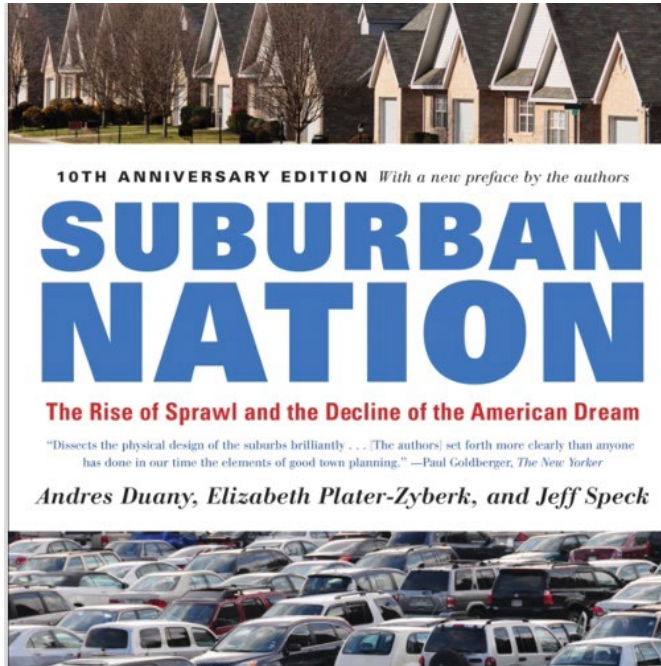


GROW WEST SUBAREA PLAN



CONTRIBUTING TO THE DISCUSSION

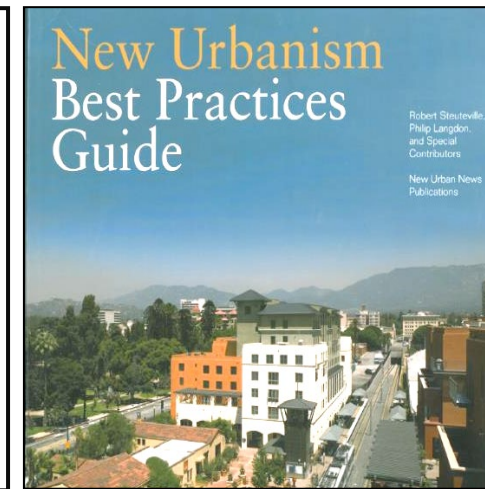
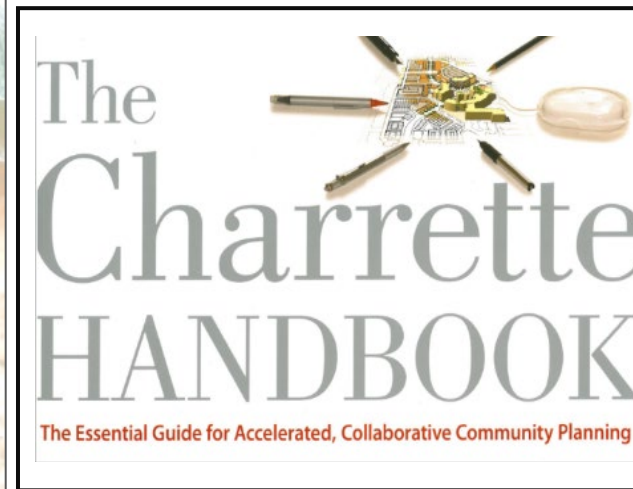
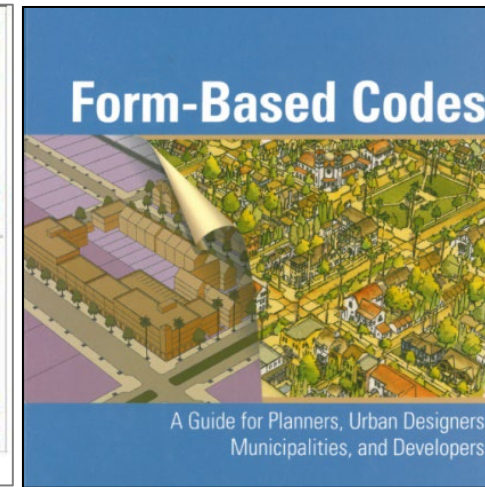
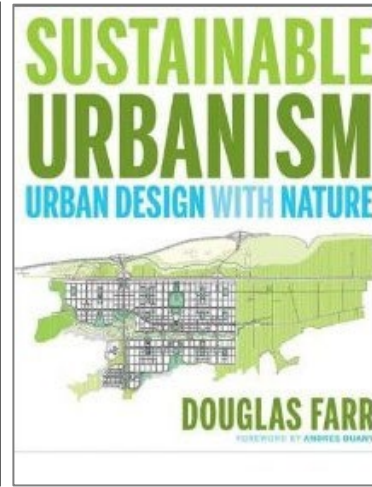
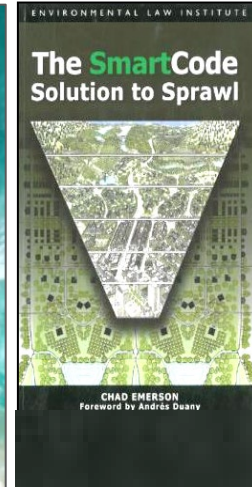
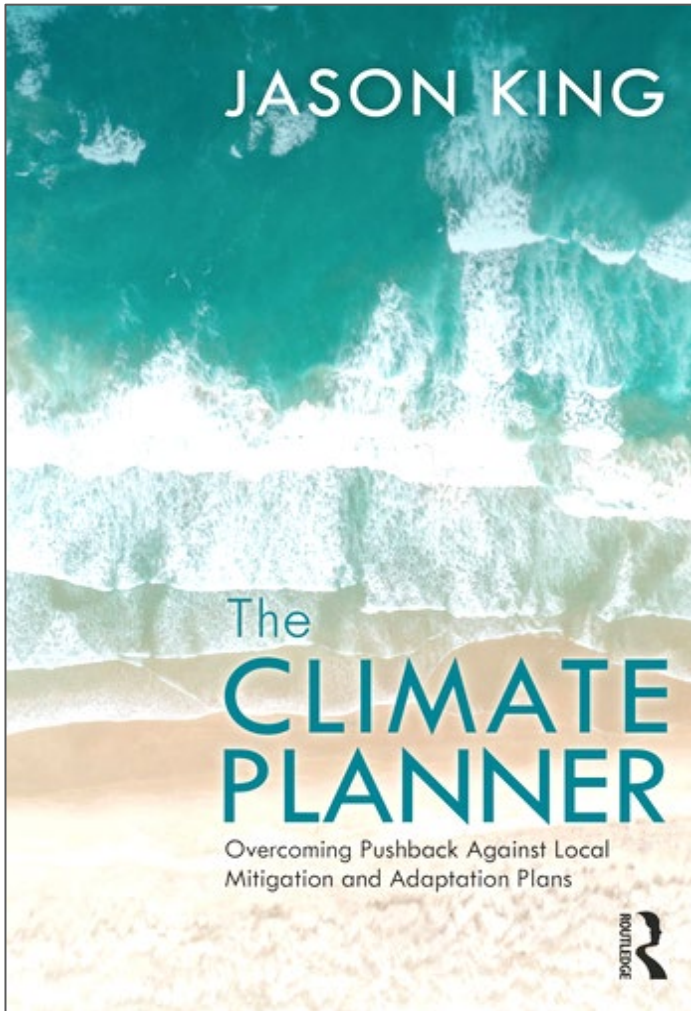
RECENT CONTRIBUTIONS TO THE LITERATURE OF PLANNING



**SPECK
DEMPSEY**

CONTRIBUTING TO THE DISCUSSION

RECENT CONTRIBUTIONS TO THE LITERATURE OF PLANNING



WEST GREELEY

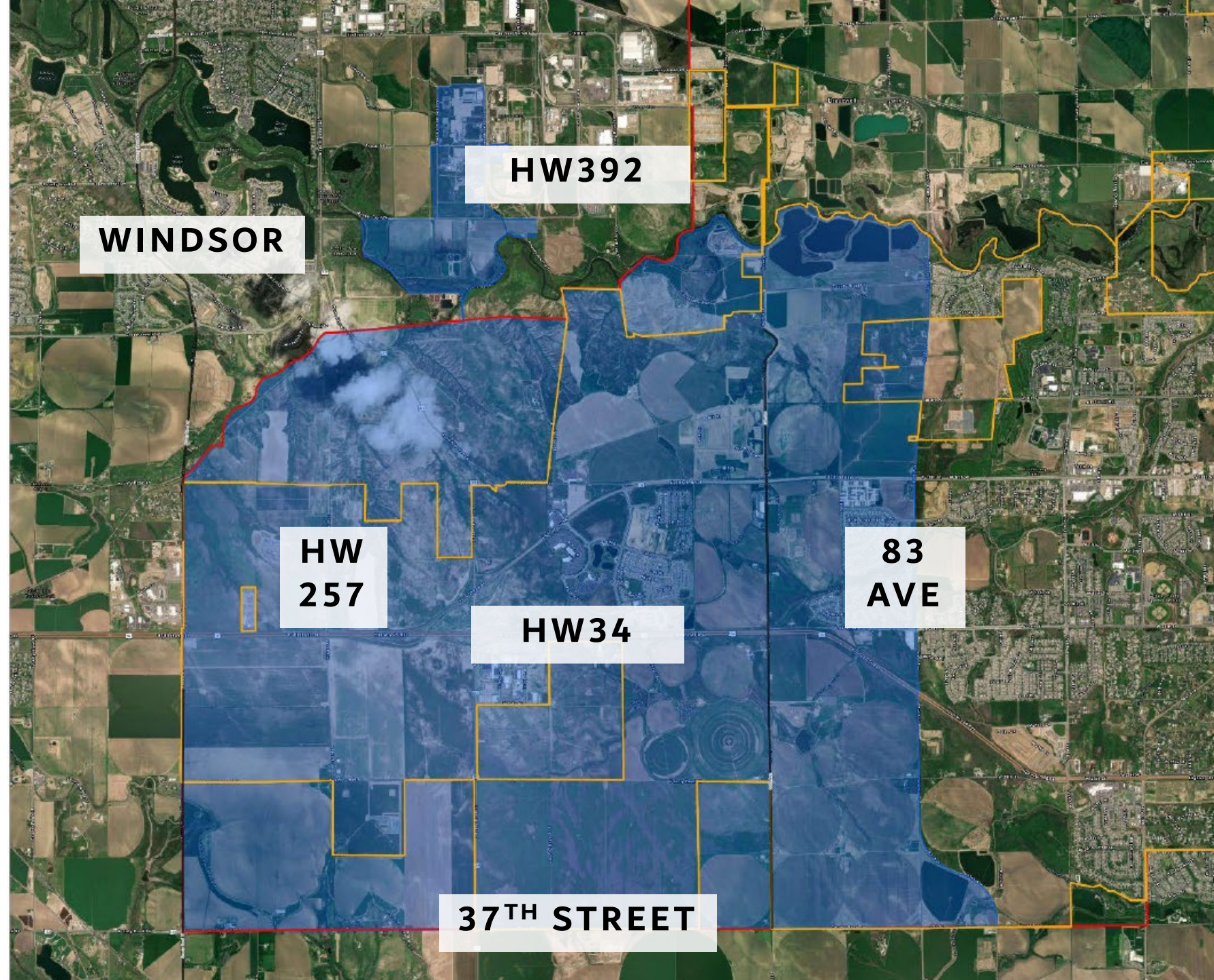
22 SQUARE MILES

4 MILES FROM
DOWNTOWN

- NEIGHBORHOODS
- INDUSTRIAL AREAS
- COMMERCIAL AREAS
- AGRICULTURAL LAND
- RIVER CORRIDORS
- NATURAL AREAS
- ECOLOGICAL SIGNIFICANCE (AES),

Legend

-  Greeley City Limits
-  Long-range expected growth area (LREGA)
-  West_GID



IMAGINE GREELEY

COMPREHENSIVE PLAN

Adopted: 2/6/18



CORE VALUES

1 Excellence in actions, attitude, and leadership

2 Proactive, progressive, and balanced economic development

3 Safe, healthy, and inclusive community

4 Sustainable patterns of growth and development

5 Responsible stewardship of natural resources and the environment

6 Distinctive character and outstanding recreational and cultural amenities

7 High-quality infrastructure and services

8 World-class water resources & management

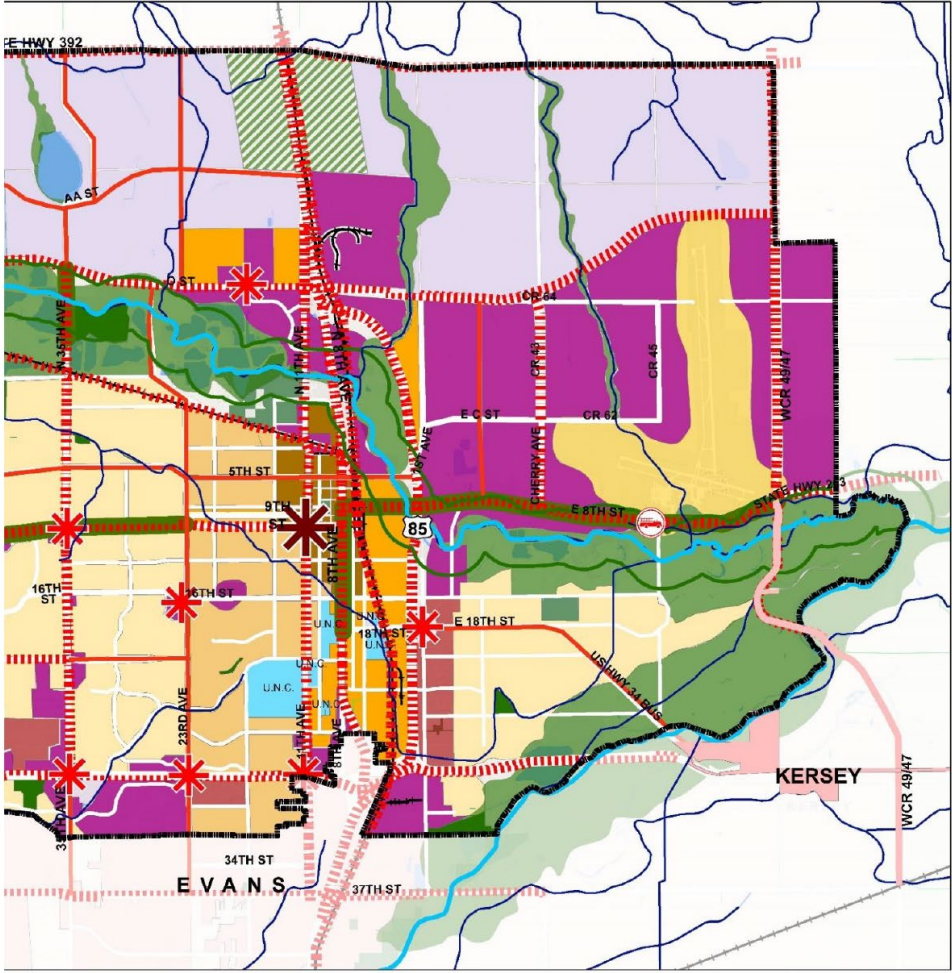
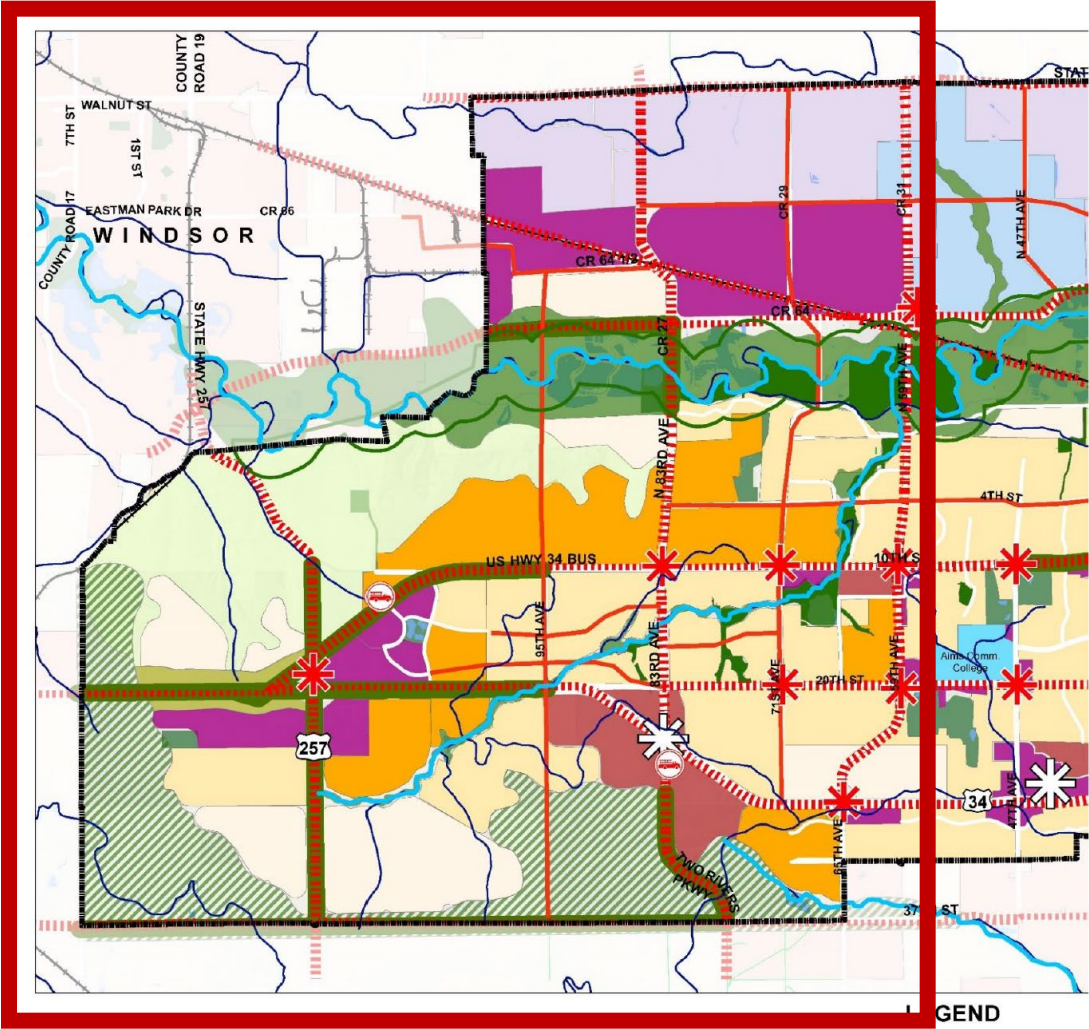
9 Rich history and diversity of people, customs, culture, and ideas

10 Thriving, connected, and inclusive neighborhoods in all the city

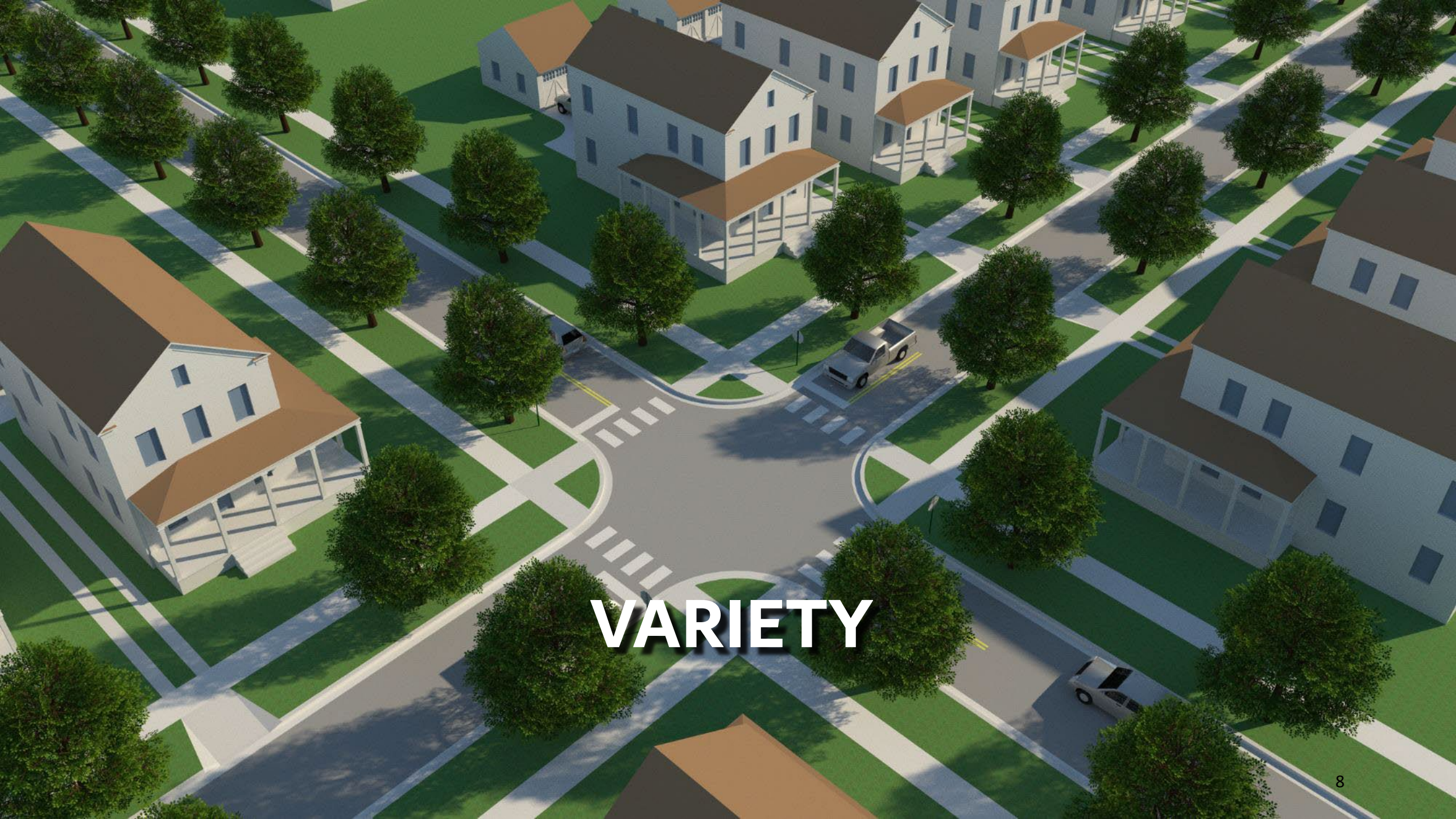
11 Premier educational system and commitment to life-long learning

12 Public/private cooperation to achieve & maintain exceptional community benefits

LAND USE GUIDANCE MAP



FORM-BASED CODES
CREATE A WALKABLE
PUBLIC REALM BY
REGULATING THE FORM
OF BUILDINGS, STREETS
AND PUBLIC SPACES.

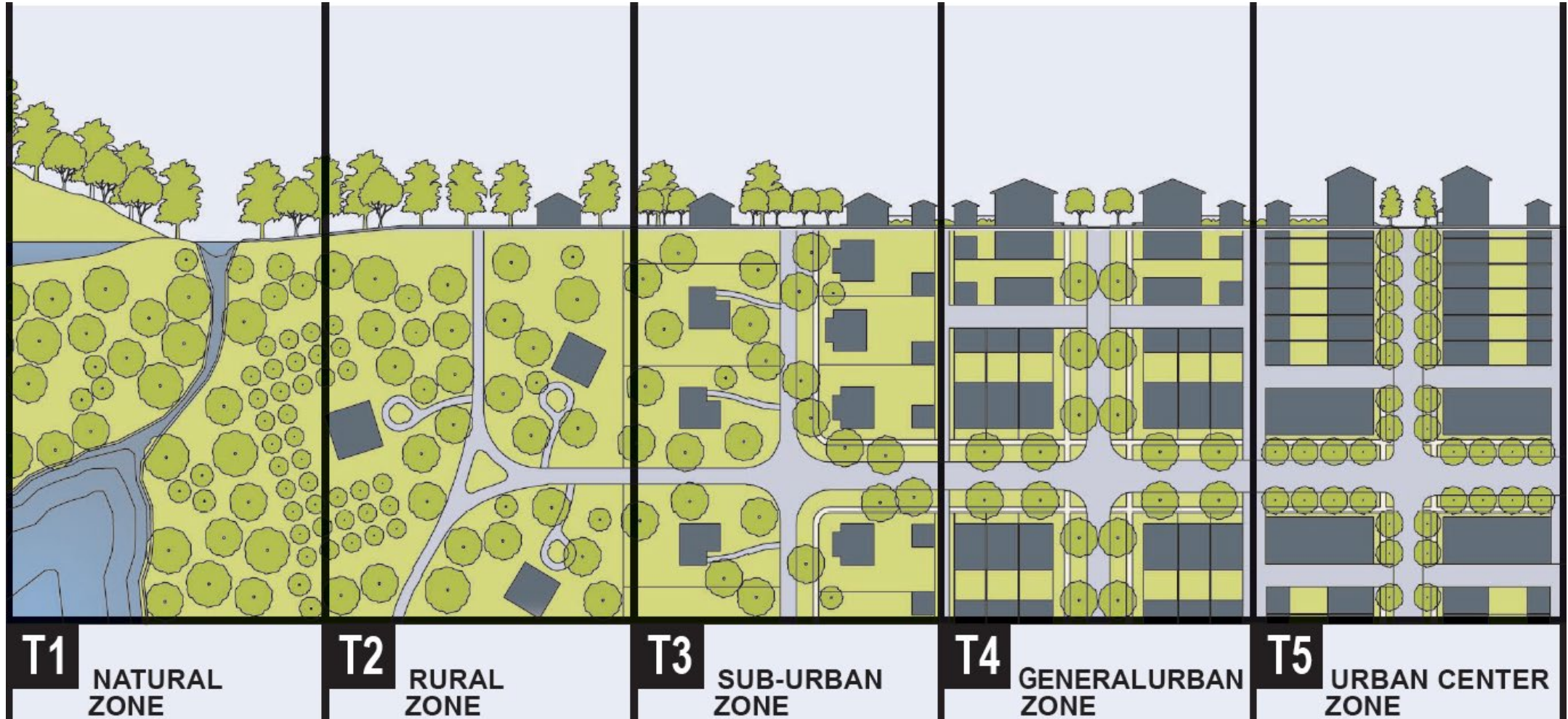


VARIETY



VARIETY

THE FORMULA



**SUBURBAN SPRAWL =
DISCONNECTED**

HOUSES



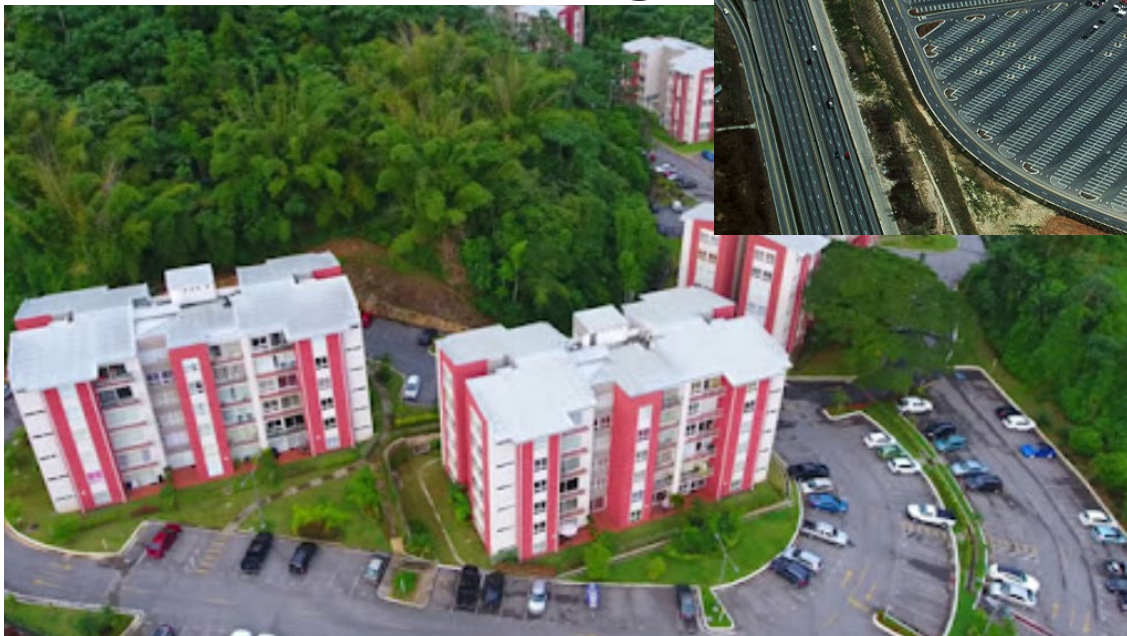
WORKPLACES



SHOPPING



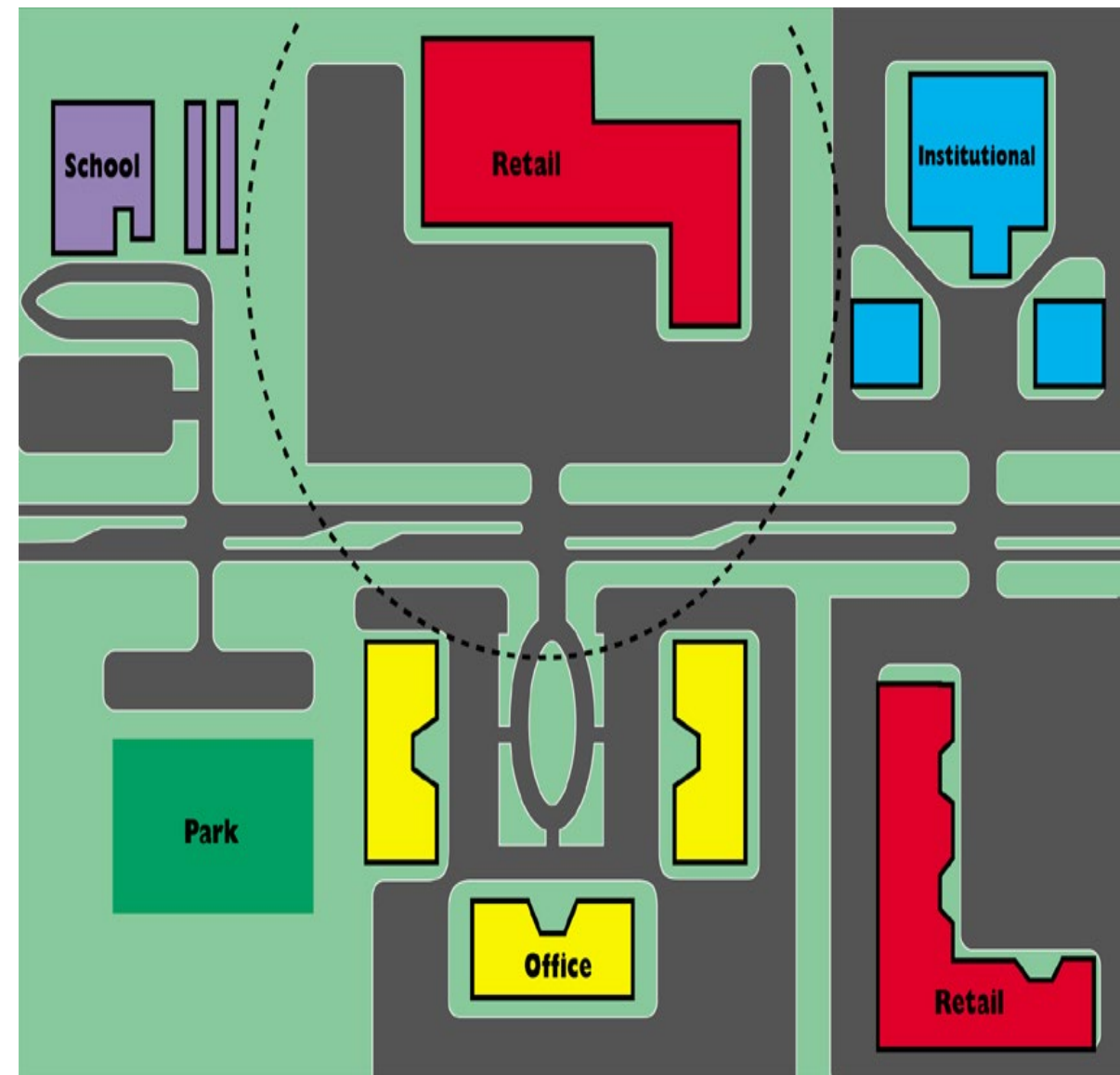
APARTMENTS



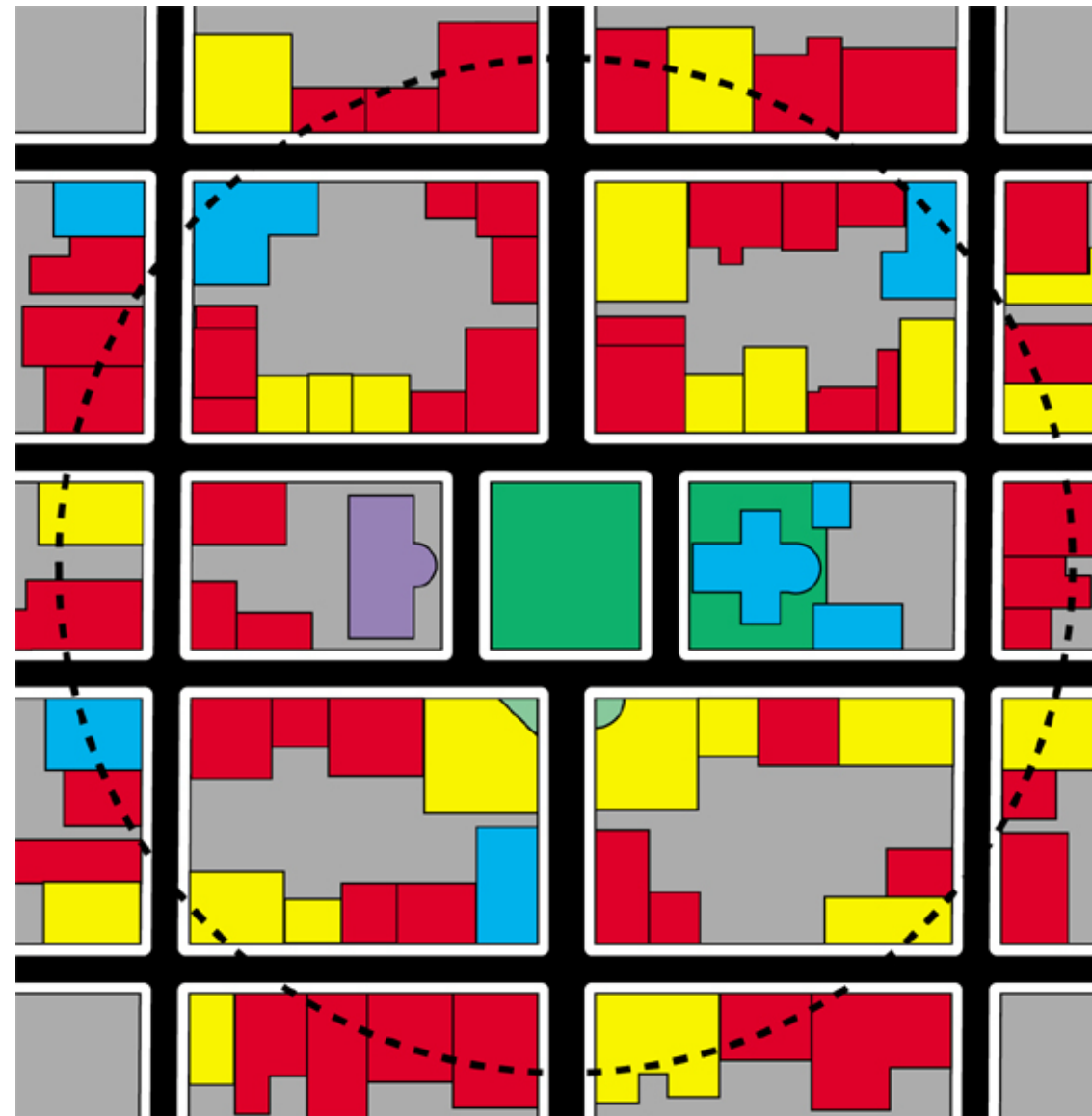
SCHOOLS



CONSIDER



LESS OF THIS



MORE OF THIS

An aerial photograph of a suburban neighborhood. The image shows a mix of residential housing, including single-family homes and apartment complexes, interspersed with green spaces, parks, and a school. A large body of water is visible on the right side. Overlaid on the image are five semi-transparent white boxes with black text labels: 'WORKPLACES' at the top center, 'SHOPPING' below it, 'SCHOOL' on the left, 'HOUSES' on the right, and 'APARTMENTS' at the bottom center.

WORKPLACES

SHOPPING

SCHOOL

HOUSES

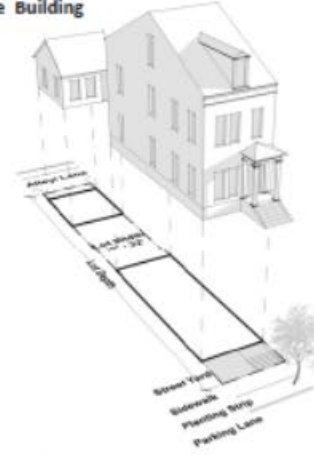
APARTMENTS

A MIX OF BUILDING TYPES

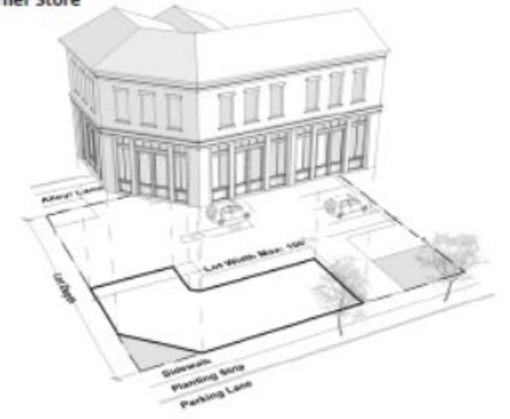
Duplex



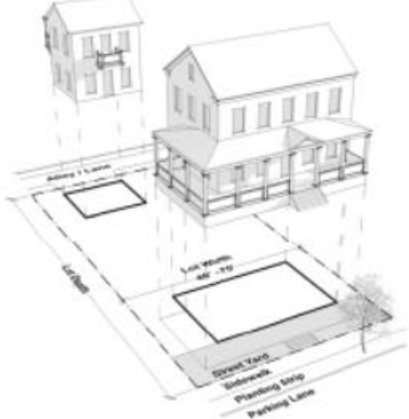
Townhouse Building



Corner Store



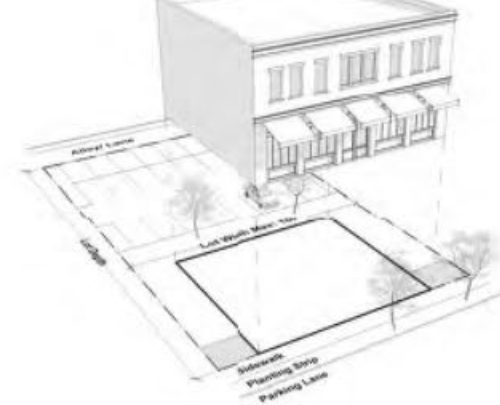
House & Accessory Dwelling Unit



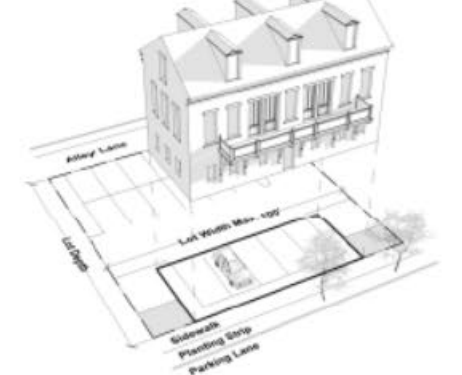
Apartment Building



Mixed-Use Building



Park-Under Building



Cottage



Courtyard Apartment Building



Live/Work Building



Civic Building with Attached Residence



PROJECT TIMELINE

TASK 1: ANALYSIS

TASKS 2-3: VISIONING

TASKS 4-6: PLAN & CODE REFINEMENT

TASKS 7-8: FINAL PLAN & CODE

PROJECT
KICK-OFF
MAY 6 - 7

ORIENTATION
& VISIONING
CHARRETTE
JULY 7- 11

PRESENTATION OF
THE PLAN & CODE
DRAFT ELEMENTS
SEPTEMBER

PRESENTATION OF
COMPLETE DRAFT
PLAN & CODE
DECEMBER

ANALYSIS
MAY-JUNE

↑
ALTERNATIVES
DEVELOPMENT
JULY - AUG

REFINE PLAN
& CODE
SEPT - NOV

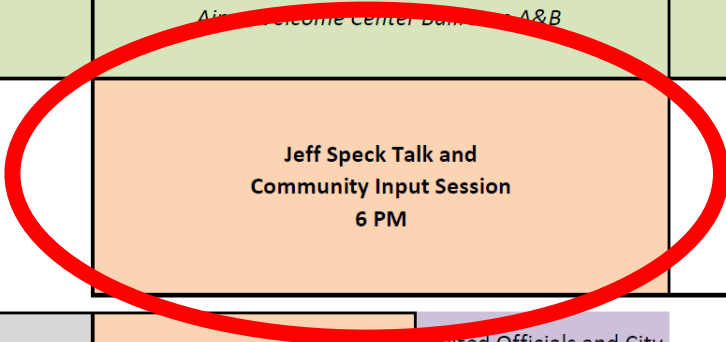
FINAL PLAN & CODE
PRESENTATION
FEB 2026



Greeley Grow West Plan and Code

July Charrette Schedule

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
MDT	7/7/2025	7/8/2025	7/9/2025	7/10/2025	7/11/2025
8:00 AM					Final Presentation Setup 1001 11th Ave Council Chambers Overflow Room 103
			Team Briefing 8:30 AM	Team Briefing 8:30 AM	
9:00 AM			Landowner Meeting - Weld Trust 9 AM - 10AM Conference Room 249	Water & Sewer 9 AM - 10AM Conference Room 249	
			Optional Beeler Park Tour Day 1	Optional Beeler Park Tour Day 2	
10:00 AM			Community Development 10:10 AM - 11:20AM Conference Room 249	Parks, Trails, & Natural Areas 10:10 AM - 11:20AM Conference Room 249	Presentation & Next Steps 9 AM - 11 AM
				Plan Development Aims Welcome Center SkyBox 253 4901 20th Street	
11:00 AM			Landowner Meeting - Chismar 11:30 AM - 12:30 PM Conference Room 249	Public Works & Transportation 11:30 AM - 12:30 PM Conference Room 249	
12:00 PM					Team Departs
			Lunch	Lunch	
1:00 PM					
2:00 PM			Plan Development Aims Welcome Center SkyBox 253 4901 20th Street		
3:00 PM			Additional Touring (if needed)		
4:00 PM			Kick-off Presentation Prep (room set-up, prepare final slides from touring)		
5:00 PM					
6:00 PM				Pack up Studio	
7:00 PM					
8:00 PM					



Consultant Team	Internal Meetings (Consultant Team & Client Staff)	Stakeholder/ Technical Meetings	Public Community Event	Invited Officials and City Staff
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A Talk with Jeff Speck & Community Visioning for West Greeley

Wednesday, July 9, 2025, 6 – 8pm

AIMS WELCOME CENTER





GROW WEST SUBAREA PLAN



PUD (Planned Unit Development) Process and Criteria

Brian K McBroom, Community Development Director
Planning Commission Worksession | July 8, 2025



Agenda

- PUD Review Process
 - Criteria for PUD
 - Criteria for Zoning
 - Commission
- Feedback/Questions

PUD Process

- Intended for development concepts that require a higher degree of planning based on the scale and complexity of the project.
- Allows for flexibility in the standards and to better meet the intent and objective of the Code.
- Should be a master plan that presents the vision for the project.
- Planning Commission recommendation to City Council
- City Council is the final decision maker for the process.
- Remains in place unless a change is proposed.

PUD Criteria

Four (4) criteria used to evaluate PUD's

- The plan reflects greater consistency with or more specificity in implementing the Comprehensive Plan than what could be accomplished under application of general zoning districts and development standards.

PUD Criteria

- The benefits from any flexibility in the proposed plan:
 - (1) promote the general public health, safety and welfare of the community, and in particular, that of the areas immediately near or within the proposed project, and is not strictly to benefit the applicant or a single project;
 - (2) involves innovative concepts that were not anticipated by the development code; or
 - (3) apply to a unique or specific context in a manner that allows the project to better meet the intent or design objectives of the base zoning districts and standards.

PUD Criteria

- The plan reflects generally accepted and sound planning and urban design principles with respect to applying the goals and objectives of the Comprehensive Plan to the area.
- The plan meets all of the review criteria for zoning map amendments in Section 24-204 (Zoning).

Zoning Criteria

Nine (9) criteria used to evaluate Zoning of a PUD

- The proposal is in accordance with the goals and objectives of the Comprehensive Plan and any other plan, policy or guidance adopted pursuant to that plan.
- The proposal can fulfill the intent of the zoning district considering the relationship to surrounding areas.
- Whether the area changed or is it changing to such a degree that it is in the public interest to rezone the subject property to encourage development or redevelopment of the area.
- Whether the existing zoning has been in place for a substantial time without development, and if this indicates the existing zoning is inappropriate given development trends in the vicinity.

Zoning Criteria

- The proposed zoning will enable development in character with existing or anticipated development in the area considering the design of streets, civic spaces, and other open space; the pattern, scale and format of buildings and sites; and the compatibility and transitions with other complimentary uses and development.
- The City or other agencies have the ability to provide services or facilities that may be necessary for anticipated uses in the proposed district.
- The change will serve a community need, provide an amenity, or accommodate development that is not possible under the current zoning or that was not anticipated at the time of the initial zoning of the property, making the proposed zoning more appropriate than the current zoning.

Zoning Criteria

- Any reasonably anticipated negative impacts on the area or adjacent property either are mitigated by sound planning, design and engineering practices or are outweighed by broader public benefits to the surrounding community.
- The recommendations of professional staff or advisory review bodies.

“The Ability to Provide Services”

Broad criterion which relies on staff analysis

Can services be provided vs are those services available today

Could be addressed with conditions

Is project financing relevant?

Purpose of Approval Criteria

Why criteria are crucial

- Assures decisions comply with law and code
- Focuses land use decisions on land use issues
- Frames the appropriate use of discretion
- Ways you can share feedback outside of your role as a commissioner

Risks of too much discretion

- Could create liability for the city
- Less objective decision-making
- Not as useful to the City Council
- Confusing to the applicant and community

Thank you

